


# WMUK Strategic Plan – one pager

<b>Vision</b>		People affected by WM live longer good quality lives, being supported every step of the way by WMUK			
<b>Goal</b>		To be the informed voice of WM in the UK			
 <b>WMUK Positioning</b>		 <b>Optimised Treatment</b>	 <b>Empowered Pts / Engaged Community</b>	 <b>Sustainable Funding</b>	
<b>Aims</b>		Be the EXPERT voice of WM - the most credible leading-edge source	HARNESS knowledge, data and evidence to drive EQUITABLE access and IMPROVE patient OUTCOMES	EMPOWER patients to LIVE WELL with WM and support them throughout their WM experience	Be a financially viable organisation with a STRONG foundation for achieving our goal
<b>Objectives</b>		<ul style="list-style-type: none"> <li>Ensure WMUK is recognised as aspirational through building reputation and influence</li> <li>Be a key player in shaping research plans to ensure patient needs are addressed and outcomes are optimised</li> <li>Contribute the patient perspective to all relevant decision-making bodies in the UK</li> </ul>	<ul style="list-style-type: none"> <li>Provide robust data to support clinical decision making</li> <li>Work with the wider WM ecosystem expertise and systems to improve patient outcomes (research and delivery)</li> <li>Deliver the services that will meet the needs of those affected by WM to improve outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Identify and deliver the support patients need to live fulfilled lives</li> <li>Work with the wider WM ecosystem to strengthen patient involvement in research and healthcare delivery</li> <li>Educate WM healthcare specialists about patient needs</li> </ul>	<ul style="list-style-type: none"> <li>Broaden the funding base to avoid over reliance on one sector</li> <li>Secure the sustainable resources we need to achieve our plan and secure the future of WMUK</li> </ul>
		<b>Great Place to Work</b>			
WMUK is a great place to work with a supportive, resourced and engaging culture		<ul style="list-style-type: none"> <li>Ensure WMUK has the right resources in the right place to deliver the right work (people, time and money)</li> <li>Foster a culture that is supportive of employees and others who we work with</li> </ul>			
<b>Elements</b>		<ul style="list-style-type: none"> <li>Strategic Plan</li> <li>Communications Strategy</li> <li>People &amp; Culture</li> </ul>	<ul style="list-style-type: none"> <li>Clinical Data &amp; Research Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Communications Strategy</li> <li>Engagement Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Fund-Raising Strategy</li> </ul>
<b>Execution</b>		<p>Focused, effective and disciplined execution</p> <p>Plan, measure, track and adjust the implementation and impact of our agreed initiatives</p>			

Strategic Pillars

