

VISION

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

MISSION

Advancing cancer care through partnerships and innovation

OUTCOMES
WE SEEK

IMPROVE CANCER
CARE & ACCESS

ENGAGE LEADERS,
PARTNERS &
SURVIVORS

DECREASE
MORBIDITY

DECREASE
DISPARITIES

OUR
ROLE

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

WAYS WE DRIVE CHANGE

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.

OUR STRATEGIES

PROVIDE EDUCATION AND
NAVIGATION

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.

GEORGIA CORE Strategic Framework 2020-2023

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 & NAVIGATION 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