

BINAYTARA STRATEGIC PLAN 2024-2029



LETTER FROM OUR FOUNDERS

We are pleased to share Binaytara's Strategic Plan for 2024-2029. Over the next five years, we aim to significantly reduce cancer health disparities worldwide by enhancing access to care, educating healthcare providers, fostering implementation science research, and advocating for policy changes that support equitable healthcare.

Cancer remains a leading cause of mortality globally, affecting millions of individuals and families each year. Despite advances in treatment, there are significant gaps in access to high-quality care, particularly in underserved regions and communities. These disparities highlight the urgent need for comprehensive strategies to bridge these gaps and ensure that every patient, regardless of their geographic or socio-economic background, receives the care they need.

We will help achieve this through our C.A.R.E. Model made up of four strategic priorities:

- **CANCER CENTERS:** Expand and Enhance Cancer Care Services
- **ADVOCACY:** Improve Healthcare Access and Outcomes through Advocacy
- **RESEARCH:** Foster Innovative Research in Implementation Science
- **EDUCATION:** Strengthen Continuing Education (CE) Programs

In the following pages, we will outline each of these priorities that will guide our organization in making a meaningful and lasting impact in the fight against cancer. By working together with our partners and supporters, we can move closer to a world where every cancer patient has the opportunity to live a healthy, fulfilling life. Thank you for your support and partnership.

Sincerely,



Dr. Binay Shah and Tara Shah
Co-Founders, Binaytara





VISION STATEMENT

We envision a world where everyone has access to evidence-based, culturally appropriate healthcare that improves their quality of life.

MISSION STATEMENT

To improve access to cancer care, enhance continuing education, and foster implementation science research in hematology and oncology, thereby reducing the global burden of cancer.

ORGANIZATION OVERVIEW

Binaytara is a leading global oncology nonprofit organization and is dedicated to reducing cancer health disparities globally. We organize the most oncology/hematology continuing education conferences in the US. We impact thousands of doctors and oncology/hematology professionals who attend our conferences to stay current on cutting-edge treatments for their patients.

As a leader in global oncology, we have partnered with governments in India to establish a palliative care program in the central state of Madhya Pradesh. In Nepal, we have partnered with local government and health organizations to operate the only cancer hospital in Madhesh Province where we offer cervical cancer screenings and provide nurse and physician training. In the capital city of Kathmandu, Binaytara also established the first bone marrow transplant center in the country. This is only the beginning. Over the next five years, our team is dedicated to working together to reduce cancer health disparities by improving the way cancer care is delivered.

OUR CORE VALUES

Our values of Benevolence (doing good), Transparency (doing good responsibly), and Friendship (doing good together) guide our actions. Binaytara consists of highly accomplished and deeply committed individuals eager to make a difference in people's lives.

OUR BELIEFS



We believe in caring for everyone.



State-of-the-art is the only solution.



We pioneer transformation.



We harness technology & innovation.



We make decisions informed by evidence.



We believe in the power of partnerships & collaborations.



We are vigilant, curious, and agile.



We champion transparency & accountability.



We focus on sustainability through the empowerment of our constituents.

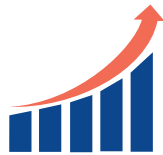


We learn from our failures and turn failure into opportunity.

THE NEED TO ADDRESS CANCER INEQUITIES WORLDWIDE



About **1 in 5** people will develop cancer in their lifetime.¹



By 2050, the burden of cancer is expected to **increase by 77%**, compared to 2022.¹

1/3 of premature cancer deaths are treatable.²



The global burden of cancer **disproportionately impacts** underserved populations, such as people living in poverty, rural communities, and social minorities.¹



of cancer-related deaths are in low-and-middle-income countries, despite cancer incidence being larger in high-income countries. People in countries with a lower Human Development Index have higher risk of dying from cancer due to inadequate access to cancer screenings and affordable, quality treatment.¹

Data Sources:

1 "Global cancer burden growing, amidst mounting need for services." World Health Organization | International Agency for Research on Cancer <https://www.who.int/news/item/01-02-2024-global-cancer-burden-growing--amidst-mounting-need-for-services>

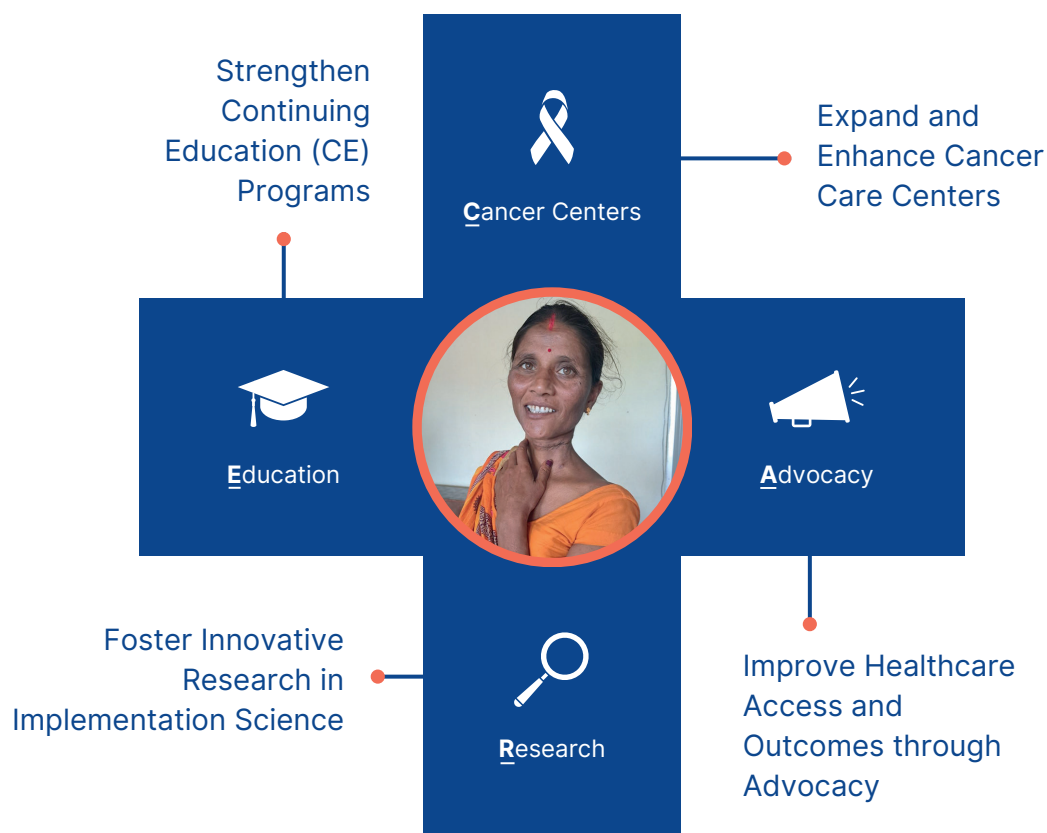
2 "Quantitative estimates of preventable and treatable deaths from 36 cancers worldwide: a population-based study." The Lancet Global Health, [https://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(23\)00406-0/fulltext](https://www.thelancet.com/journals/langlo/article/PIIS2214-109X(23)00406-0/fulltext)



OUR STRATEGIC PRIORITIES

We aim to improve access to safe, effective, quality and affordable cancer healthcare services including preventive services and education, early diagnosis, cancer treatment, and palliative care. Additionally, we aim to develop training programs and mentorships for healthcare providers in low and middle income countries to enable them to provide evidence-based, patient-centered, culturally appropriate cancer care in their communities.

We will help achieve this through our C.A.R.E. Model of four strategic priorities:



At the center of our work are cancer patients. We exist to minimize disparities in their cancer care.



CARE



1. **CANCER CENTERS:** EXPAND AND ENHANCE GLOBAL CANCER CARE SERVICES

We are committed to expanding access to safe, effective, and affordable cancer care, including preventive services, early diagnosis, treatment, and palliative care. By establishing world-class cancer centers, we aim to install sustainable models of care that are accessible to all, especially in low-resource settings.

Goal:

Establish a network of state-of-the-art cancer centers globally to provide comprehensive cancer care.

Objective 1.1:

Successfully launch Binaytara Cancer Hospital & Research Center in Janakpur, Nepal, by 2027.

Objective 1.2:

Establish three new cancer programs in low and middle-income countries (LMIC) by 2029.

Objective 1.3:

Develop a multidisciplinary approach to cancer care across our global programs, including medical oncology, surgical oncology, radiation oncology, palliative care, physical medicine & rehabilitation, and bone marrow transplant/cellular therapy.



C A R E



2. **ADVOCACY**: IMPROVE HEALTHCARE ACCESS AND OUTCOMES THROUGH ADVOCACY

We believe that systemic change is necessary to address the root causes of healthcare disparities. Our advocacy efforts will amplify the voices of stakeholders including patients and cancer care professionals. We will target policymakers to promote the adoption of policies that improve access to care and ensure that healthcare systems are designed to meet the needs of all patients, especially those who are most vulnerable.

Goal:

Enhance healthcare access and improve outcomes for underserved populations.

Objective 4.1:

Advocate for improved access to healthcare, particularly for underserved communities by hosting annual policy debates with key stakeholders and policy decision makers to address cancer disparities.

Objective 4.2:

By 2029, develop and publish resource-appropriate guidelines for effective cancer care, including global oncology programs, based on our direct experience and building on existing work of other global oncology organizations.



C A R E



3. **RESEARCH:** FOSTER INNOVATIVE RESEARCH

Innovation in cancer care is essential, but it must be effectively translated into practice. Our research initiatives will focus on the implementation of proven interventions and strategies in real-world settings, ensuring that scientific advances benefit patients as quickly and efficiently as possible.

Goal:

Improve the health outcomes of cancer patients by enhancing integration and utilization of latest guidelines in clinical practices.

Objective 3.1:

Establish a cancer research institute in Bellevue, WA, USA by 2027 to focus on the rapid adoption of new treatments and diagnostics.

Objective 3.2:

Establish research projects in our three research focus areas, which include Implementation Science, Hematology and Oncology Education Research, and Global Oncology by 2029.



4. **EDUCATION:** STRENGTHEN CONTINUING EDUCATION (CE) PROGRAMS

Ensuring that healthcare providers are equipped with the latest knowledge is crucial to improving patient outcomes. We will develop and enhance continuing education programs, including in-person conferences and digital resources, to equip providers with the latest evidence-based practices in cancer care and delivery.

Goal:

Maintain and expand leadership in hematology and oncology CE in the United States and globally to improve health outcomes.

Objective 2.1:

Expand the reach of our in-person and digital continuing education activities.

Objective 2.2:

Establish Oncoblast as a leading digital continuing education resource for cancer care providers by growing the user base to at least 10,000 globally.

Objective 2.3:

Grow *The Cancer News* into a top 10 digital cancer news resource in the world, and the *International Journal of Cancer Care and Delivery* to be included in major indexing databases such as PubMed.

ACTION ITEMS

- Develop a detailed action plan for each objective with timelines, budgets, and resource allocation.
- Establish key performance indicators to measure progress towards each objective.
- Secure funding through grants, fundraising initiatives, and partnerships.
- Build strong relationships with key stakeholders, including government agencies, healthcare institutions, and research organizations.
- Continuously monitor and evaluate progress, and adapt strategies as needed.

IMPLEMENTATION PLAN

YEAR 2024-2025

Launch OncoBlast – the world’s first CE-accredited oncology-centered gaming app.

Expand the reach of CE conferences in the U.S. and other educational programs such as The Cancer News and the International Journal of Cancer Care and Delivery.

Strengthen existing projects in Nepal.

YEAR 2026-2027

Establish the cancer research institute in Bellevue, WA, USA.

Begin stakeholder engagement for the next cancer program in LMICs.

YEAR 2028-2029

Complete construction and launch of Binaytara Cancer Hospital & Research Center in Janakpur, Nepal.

Open the first of the annual new cancer programs globally.

Enhance partnerships with global health organizations and research institutions.

Continue expanding educational offerings and global health initiatives, including the annual International Cancer Conference in Janakpur.

MONITORING AND EVALUATION

Quarterly Reviews:

Conduct and publish quarterly progress reviews of all strategic objectives.

Annual Reports:

Publish annual reports detailing achievements, challenges, and future plans.

Stakeholder Feedback:

Regularly gather feedback from people living with cancer and their caregivers, healthcare providers, funders, board members, and other stakeholders to ensure continuous improvement.

COMMUNICATION PLAN

Develop a comprehensive communication plan to raise awareness of Binaytara's mission, goals, and achievements.

Utilize various communication channels, such as Binaytara website, social media, press releases, and publications, to share information with stakeholders.

Regularly update the public on the progress of Binaytara Cancer Hospital & Research Center and other initiatives.

Our strategic plan provides direction on how we aim to improve access to cancer care, enhance continuing education, foster implementation science research in hematology and oncology, and advocate for policy change to improve patient outcomes, thereby minimizing cancer health disparities and the global burden of cancer.



Binaytara.org



Binaytara US



Binaytara.org