The vision of the Brain Tumor Network is to empower and deliver hope to those impacted by a primary brain tumor. Our mission is to help patients and loved ones manage a brain tumor diagnosis and navigate the complicated healthcare system to find the best treatments and options for them.

**Patient Impact**
Deliver the highest quality and most efficient navigation services.

**Mission Sustainability**
Implement mission-advancing marketing and development programs.

Our focus on high-touch navigation with a highly educated, multidisciplinary staff sets us apart from other organizations across the nation.

**Achieve Operational Excellence**
- Refine staffing model to support increased patient intake.
- Investigate and implement AI and technology to enhance navigation services.
- Continuously develop best practices and Standard Operating Procedures.

**Expand Public Awareness**
- Establish BTN’s position as the “go-to” organization for navigation.
- Develop national marketing program to reach more patients.
- Create and implement national fundraising program.
- Recruit board members of national prominence.

**Measure Success**
- Serve 5,000 patients by 2024.
- Increase number of referrals by clinicians to 25% of patients served annually.
- Complete $5M campaign by 2024.
- Achieve 90% Patient Satisfaction Rate annually.