2022-2025 STRATEGIC PLAN
A Roadmap to Better Parkinson's Outcomes

Our TEAM has joined the movement to end Parkinson’s!
Dear Friends,

The future of the Parkinson's Foundation is about people like you. It's about your unique experience with Parkinson's disease (PD), whether you are a person with Parkinson's, a care partner, a family member, friend, healthcare provider or community advocate.

Every day, you are at the center of our work. Your voices, your needs, your quality of life, and the path to treatments that will help people with PD live longer, healthier lives guide every step the Foundation takes.

I'm pleased to share our new 2022-25 Strategic Plan. The plan is an outgrowth of all we have learned through the collective input of our community, including our board, staff, physicians, researchers and people living with PD. This roadmap will enhance all the Foundation's mission efforts, with each piece bringing us closer to solving the puzzle that is Parkinson's disease.

We know the need is great. We understand that one million people with Parkinson’s here in the U.S. are counting on us to get this right, to create a broad and compassionate community of support while we tirelessly search for the causes and the cure.

The recently launched Reach Further campaign, which will generate an additional $30 million for advancing research, expanding care and growing community is the fuel to get us to the finish line on these ambitious goals. Included in these funding priorities is the expansion of our landmark study, PD GENERation: Mapping the Future of Parkinson's Disease, which is unlocking the power of genetics to help both study participants and researchers understand the underlying origins of Parkinson's.

YOU are the vehicle to achieving these goals! Your contributions of time, resources and perspective; your participation in research and advocacy; your enthusiasm, strength and perseverance are what will translate goals to reality.

Together, we will reach a day when all of the symptoms of PD are not only treatable but also preventable.

Until then, know that we are working every single day to improve the lives of people living with Parkinson's.

Sincerely,

John L. Lehr
President & Chief Executive Officer
2022-2025 Strategic Plan

This strategic plan guides the impact we will achieve through 2025 and highlights the three pillars of our mission: research, care and education.

**Better Lives. Together.**

All people affected by Parkinson’s are engaged and empowered to live better lives.

**MISSION**

To make life better for people with Parkinson’s disease by improving care and advancing research toward a cure. In everything we do, we build on the energy, experience and passion of our global Parkinson’s community.

**OUR CORE VALUES**

- **Excellence:** We strive to achieve outstanding results by listening and learning from the Parkinson’s community.
- **Collaboration:** We partner with a diverse group of stakeholders who share our purpose and urgency.
- **Teamwork:** We bring together and embrace different perspectives, skills and knowledge.
- **Responsiveness:** We build relationships through trust to meet and support the needs of people living with Parkinson’s and their families.
- **Dedication:** We are honored to do this important work and approach each day with a renewed focus until all those affected by Parkinson’s have access to the care they need and a cure is discovered.
- **Integrity:** We are honest, accountable and transparent with each other and with the people we represent to achieve our mission.
- **Positivity:** We lead with optimism and always work to find solutions to problems.

**OUR CORE PRINCIPLES**

- **Focus** on people with and affected by PD
- **Collaboration** to drive field forward
- **Evidence-based** and evidence-generating
- **Maximum impact**, scalability, sustainability and measurability
**Priority 1: Identify and fund the most promising pathways to new and better therapies and ultimately a cure.**

**Action Steps**

- Identify unmet research needs through conversations with clinical, scientific and patient communities.
- Drive the most promising research ideas that advance science, health outcomes, and quality of life through expanded funding for research institutions.

**Priority 2: Generate and distribute more data and put these findings right to work to improve PD health outcomes and quality of life.**

**Action Steps**

- Build a registry of PD patients to spur research and make the data accessible to broader community.
- Share findings from patient data to improve healthcare delivery and outcomes.

**Priority 3: Build increased capacity for research development by leveraging existing partnerships and nurturing a pipeline of neuroscience investigators.**

**Action Steps**

- Pilot new research and care initiatives in cooperation with our Global Care Network partners.
- Expand grant funding for young investigators to ensure the most promising scientists remain in the Parkinson’s disease research field.

“My name is Onur Basak and I am a Parkinson’s patient. I want to share my story to inspire others who are living with this disease. I was diagnosed with Parkinson’s at the age of 30, and it was a shock. I felt like my life was over, but then I learned about the Parkinson’s Foundation and their work to find a cure. They have supported me through my journey, and I am grateful for their dedication to research. I encourage everyone to get involved in the fight against Parkinson’s.”

— Onur Basak, PhD, Parkinson’s Foundation Grant Recipient 2021
Priority 1: Identify best practices of quality, patient-centered Parkinson’s disease care.

**Action Steps**

- Facilitate ongoing evaluations of care standards.
- Collect and distribute data, generated both by healthcare professionals and through direct engagement with individuals with PD.

Priority 2: Drive adoption of best-practice care across disciplines.

**Action Steps**

- Use our existing Global Care Network partnership to disseminate standards and guidelines.
- Train more PD healthcare professionals who have the greatest reach and impact.

Priority 3: Reduce barriers that limit access to quality care.

**Action Steps**

- Increase the number of Global Care Network sites by launching a new Comprehensive Care Centers designation.
- Partner with individuals and other organizations to reach underserved and hard-to-reach populations.
Our Vision: Education

All people affected by Parkinson’s have the information and resources they need.

“Supporting rural communities with limited access to needed Parkinson’s resources is important to us. The Parkinson’s Foundation community grant we received will provide mental health and wellness programs via telehealth for people with Parkinson’s disease and their care partners in the hard-to-reach East Texas region.”
— Julie Hebert, OTD, OTR, University of Texas at Tyler

1. **Priority 1: Develop new tools and resources in response to needs of people affected by Parkinson’s.**
   
   **Action Steps**
   
   - Utilize resources both within the Foundation and with outside partners to create the most up-to-date educational materials based on the stated needs of the PD community.
   - Create broad distribution methods to ensure that information is available to people with Parkinson’s and their care community in formats that are most helpful to them.

2. **Priority 2: Understand the needs of diverse and underserved communities.**

   **Action Steps**
   
   - Work with community partners to understand the needs of diverse populations and the most effective strategies to reach them.
   - Fund more community grants to meet people where they are with the tools they need.

3. **Priority 3: Ensure every person affected by Parkinson’s is aware of the resources available to them.**

   **Action Steps**
   
   - Expand funding for community programs across all 50 states.
   - Invest in communications, volunteer development and partnerships to reach more people with PD and their care communities.
REACH FURTHER

The Parkinson’s Foundation Reach Further campaign will invest an additional $30 million to accelerate progress on Parkinson’s disease research, improve care and increase access to quality-of-life programs.

Help us Reach Further at Parkinson.org/Reach

1-800-4PD-INFO (473-4636)
Parkinson.org