



STRATEGY

2023 - 2028

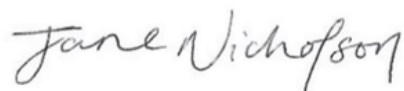
01 FOREWORD

I am thrilled to launch our strategy for WMUK; from newly diagnosed patients to WM specialists - WMUK wants to be here for the entire WM community.

This strategy outlines our plans for WMUK over the next three to five years, and we are excited to share our vision with you.

We are proud of how far we have come as an organisation, offering support, advice and information to the entire community. But there is still so much more to do.

Your feedback and consultation has informed the development of this strategy, we want it to feel like it belongs to and represents the needs of the WM community.

A handwritten signature in black ink that reads 'Jane Nicholson'.

JANE NICHOLSON
CEO, WMUK

03 VISION, VALUES AND GOAL

“VISION”

Our vision is that people affected by Waldenstrom's macroglobulinaemia live longer, good quality lives, being supported every step of the way by WMUK

“VALUES”

- **Caring:** We let others know we are always there for them and appreciate that everyone is different.
- **Collaborative:** We seek connections, start conversations and build relationships, working together to solve problems.
- **People First:** We do everything we can to equip, empower and challenge our people to accomplish great things on a regular basis.
- **Learning:** We appreciate there is no end to knowledge and always chase it, in the pursuit of doing things better.

“GOAL”

Our overall goal is to be the informed voice of WM in the UK.

04 WMUK STRATEGIC PILLARS

Our strategic pillars outline our aims and objectives that we plan to utilise to meet our overall vision and goal.

WMUK POSITIONING

Be the **expert** voice of WM
- the most credible
leading-edge source

OPTIMISED TREATMENT

Harness knowledge, data and
evidence to drive **equitable**
access and **improve** patient
outcomes

EMPOWERED PATIENTS / ENGAGED COMMUNITY

Empower patients to **live well**
with WM and **support** them
throughout their WM experience

COMMUNITY AND SUSTAINABLE FUNDING

Be a financially viable
organisation with a **strong**
foundation for achieving our
goal

04 WMUK STRATEGIC PILLARS



Be the **expert** voice of WM
- the most credible
leading-edge source

What do we want to do?	How will we achieve it?
Ensure WMUK is recognised as aspirational through building reputation and influence	<p>We want to create a world class, fully searchable content library for patients and clinicians to be able to find the latest information on WM.</p> <p>This includes expanding our current information for patients to ensure we become the go-to source of knowledge on WM.</p>
Be a key player in shaping research plans to ensure patient needs are addressed and outcomes are optimised	<p>Influence policy makers, researchers and the wider WM ecosystem on the needs of the WM community.</p> <p>This is pivotal in being a ‘disruptive’ organisation.</p>
Contribute the patient perspective to all relevant decision-making bodies in the UK	<p>Ensure WMUK is consulted in future decisions on the care and treatment of people with WM.</p> <p>Develop an engaged patient panel to offer a voice and contribute to consultations with NHS England, NICE, drug trials and more</p>

04 WMUK STRATEGIC PILLARS



OPTIMISED TREATMENT

Harness knowledge, data and evidence to drive **equitable** access and **improve** patient outcomes

What do we want to do?	How will we achieve it?
<p>Provide robust data to support clinical decision making</p>	<p>Improve WM Registry uptake by working with specialist centres around the UK, simplifying processes and supporting patients and clinicians to understand the benefits of the registry.</p>
<p>Work with the wider WM ecosystem expertise and systems to improve patient outcomes (research and delivery)</p>	<p>Launch a real world data programme for patients, especially those on Active Monitoring, to effortlessly share data and help improve outcomes.</p> <p>Develop a dedicated WM care pathway for patients to unify and simplify treatments for patients and support clinicians</p>
<p>Deliver the services that will meet the needs of those affected by WM to improve outcomes</p>	<p>Work closely with clinicians and NHS England to create A Hub Strategy to develop 'Centres of Excellence' in WM care, using the largest WM treatment centre in the UK (UCLH) as a pilot model.</p>

04 WMUK STRATEGIC PILLARS

**EMPOWERED PATIENTS /
ENGAGED COMMUNITY**

Empower patients to **live well** with WM and **support** them throughout their WM experience

What do we want to do?	How will we achieve it?
<p>Identify and deliver the support patients need to live fulfilled lives</p>	<p>Consult with patients regularly to ensure we are meeting the needs of the WM community.</p> <p>Continue to review, improve and develop our current support channels</p> <p>Build on our bank of 'WM Experts' to provide informative content to help empower and inform the WM community.</p>
<p>Work with the wider WM ecosystem to strengthen patient involvement in research and healthcare delivery</p>	<p>Continue to develop our patient engagement to ensure the WM voice is heard in developing information</p> <p>Build on relationships with clinicians, researchers and Pharma to ensure the patient voice is heard in developing treatments, trials and care pathways.</p>
<p>Educate WM healthcare specialists about patient needs</p>	<p>Develop a healthcare professional educational programme including in person teaching sessions and an online learning module based around a WM patient's journey to educate, and raise awareness, of the specific needs of WM patients.</p>

04 WMUK STRATEGIC PILLARS

COMMUNITY AND SUSTAINABLE FUNDING

Be a financially viable organisation with a **strong** foundation for achieving our goal

What do we want to do?	How will we achieve it?
<p>Broaden the funding base to avoid over reliance on one sector</p>	<p>Develop and deliver a fundraising strategy to increase regular and individual giving.</p> <p>Develop a legacy programme so people can support WMUK well into the future.</p>
<p>Secure the sustainable resources we need to achieve our plan and secure the future of WMUK</p>	<p>Continue to engage with Trusts and Foundations (both new and existing donors).</p> <p>Develop a corporate fundraising plan (including pharmaceutical companies) to build the reputation of WMUK and secure longer term financial support.</p>
	<p>Continue to expand our existing revenue streams.</p> <p>Provide pharmaceutical and, other healthcare organisations, with anonymised data from the WM Registry to support research programmes.</p>

All of this is underpinned by ensuring WMUK is a great place to work with a supportive, resourced and inclusive culture.

We will always make sure WMUK have the right resources, in the right place to deliver the right work and foster a culture that is supportive of employees and others we work with.



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