Our Vision:

To improve patient outcomes and advocate for the patient at every stage of their journey, from their day of diagnosis to the day they are cured.

Our Mission:

To deliver patient-first, patient-centric solutions that remove barriers to a cure.

Our Strategy:

To support a patient community and invite that patient community to contribute to research using innovative technology.

Updated: February 2022
Our Goals and Strategic Plan:

1. Continue our successful programs (Round Tables, Podcasts, Community Events and Chapters, Coach program, Cure Hub patient portal, HealthTree University, Disease news site, Online Specialist Directory, etc.)
2. Expand our current reach in multiple myeloma by connecting with academic and community oncology sites with the support services that we provide.
3. Support myeloma patients with new health equity programs for rural, African American and Hispanic patients
4. Create new ways of performing academic research using HealthTree Cure Hub
5. Contribute to a multiple myeloma cure
6. Expand our software services to include additional tools including a social media network, journaling feature, fitness app, clinical trial finder and more
7. Grow our new AML division to build a successful AML patient and expert community, replicating known, successful programs
8. Expand into additional disease areas using our HealthTree Software Suite
How We Measure Success:

- Number of site visitors on each disease platform
- Number of educational program attendees
- Number of Coaches
- Number of patients coached
- Number of patients participating in research data portal
- Number of patients contributing to research surveys/studies in HealthTree Cure Hub
- Number of studies performed/supported by academic investigators
- Number of academic publications accepted in key journals/medical meetings