Mission
The Platelet Disorder Support Association is dedicated to enhancing the lives of people with immune thrombocytopenia (ITP) and other platelet disorders through education, advocacy, research and support.

Vision
To be recognized as the premier resource for patients, their families, health care providers and government agencies who want to know about the symptoms and treatment of ITP and other platelet disorders.

2023 Snapshot
In its 25th anniversary year, PDSA has much to celebrate and exciting work to take on as it looks to the future. Through dedicated and strong leadership, the organization has grown to be recognized as the premier resource for the global ITP and other platelet disorders community of patients, caregivers, health care providers, and key stakeholders. PDSA offers a multitude of helpful educational and support programs and resources for thousands of patients each day. As we emerge from the COVID-19 pandemic, PDSA’s work has broadened, leveraging the normalization of virtual spaces while also still bringing patients together in-person or via the hybrid design of virtual and in-person events and activities for meaningful connections and the provision of invaluable resources.

PDSA has grown with intention, and as we enter the next phase of strategic growth, the landscape is ripe with opportunity. The organization can continue to rely on the financial support of industry partners to sustain and build programming while exploring new funding opportunities and sources through federal advocacy initiatives. Though PDSA stands as the premiere, go-to resource in the ITP space, the organization may see competition from adjacent organizations and will need to consider how to best position itself in a changing landscape and to further engage and expand its reach.

Strategic Priorities
We have articulated the following five strategic priorities as central to meeting our vision and our growing responsibility to and impact on the ITP and other platelet disorders community. These priorities were determined through extensive conversations and thought exercises amongst PDSA staff, Board of Directors, and Medical Advisory Board.

1. Establish ITP Centers of Excellence to Increase Access to Care and Improve Health-Related Outcomes and Quality of Life for Patients and Families

Goal:

- Develop a multi-faceted plan, including the establishment of strategic partnerships and leveraging of funding, to launch PDSA ITP Centers of Excellence
2. Enhance Communications and Marketing Strategies to Engage, Serve, and Support More Health Care Professionals (HCP), Patients and Caregivers, and Those in Underrepresented and Underserved Populations

Goals:

- Grow an engaged HCP constituency by expanding our reach and creating strategic partnerships and opportunities to serve medical professionals in the field of hematology/ITP
- Devise a strategic marketing/communications plan to increase access to PDSA resources and programming to better serve, support, and meet the most pressing needs of ITP patients and caregivers
- Articulate and communicate PDSA’s commitment to diversity, equity, and inclusion (DEI) and the creation and implementation of a DEI framework

3. Advance ITP Research and Continue to Serve as the Comprehensive Resource on the ITP Patient Experience

Goals:

- Expand and strengthen the PDSA Research Program to encourage increased understanding/knowledge, better outcomes and improved quality of life for ITP patients
- Launch and maintain expanded ITP Natural History Study Patient Registry
- Increase awareness and education around the importance of clinical trials to encourage participation and further the development of new effective treatments for ITP

4. Develop an Advocacy and Engagement Plan to Empower Patients, Raise Awareness, and Increase Impact of PDSA’s mission for the ITP Community

Goals:

- Develop and execute an advocacy plan to lift up the experience of patients with ITP and access potential federal funding and resources.
- Develop plans for year-round teen programming to engage teens with ITP
- Expand PDSA’s reach on a global platform through its work and programming in Canada as well as the International ITP Alliance
5. Maintain Long-Term Leadership and Financial Stability for the Organization

Goals:

- Diversify and expand funding sources to support organizational budget and provide more services to the ITP community
- Develop leadership succession plans for President and CEO and Board Chairman
- Develop best practices and policies around board engagement