ONCOLOGY NURSING CERTIFICATION CORPORATION

VISION
Oncology care across the continuum is provided by oncology certified professionals.

MISSION
To promote health and safety by validating competence and ensuring life-long learning in oncology nursing and related specialties.

VALUES
Integrity • Innovation • Advocacy • Excellence • Agility

STRATEGIC PRIORITIES

1. Implement innovative methods that validate competencies to grow customer base.
   - Explore and evaluate emerging methods for validating competence.
   - Test market viable new methods for validating competence.

2. Increase options to validate competence to meet the needs of key stakeholders
   - Identify stakeholders’ current and projected needs.
   - Explore and evaluate new options for validating competence.
   - Develop plans to evaluate the impact on patient care.
   - Test market viable new options for validating competence.

3. Develop strategic partnerships to further the mission and vision of ONCC
   - Identify and prioritize potential partners that share the ONCC mission or vision.
   - Evaluate opportunities and projects for collaboration.
   - Reach out to potential partners with proposals for mutually beneficial relationships.
   - Establish partnerships with defined goals and outcomes.

4. Leverage data, messaging, and brand to identify opportunities, create insights, and position ONCC as a thought leader in advancing certification
   - Analyze current ONCC data for trends in oncology nursing (e.g., nursing knowledge, trends in nursing roles).
   - Evaluate market needs for insights in oncology nursing based on ONCC’s proprietary information.
   - Refine the ONCC brand and messaging needed to reach key stakeholders.
   - Utilize the ONCC brand and messaging to leverage the data and capitalize on market opportunities.