



#### VISION

Georgia CORE is shaping a future where Georgia becomes the model for exceptional advancements and unimpeded access in cancer care, facilitating statewide excellence in oncology innovation and treatment.



#### MISSION

**We bridge the gap between groundbreaking research, educational outreach, and effective advocacy to transform the landscape of cancer care and support in Georgia** by:

- Fostering partnerships and channeling funding to extend research and treatment opportunities.
- Empowering healthcare partners and all Georgians impacted by cancer with the latest information throughout the continuum of care.
- Engaging and educating government entities on cancer's impact to help identify & secure critical public resources.

## STRATEGIC OBJECTIVES

Ultimately, we came to five guiding objectives that will focus the strategic plan, outlined by **Increasing, Coordinating, Channeling, Improving and Securing**



### **Objective 1: Increase awareness of Georgia CORE as a resource**

Build awareness of what GA CORE's purpose is, what we do and how we can help. Develop a marketing and communication strategy that ensures all of our partners are informed on the knowledge and resources GA CORE can provide.

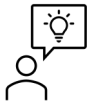
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### **Objective 2: Coordinate partner programs and needs across Georgia**

Increase collaboration and build trust between our partners across Georgia by focusing on the unique resources each can provide, the specific needs *other* partners may be able to support and how Georgia CORE can be the conduit between them.

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### **Objective 3: Channel funding to the right opportunities and innovations**

Apply a consistent and predefined prioritization approach to cancer-based research & healthcare partner opportunities to ensure those resources maximize impact across Georgia. This includes tracking and/or measuring the outcomes of those specific investments where possible and taking lessons learned forward.

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### **Objective 4: Improve information management and sharing across the ecosystem**

Ensure Georgia CORE's knowledge base is easily accessible and maintained with up-to-date data or resources that may be relevant for our partners including available programs/trials, contacts, fundraising opportunities, community events, metrics, etc.

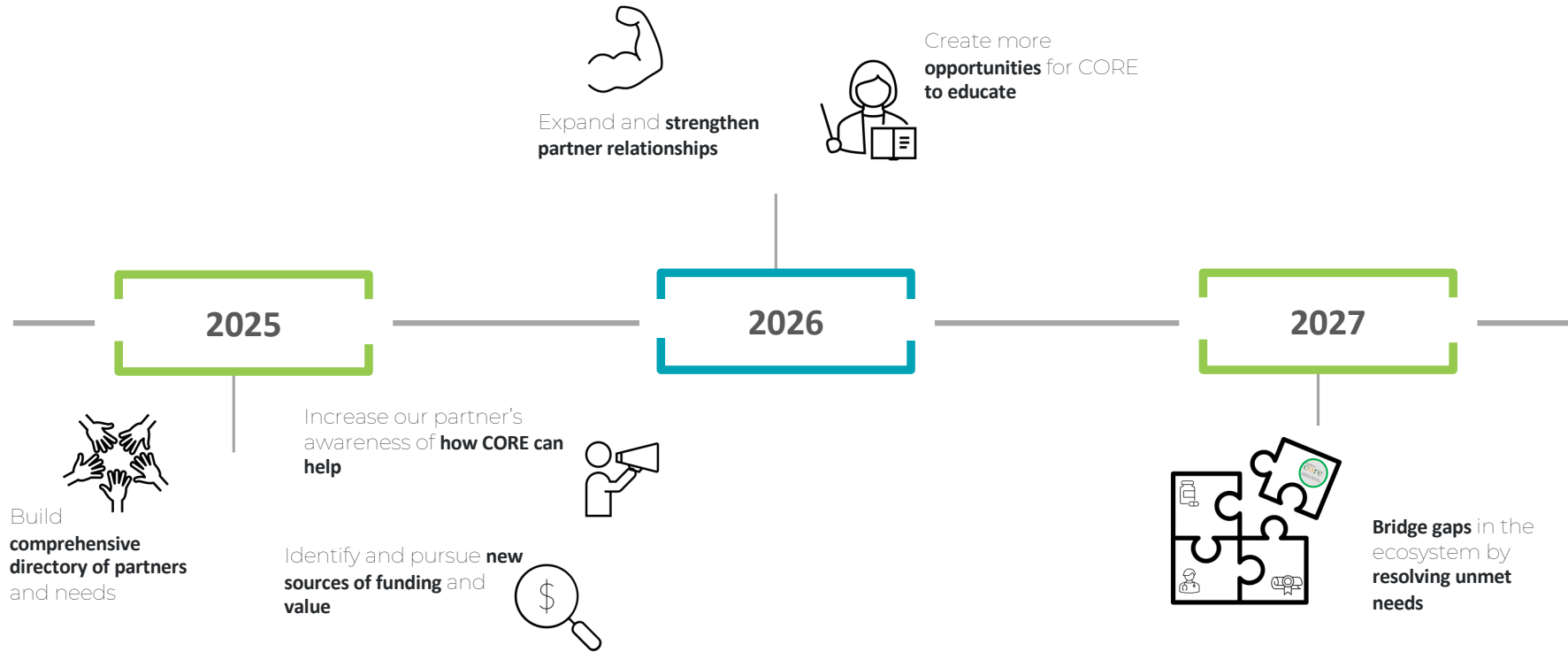
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### **Objective 5: Secure sustainable funding and improve operational effectiveness**

Need to secure a broader set of funding by assessing current and new avenues to collect resources. Additionally, how are we spending *internally* and are we able to get what we need, when we need it and focus on activities that bring the most value.

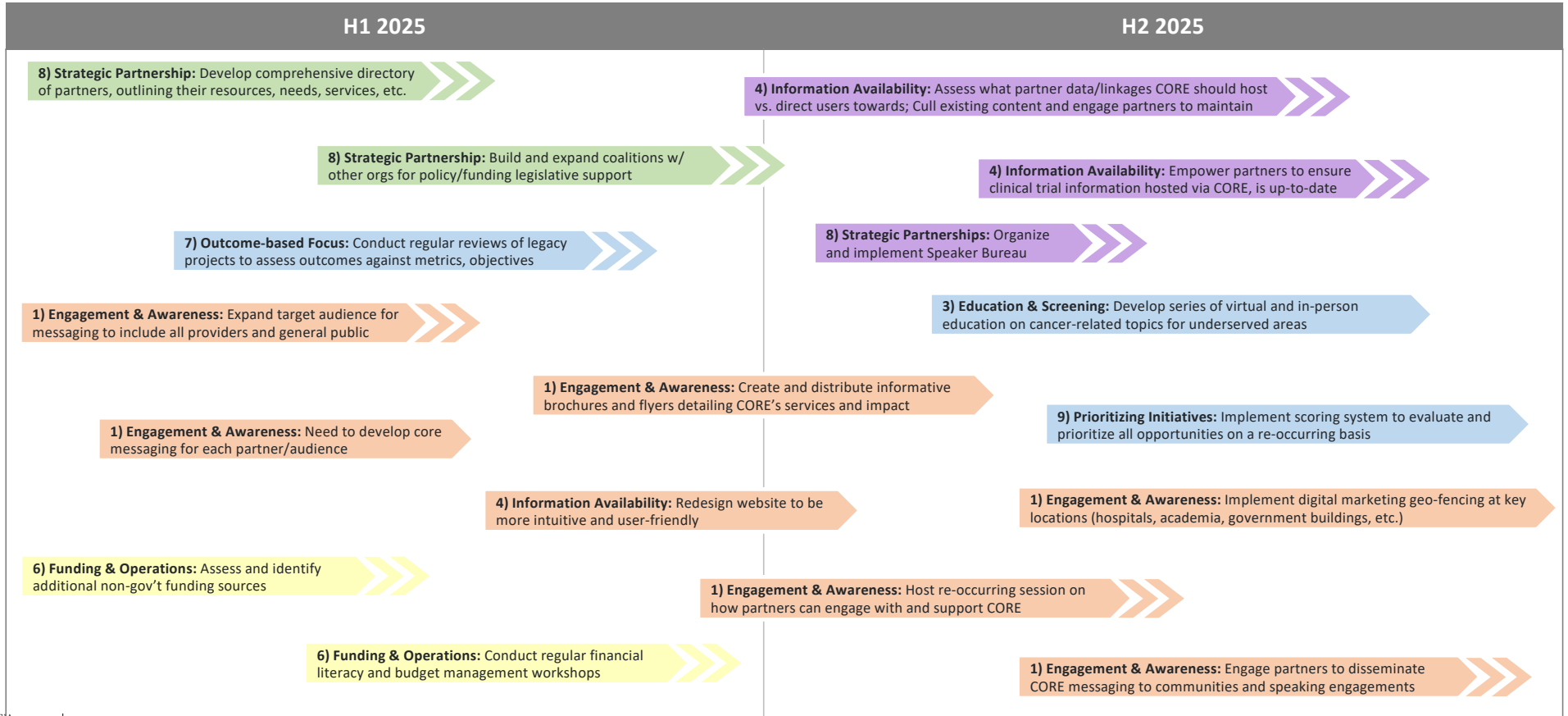
# STRATEGIC ROADMAP OVERVIEW



# 2025 DETAILED ROADMAP – Strengthen Foundation and Create Awareness



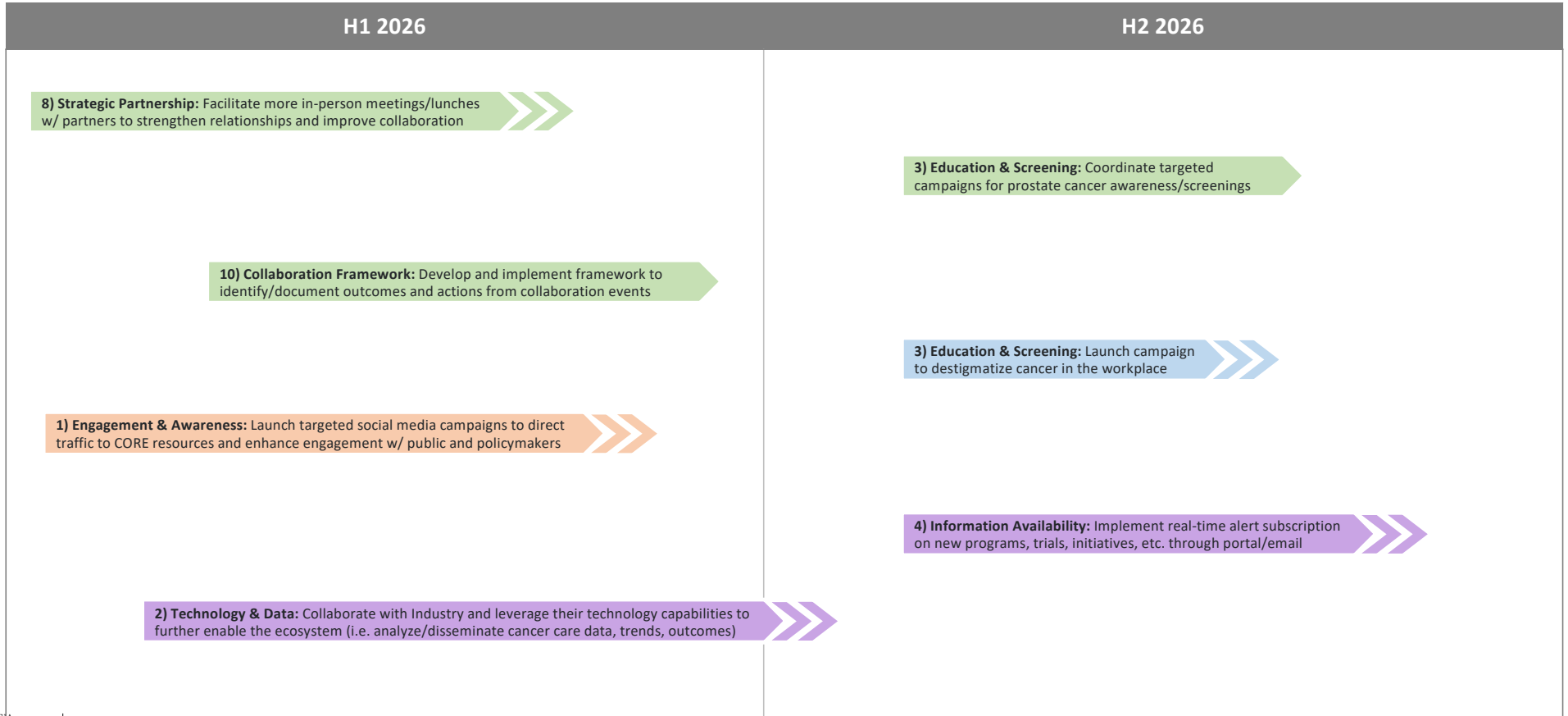
KEY	Awareness	Partners	Opportunity	Information	Funding
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## 2026 DETAILED ROADMAP – Increase Value as a Resource



KEY	Awareness	Partners	Opportunity	Information	Funding
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# 2027 DETAILED ROADMAP – Identify Opportunities and Close Gaps












KEY	Awareness	Partners	Opportunity	Information	Funding
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H1 2027	H2 2027
<p><b>8) Strategic Partnership:</b> Conduct assessment to identify unmet ecosystem needs and facilitate targeted programs with relevant partners to address them</p>	<p><b>10) Collaboration Framework:</b> Develop and implement framework/platform to track progress and mitigate issues for actions from collaboration events</p>

## KPIS BY FOCUS AREA

Several potential KPIs (Key Performance Indicators) were identified to help measure progress within each focus area which is dependent on technology, timing and staffing

	 <b>ENGAGEMENT &amp; AWARENESS</b>	 <b>TECHNOLOGY &amp; DATA</b>	 <b>EDUCATION &amp; SCREENING</b>	 <b>INFORMATION AVAILABILITY</b>	 <b>RESEARCH &amp; INNOVATION</b>	 <b>FUNDING &amp; OPERATIONS</b>	 <b>OUTCOME – BASED FOCUS</b>	 <b>STRATEGIC PARTNERSHIPS</b>	 <b>PRIORITIZING INITIATIVES</b>	 <b>COLLABORATE FRAMEWORK</b>
<b>EXAMPLES</b>	<p><b>Social Media Engagement</b></p> <p>Track # of likes, shares, comments, and overall reach of posts</p> <p><b>Brochure &amp; Video Distribution</b></p> <p>Measure # of brochures distributed and video views</p> <p><b>Geo-fencing Conversion Rate</b></p> <p>Compare # of individuals targeted vs those engaged who engaged w/ marketing efforts</p>	<p><b>App Adoption &amp; Usage Rates</b></p> <p>Monitor # of downloads and active users over time</p> <p><b>Customer Satisfaction with Digital Services</b></p> <p>Conduct surveys or collected feedback thru digital platforms to gauge satisfaction levels</p>	<p><b>Educational Campaign Involvement</b></p> <p>Track attendance and views for in-person or virtual content</p> <p><b>Screening Participation</b></p> <p>Compare # of screenings conducted before/after</p> <p><b>Knowledge Improvement</b></p> <p>Conduct pre/post surveys focusing on awareness and knowledge</p>	<p><b>Info Alert Signups</b></p> <p>Track # of users signing up for real-time info alerts by topic</p> <p><b>CORE Website Traffic</b></p> <p>Measure the increase in traffic as a result of newly published information</p> <p><b>Partner Engagement and Updates</b></p> <p>Monitor frequency of partner updates based on recent progress and new information</p>	<p><b>Pilot Initiatives &amp; Programs</b></p> <p>Track # piloted efforts stemming from new partner collaborations</p> <p><b>Research Grant Program Impact</b></p> <p>Track # of submissions for grant, views of content stemming from outcomes</p> <p><b>Innovation Conference Attendance</b></p> <p>Track attendance and monitor increase in engagement as a result</p>	<p><b>Financial &amp; Ops</b></p> <p>Total funds committed, collected &amp; outstanding; Efficiency of Funding (cause vs admin), Forecast vs. Actual</p> <p><b>Funding Sources</b></p> <p>% breakdown between Partner groups; Rolling # of Net New Donors; Win Rate by Funding Type (Cost vs. Benefit)</p> <p>Tracking shared value and in-kind donations such as equipment, loaners, etc.</p>	<p><b>Usage &amp; Impact</b></p> <p>Outcome Based Metrics (Lives Touched/Saved, Health Outcomes, etc.), Investment by Category, ROI by Investment, Economic/Business Impacts (companies, innovations, jobs)</p> <p><b>Learning Session Engagement</b></p> <p>Track attendance and re-occurrence of lessons learned from previous sessions</p>	<p><b>Quantity &amp; Growth</b></p> <p>Number of partnerships, expansion velocity</p> <p><b>Type &amp; Quality</b></p> <p>Partnership types, level of interactions (influencer vs. decision maker)</p> <p><b>Support Types</b></p> <p>Sponsorship/Funding Dollars, Marketing Exposure/Awareness, In-Kind Gifts</p>	<p><b>Criteria Accuracy</b></p> <p>Track success rate of impactful initiatives; assess Usage &amp; Impact KPIs; change scoring, criteria, etc. as needed</p>	<p><b>Status &amp; Progress</b></p> <p>Tracking closure of actions, mitigation of risks, achieving targeted outcomes within estimated timelines</p>

## POSSIBLE FUNDING SOURCES & TARGETS FOR GEORGIA CORE



### FUNDING SOURCE



**Federal  
Government  
Funding**



**State  
Government  
Funding**



**Industry  
Organizations**



**Private  
Corporate  
Donors**



**Private  
Individual  
Donors**



**Venture  
Capitalists**

### CURRENT

**50%**

**35%**

**9%**

**3%**

**3%**

**0%**

### DESIRED

**45%**

**30%**

**15%**

**6%**

**4%**

**0%**



*These desired targets should be the ultimate measure of success for the objective of securing more sustainable funding and be realized through completion of all associated tactics*