

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**