



2020-2023 PRIORITIES AND INITIATIVES

**ADVOCACY**

- 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)

**CANCER CARE**

- 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)

**SCREENING AND PREVENTION**

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

**SURVIVORSHIP PROGRAMS**

- 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)

**ORGANIZATIONAL SUSTAINABILITY**

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

INTERNAL PRIORITIES

**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