Bleeding Disorders Council of California (BDCC)

Strategic Plan 2027–2031

EXECUTIVE SUMMARY

Overview

This strategic plan positions BDCC for transformational impact across California's bleeding disorders community over the next five years. Building on our legacy as a trusted patient advocacy organization, this plan charts an ambitious course to strengthen our role as California's leading advocate for individuals with bleeding disorders, expand equitable access to comprehensive care and best-available treatments, and build the organizational capacity to sustain our mission for decades to come.

The plan integrates input from the Advocacy, Education, Finance & Development, and Governance Committees, board leadership, and key stakeholders to ensure alignment across all organizational priorities. It establishes clear strategic imperatives, measurable objectives, and key performance indicators that will guide BDCC's work through 2031.

Strategic Framework

Vision: *A California where every person with a bleeding disorder has access to comprehensive care, cutting-edge innovation, and a thriving support community that empowers them to live without limits.*

Mission: *To champion the needs of Californians with bleeding disorders by breaking down barriers to specialized health care, expanding and protecting treatment access, and strengthening support systems through advocacy, education, and strategic partnerships with partner organizations and the communities we serve.*

Four Strategic Imperatives

IMPERATIVE	STRATEGIC FOCUS
1. ADVOCACY	Strengthen and deploy our network of grassroots advocates, work with stakeholders to understand barriers and reduce health disparities.
2. ACCESS	Facilitate equitable access to appropriate testing, providers and best-available therapeutics, protect public program benefits, support private insurance access, remove barriers to care
3. EDUCATION & COMMUNICATIONS	Position BDCC as California's leading resource for healthcare literacy and advocacy education, with focus on partner coordination, health access education and implementation of a strategic and tactical communications plan.

4. SUSTAINABILITY	Build financial strength, diversify funding, grow organizational impact through digital engagement, develop staff and board capacity, communicate value to supporters

Year 1 Priorities

- Complete statewide partner and BDCC resource inventory
- Expand advocacy efforts to identify and address patient barriers to access
- Create communication strategy that supports and expands advocacy and education goal
- Establish sustainable financial strategies and begin building reserves

Implementation Approach

Following board approval, implementation will proceed through standing committees with progress reports to the board. Detailed implementation protocols, including event strategies, coordination mechanisms with existing calendars, and resource allocation strategies, will be developed by relevant committees.

Annual strategic plan reviews will ensure alignment with community needs and emerging opportunities in California's evolving healthcare landscape.

Board Action Requested

1. Approve the Strategic Plan 2027–2031 framework
2. Authorize committees to develop detailed implementation plans
3. Direct progress reporting to the board
4. Provide feedback on priorities and resource allocation