

## FIVE YEAR STRATEGIC PLAN

### VISION, MISSION, AND STRATEGIC GOALS

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#### VISION

**The Metastatic Breast Cancer Alliance envisions** a world where all people living with Metastatic Breast Cancer (MBC) receive quality, individualized treatments to live long lives with a good quality of life, and where MBC is no longer a terminal illness.

#### MISSION

**The mission of the Metastatic Breast Cancer Alliance** is to extend life, to enhance quality of life, and to end suffering and death from MBC by:

- Advancing MBC research
- Improving access to quality treatments and care
- Empowering people through increased education and information about the disease, and access to available resources.

#### STRATEGIC GOALS

To realize our vision and mission we will pursue four strategic goals:

##### STRATEGIC GOAL # 1

Advocate to prioritize critical research to improve outcomes for all MBC patients. (Research)

##### STRATEGIC GOAL # 2

Advocate that clinical trials become more patient-centric by implementing patient-driven designs and procedures, removing barriers to participation, ensuring equity and diversity in recruitment, and supporting Alliance member clinical trial initiatives and materials. (Clinical Trials)

##### STRATEGIC GOAL # 3

Ensure that all patients—regardless of race, ethnicity, age, gender, geographical location, sexual orientation, education level or ability to pay—have equitable access to quality standard of care including an appropriate clinical trial. (Removing All Access Barriers to Quality Standard of Care)

##### STRATEGIC GOAL # 4

Integrate Quality of Life services and care (i.e., palliative care, financial toxicity, shared decision making) into all treatment planning from initial diagnosis. (QOL)

As the Alliance works to achieve the vision, mission, and strategic goals of the MBCA, we are committed to the following CORE VALUES and guided by important INTERNAL BEST PRACTICES as we do our work.

## **CORE VALUES**

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### **WE VALUE**

#### **MBC Patients**

As we work together, the MBCA prioritizes the urgent needs of individuals living with MBC to live longer with a good quality of life.

#### **Inclusiveness**

We welcome all MBCA members and other stakeholders in everything we do, and we encourage diversity in membership, thought, perspective, and approach, ensuring that there is diversity on all our committees and in all our initiatives

#### **Respect**

The MBCA treats all members, partners, and collaborators with mutual respect and sensitivity.

#### **Open Communication**

The MBCA welcomes all members to respectfully share their opinions and views without judgement or retaliation.

#### **Integrity**

The MBCA acts with honesty, transparency, and integrity—not compromising the truth.

#### **Collaboration**

The MBCA works together to achieve our Vision, Mission and Strategic Goals through sharing information, experiences, knowledge, and best practices. We leverage activities of members and work on initiatives together rather than creating redundancies.

#### **Accountability**

The MBCA strives to develop appropriate and meaningful metrics to show progress in meeting our goals.