

FIVE YEAR STRATEGIC PLAN

VISION, MISSION, AND STRATEGIC GOALS

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

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.

INTERNAL BEST PRACTICES

We incorporate and leverage the passion, perspectives, knowledge, experience, and resources of our members to affect the greatest impact and change for MBC patients.

We partner with thought leaders, including patients and their caregivers, researchers, healthcare providers, scientists, policy makers, payers and government experts to expand our expertise and influence as we pursue strategies to achieve our goals.

We convene and organize meetings, workshops, and work-streams with key people who can help us focus on actionable topics related to our mission and goals.

We utilize available programs whenever possible to train our members to acquire and apply knowledge and skills needed to promote and advance research focused on metastatic breast cancer.

We amplify Alliance members' work that seeks to influence standard of care and improve the lives of MBC patients including, but not limited to, raising awareness of the need for focused research; patient support services; patient conferences that share disease information about MBC and other practical topics; knowledge of and recruitment for clinical trials, and initiatives focused on raising diversity and promoting equality in treatment access. The Alliance amplifies the work of its members through the Alliance's website, social media channels, and internal and external meetings.

We are committed to building an internal infrastructure and systems (people, technology, processes, and communication) that will help us successfully drive and achieve our goals.

We welcome and expect our members to respectfully express their views and opinions as they collaborate internally and externally while doing the work of the Alliance.

We commit to regularly measuring the progress and outcomes of our work, adjusting to changing circumstances and whether we are working efficiently.

We believe that the success of our mission and goals depends on the regular, active support, participation, and contribution of every organization and individual that chooses to become a member of the Alliance.

We celebrate our lives and work together.