




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

RESEARCH GOAL	<b>Better Treatments:</b> Finding better treatments for the world's biggest health problems 		
	<b>Focus</b>	<b>The design and conduct of high-quality clinical research on treatments for common chronic and critical conditions.</b>	<b>The development of new, scalable treatments for common chronic and critical conditions in high- and low-income settings.</b>
<b>Strategy</b>	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.
RESEARCH GOAL	<b>Better Care:</b> Transforming primary health care to support better health for more people 		
	<b>Focus</b>	<b>The design and conduct of health systems research focused on providing frontline health care for all.</b>	<b>The development of disruptive primary health care delivery systems for both high- and low-income settings.</b>
<b>Strategy</b>	Strengthen and expand our health 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.
RESEARCH GOAL	<b>Healthier Societies:</b> Harnessing the power of governments, markets and communities to improve health 		
	<b>Focus</b>	<b>The development of innovative approaches to increasing the impact of governments on population health.</b>	<b>The development of innovative approaches to increasing the positive impact of the commercial sector on population health.</b>
<b>Strategy</b>	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.

**IMPACT GOALS** Additionally, The George Institute aims to highlight **our research thought leadership** to key stakeholders, as well as look for ways to support **game changing entrepreneurship**.

# STRATEGY 2025

## Organisational enablers



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

## 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.