

a world without blood cancers

The Leukemia & Lymphoma Society Strategic Plan
February 22, 2016



someday
is today®

shelia | lymphoma survivor



**LLS exists to find
cures and ensure
access to treatments
for blood cancer
patients. We are
saving lives not
someday, but today.**

we have one goal: **a world without blood cancers**

As the world's largest voluntary health agency dedicated to fighting blood cancers, we are passionate about our mission to cure leukemia, lymphoma, Hodgkin disease and myeloma, and improve the quality of life for patients and their families.

We are the voice for all blood cancer patients.



owen | leukemia survivor

LLS is the leading source of free blood cancer education and support services for patients, survivors, families, caregivers and healthcare professionals.

our strategic principles

We are passionate about understanding, meeting and exceeding the needs of blood cancer patients. Our programs, priorities and policies are driven by what is right for patients. The well-being of patients' families is inextricably linked to what is best for patients.

We compete against blood cancers as a team. We value partnerships, we respect our colleagues, we exhibit a sense of urgency and we value diversity.

We are relentlessly dedicated to our key organizational values:

- Collaboration
- Openness
- Accountability
- Transparency



yogi | myeloma survivor

**as there are no
means of
preventing or
screening for
most blood
cancers, we focus
on finding cures.**

how we'll get there

LLS will accelerate cures for blood cancers and improve the quality of life of patients and their families:

- By supporting high-priority research
- By ensuring affordable and timely access to the standard of care and best-in-class support services
- By generating predictable revenue that supports our mission, now and into the future



brooke | lymphoma survivor

**to date, we have
invested more than
\$1 billion in research
to advance lifesaving
treatments and
cures for blood
cancer patients.**

our roadmap to a world without blood cancers

Mission

We will affordably expand priority mission elements, such as efforts to reach newly diagnosed patients within 90 days. We will continue to engage with legislators and the FDA on behalf of patients.

Organization

We will maintain a high-performing organization that collaborates, embraces diversity, inclusion and change, is flexible and values volunteers and staff across geographies and functions.

Revenue

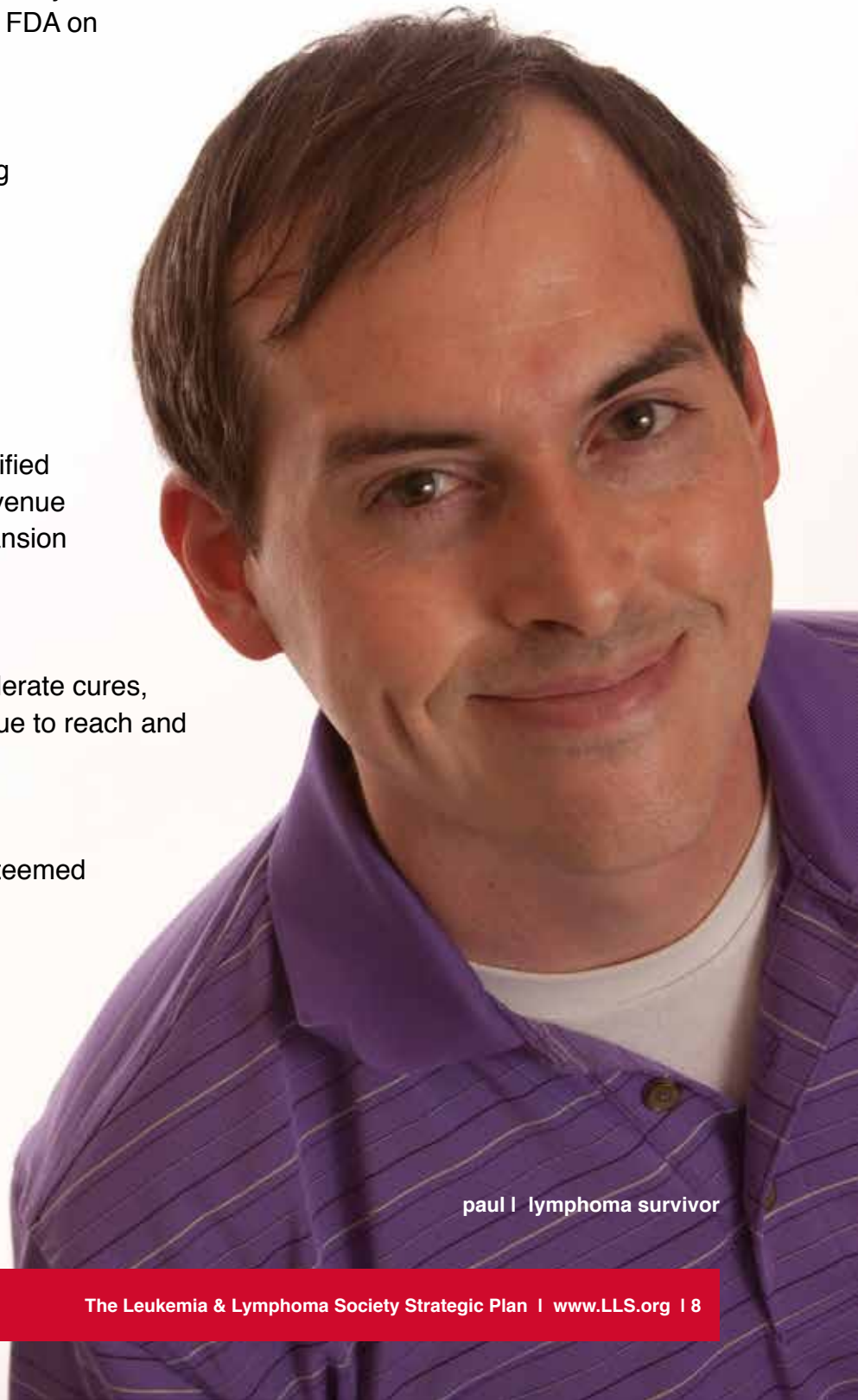
We will create a portfolio of diversified revenue streams to accelerate revenue growth through optimization, expansion and innovation.

Strategic Partnerships

We will build partnerships to accelerate cures, maximize access and drive revenue to reach and help more patients.

Awareness

We will differentiate LLS as an esteemed organization whose results are well recognized and valued, to attract patients as well as volunteers and partners.



paul | lymphoma survivor