NATIONAL MARROW DONOR PROGRAM° VISION INTO ACTION

MISSION: We save lives through cellular transplantation - science, service and support

CORE VALUES: Commitment Resourcefulness Compassion Collaboration Excellence Integrity

OVERARCHING STRATEGIC RESULT: 10,000 transplants per year by 2015

Stakeholders

our work,

balancing

mission by

2. Maximize appeal and value of NMDP to donors, volunteers and contributors

1. Successfully serve all patients in need of cellular transplantation

3. Effectively communicate cellular transplantation knowledge so stakeholders make informed decisions

We save lives through cellular transplantation...

Financial Performance & Stewardship

4. Grow and diversify financial resources

5. Improve use of resources and cost effectiveness

...by efficiently and effectively leveraging our financial resources...

Processes

7. Advance research in cellular transplantation

6. Enhance availability and access to all cell sources

9. Improve process efficiency and quality practices

8. Develop and maintain effective relationships

...to provide the finest science, service and support in the world...

People, Knowledge & Technology

10. Enhance open, effective and efficient communications

11. Optimize technology, business systems and facilities

12. Build a culture based on core values

13. Attract, engage, develop and retain effective people

...from an excellence-driven organization that is a great place to work.

THEMES:

GLOBAL ACCESS

DELIVER EXCELLENT
STAKEHOLDER EXPERIENCE

RESEARCH & INNOVATION

CULTURE OF EXCELLENCE