**Mission:**
CLL Society is an inclusive, patient-centric, physician-curated nonprofit organization that addresses the unmet needs of the chronic lymphocytic leukemia (CLL) community through patient education, advocacy, support, and research.

**Vision:**
We envision a world in which the entire CLL community can equitably access quality education, support, and care, to lead healthier and richer lives.

---

## Strategic Priorities and Objectives

### Patient Support and Education

1. Continuously improve existing programs and services.
2. Maximize CLL Society footprint and grow audience. Reach the estimated 130,000 CLL patients who are not regularly accessing CLL Society resources.
4. Address urgent issues relevant to the CLL patient community.

### Systemic Change

5. Advocate for equitable access to quality care in all stages of disease management.
6. Advocate for solutions to address double refractory disease, Richter’s transformation, immune reconstitution, and potentially curative therapies.
7. Elevate the patient voice in all stages of CLL management, including patient centricity in trial design.
8. Educate community hematologists on key CLL testing and treatment issues.

### Sustainability

9. Expand and diversify funding sources.
10. Increase ratio of private donors to industry funding.
11. Establish succession plans and business continuity plans.

---

## Key Strengths & Advantages

- Exclusive focus on CLL
- Brian Koffman’s unique expertise and notoriety
- Credible reputation
- World-class Medical Advisory Board
- Meaningful stakeholder relationships

## Motto

**Smart Patients Get Smart Care**