



## STRATEGIC FRAMEWORK



Global Oncology (GO) is a nonprofit (501(c)(3)) organization whose mission is to bring the **best in cancer care to underserved patients around the world**. We collaborate across geographic, professional and academic borders to improve cancer care, research and education.

# CANCER — NOT JUST A FIRST WORLD PROBLEM

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85% of the world's population lives in low or middle income countries (LMICs) based on the most recent estimates by the World Bank. These countries bear the brunt of the global cancer burden.

Cancer is killing more people in the developing world than HIV/AIDS, tuberculosis and malaria combined.

Cancers that are easily diagnosed and treated in high income countries are usually deadly in LMICs.

70% of all cancer deaths occur in LMICs, and cancer has already surpassed infectious disease as the leading cause of death in many of these countries.

By 2020, The WHO estimates that there will be 10 million new cases of cancer every year in countries that are unprepared and lack the resources to meet this burden.

“ There are probably more oncologists in the San Francisco Bay Area than in the entire region of sub-Saharan Africa ”

*Dr. Ami Bhatt, Co-Founder of GO,  
Assistant Professor of Medicine and Genetics and Director of Global Oncology, Stanford University*

## GO- A NEW APPROACH

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Since 2011, GO has been making a difference in the fight against global cancer. GO is helping meet this challenge by developing innovative programs to support its mission to bring the best in cancer care to underserved patients around the world. GO's programs are designed to:

- » Connect directly to patients
- » Partner with providers
- » Mobilize a global community into action

Long term, effective solutions to inequalities in cancer outcomes in LMICs require collaborative and integrated approaches to improve the quality and effectiveness of diagnostics, treatment and care. GO overcomes challenges to quality care delivery by identifying opportunities to build sustainable, scalable and creative solutions. This will allow us the opportunity to support a growing population of patients in need.

“ There are so many lower-tech, lower-cost and ultimately more heroic cancer moon shots yet to be made — ones that would save younger lives in Africa and throughout the world. ”

*George Johnson, NY Times, Dec 18th, 2015*

# STRATEGIC FRAMEWORK & GOALS

The GO 2016-2019 strategic framework will guide GO's mission to bring the best in cancer care to underserved patients around the world. This framework outlines our strategic goals and specific objectives towards sustainable and scalable actions in the global fight against cancer. Initially we will focus our efforts, resources and collaboration on three high-need regions where we can partner effectively with local care delivery teams. We will broadly share best practices and tools developed through GO efforts to maximize impact. With additional support and partnerships, we plan to expand the application of our scalable solutions to additional geographic areas.



## 1 IMPROVING PATIENT CARE

**We will partner to support patients and their families, care providers and healthcare systems to improve cancer diagnosis, treatment and care.**

GO's patient-focused approach targets projects that seek to lower barriers to the delivery of quality cancer care in LMICs in sustainable and scalable ways. GO will help patients meet the challenges that they face in understanding their disease and receiving care. By partnering with caregivers, we can help them recommend and implement the best treatment choices possible. Together with local healthcare systems and other key providers, we will ensure the continuous availability of necessary resources.

### Objectives

- » Reduce delays and improve diagnostic accuracy
- » Ensure that patients and their families can understand their cancer diagnosis and treatment
- » Partner with care providers to provide consultations with expert oncology clinicians
- » Ensure the availability of key diagnostic and therapeutic resources
- » Ensure care providers have access to palliative care education and training

## 2 BUILDING A GLOBAL NETWORK

**We will build and empower collaborative networks of individuals and organizations to engage, educate and work together to solve problems in global cancer care.**

Currently, there is a global lack of resources to adequately address the growing problem of cancer. In order to make the best use of limited resources, we must all work together. Towards this end, GO will build teams to identify needs, plan and coordinate responses and channel resources to develop sustainable and scalable solutions in the fight against cancer as a global disease.

### Objectives

- » Establish a network of cancer-focused health care providers to voluntarily provide expert opinions to patients in need
- » Establish a network of young professionals to advocate and engage in GO's mission
- » Build networks and relationships across the non-profit, private, academic and government sectors to support the work of GO
- » Continue to develop the Global Cancer Project Map (see Work to Date) as a resource to build collaborations

# OUR WORK TO DATE

Since 2011, GO has been making significant, effective and consistent impact in the field of global cancer. GO's programs in the areas of advanced training, education and technology development include:



- » Creating the **Global Cancer Project Map** (<http://gcpm.globalonc.org>) to help those interested in making an impact on the global cancer problem figure out who is doing what, and where

- » Developing the **low-literacy patient education materials** to encourage treatment adherence and more actively engage patients in their care

“ The Global Cancer Project Map will open up the door for greater collaboration across organizations engaged in cancer research, care, and outreach worldwide. ”

*Dr. Paul Farmer, Kolokotronis University Professor of Global Health and Social Medicine, Harvard University, Co-Founder of Partners In Health*

- » Organizing **virtual case conferences and consultations** between cancer specialists in the US and doctors in Malawi. This has inspired the development of an online “consulting and advising platform” (known as **GO CAP**)
- » Providing training and education for a **National Hospice and palliative care program in Belarus**
- » Establishing the **GO-Young Professional Alliance**, a growing network of young professionals who advocate and engage in GO's work
- » Convening 180 global health experts for the **first-ever Global Cancer Innovation Hack-a-thon**. Twenty-four teams developed innovative solutions **addressing cancer care hurdles and enabling care for the most underserved**

In addition to mobilizing over **10,000 hours of team effort**, GO projects have received funding from the National Cancer Institute of the US and private donors.



Checks can be made out to Global Oncology, Inc. or click the donate button on <http://www.globalonc.org>

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