To be a catalyst for strengthening Georgia’s national leadership in cancer care and research by improving quality of care for patients and quality of life for survivors

Advancing cancer care through partnerships and innovation

IMPROVE CANCER CARE & ACCESS
ENGAGE LEADERS, PARTNERS & SURVIVORS
DECREASE MORBIDITY
DECREASE DISPARITIES

To ensure cancer resources are expanded, aligned, and focused on areas of greatest need and opportunity

COLLABORATION
We foster collaboration among cancer leaders, academic and community organizations and survivors to improve cancer care through research and education.

ACCESS
We increase statewide access to cancer prevention, screening, treatment, genetics, navigation and survivorship programs.

EQUITY
We improve equity of cancer care, resources and research with a focus on serving racial and ethnic minorities and engaging rural/underserved communities.

ADVOCACY
We advocate for policies, programs and funding that are evidence-based and address identified needs of patients and survivors.

BUILD EDUCATION AND AWARENESS
Public awareness programs provide tools, resources & support for patients & survivors; multi-disciplinary conferences advance innovations in care & research.

CONDUCT INNOVATIVE RESEARCH
An active network of academic, community & public health investigators conducts research & publishes outcomes.

EXPAND SCREENING AND PREVENTION
Best-practices for risk reduction & early detection of leading cancers are implemented in community settings.
Lead efforts to ensure that measurable outcomes of the state cancer plan are funded
- Synthesize data into a plan that defines statewide priorities (July 2020)
- Establish a coalition of committed partners to support advocacy efforts (October 2020)
- Focus lobbying efforts to gain support of legislators and policy makers (January 2021)

Advance personalized cancer care focus on clinical research and treatment
- Expand research network scope and membership (October 2020)
- Establish telehealth platform and resources to improve education, genetic screenings and multi-disciplinary conferences (October 2020)
- Develop and administer selected pilots to understand the efficacy of new technologies and strategies (January 2021)
- Engage businesses and payors through the platform to enhance guidance concordant cancer care (April 2021)

Expand targeted statewide screening and prevention programs
- Prioritize cancer-specific screening strategy (April 2020)
- Recruit partners to promote and implement screening initiatives (July 2020)

Expand statewide survivorship program to bridge active cancer treatment and long-term survivorship, with tools, resources and connectivity among survivors
- Build local coalitions to support the work across the state (January 2020)
- Identify, develop and disseminate resources to address top unmet needs of Georgia cancer survivors (April 2020)
- Provide survivorship programs to Commission on Cancer accredited hospitals (July 2020)

Ensure the organization has the leadership, resources, partners and visibility required for long-term success

**FINANCIAL SUSTAINABILITY**
- Expand and diversify philanthropic support
- Establish sustainability fund & maintain efficient overhead
- Leverage core competencies and create revenue-generating opportunities

**BOARD AND STAFF DEVELOPMENT**
- Plan and execute a smooth CEO leadership succession
- Diversify the board to include skills and expertise required to achieve strategic goals
- Align staff and structure to goals

**BRANDING, MARKETING AND COMMUNICATIONS**
- Develop brand identity
- Develop and implement a targeted marketing and communications plan to increase visibility and support resource development