Our mission is to improve the health of millions of people worldwide.

### Better Treatments: Finding better treatments for the world’s biggest health problems

**Focus**
- The design and conduct of high-quality clinical research on treatments for common chronic and critical conditions.
- The development of new, scalable treatments for common chronic and critical conditions in high- and low-income settings.
- The development of more efficient approaches to generating reliable evidence about treatments for common chronic and critical conditions.

**Strategy**
- Expand our clinical trials program in size and breadth, and grow our academic capacity to design, conduct and lead large-scale studies.
- Expand our medicines and technologies development program to address a wider range of chronic and critical conditions.
- Expand our program on the development of new approaches to the conduct of clinical trials – e.g. platform trials, adaptive designs, and trials in which outcomes are assessed by routinely collected data.

### Better Care: Transforming primary health care to support better health for more people

**Focus**
- The design and conduct of health systems research focused on providing frontline health care for all.
- The development of disruptive primary health care delivery systems for both high- and low-income settings.
- The development of innovative approaches to reducing fragmentation within healthcare systems and improving integrated care for the multiple conditions affecting people from birth to end of life.

**Strategy**
- Strengthen and expand our research systems research on strategies to improve the provision of accessible, affordable, equitable and comprehensive primary health care services.
- Expand our research program on innovative primary health care delivery systems involving new workforce models, cutting-edge digital technologies, and consumer and community empowerment.
- Establish a research program on innovative approaches to reducing fragmentation within healthcare systems and improving integrated care for the multiple conditions affecting people from birth to end of life.

### Healthier Societies: Harnessing the power of governments, markets and communities to improve health

**Focus**
- The development of innovative approaches to increasing the impact of governments on population health.
- The development of innovative approaches to increasing the positive impact of the commercial sector on population health.
- The development of innovative approaches to increasing the impact of communities on their own health.

**Strategy**
- Strengthen and expand our research program to include a broader range of countries and a broader range of determinants of chronic and critical conditions, such as food supply and climate change.
- Strengthen and expand our research program focused on innovative approaches to increasing the contribution of the commercial sector, such as the food, transport and pharmaceutical industries.
- Establish a research program that develops and evaluates new ways to engage communities in initiatives designed to prevent and manage those chronic and critical conditions considered to be of greatest importance.
**Advocacy & Thought Leadership:** Effective advocacy and thought leadership to improve health

**Focus**
The growth of an effective global advocacy and thought leadership program aligned to our research goals and our entrepreneurship objectives.

**Strategy**
Strengthen and expand our advocacy program to include a broader range of governments, multilateral agencies and major non-government organisations. Strengthen our advocacy and thought leadership programs in individual countries, particularly those with low- or middle-incomes.

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**Disruptive Entrepreneurship:**
Disruptive entrepreneurship to improve health

**Focus**
The growth of a disruptive entrepreneurship program aligned to our research goals.

**Strategy**
Strengthen and expand the Genovate and 10X programs, and continue to build our internal technology transfer capacity. Establish an internal incubator program and associated venture capital fund.

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**Organisational enablers**

<table>
<thead>
<tr>
<th>Focus</th>
<th>People &amp; Capacity</th>
<th>Quality &amp; Innovation</th>
<th>Communications</th>
<th>Funding &amp; Operations</th>
<th>Philanthropy</th>
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<tbody>
<tr>
<td>Strategy</td>
<td>Hire, train, develop and retain exceptional people globally, and build global capacity in health research, advocacy and entrepreneurship.</td>
<td>Provide high-quality operational expertise to strengthen global research programs and enhance our impact and reputation for excellence.</td>
<td>Support research and impact goals with effective external and internal communications, events and products across a range of platforms and formats.</td>
<td>Maximise income from diverse funding sources and have an operating model with significant cash and retained earnings.</td>
<td>Establish sustainable global and regional philanthropy programs supporting our people, research and infrastructure.</td>
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**Our Values**

**Humanitarian commitment**
Spurs us to tackle the health issues affecting high-risk and disadvantaged people worldwide.

**Focus on excellence**
Ensures we will produce scientific evidence that is ethical and of the highest quality.

**Creativity**
Encourages us to challenge traditional thinking and provide an impetus for new and innovative solutions to the world’s leading health problems.

**Integrity**
Underpins all our work and interactions, including our collaborations with partner organisations worldwide.

**‘Can-do’ approach**
Helps produce timely, effective action, even in the face of adversity or other barriers to implementation.

**Emphasis on impact**
Will ensure our work has real consequences for those who are most vulnerable to disease and injury.