

# 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

### 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.

1

### 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.

2

### 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.

3

### 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.

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