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SUSAN G. KOMEN® ANNOUNCES TRANSFORMATION IN MISSION DELIVERY, OPERATIONS

Komen Reorganizes to Strengthen Connection to Patients, Investments in Research & Advocacy

DALLAS – APRIL 24, 2020 – Susan G. Komen, the world’s leading breast cancer organization, today announced a series of changes to position it for the next era of mission delivery. The move will facilitate a change in Komen’s mission delivery that includes strengthening its current advocacy and investment in research, while focusing on connecting to patients in a more direct, personal way. To support this new direction, Komen will begin a process to integrate the operations of its Affiliate Network under the national organization.

“The unprecedented health and economic crisis we are undergoing as a nation has highlighted how important our patient support, research and advocacy are for people facing breast cancer – they need us now, more than ever,” said Paula Schneider, Komen’s President and CEO. “Komen has always believed in health equity, meaning that where you live and what your race or ethnicity is should not determine whether you live. The needs of our community are changing, and we must change to more effectively meet those needs.”

Komen noted that its commitment to saving lives by investing in breakthrough research and meeting the most critical needs in communities is unchanged. However, how the organization delivers its mission will change to meet current needs with modern means. The organization will focus on three key mission drivers:

- Innovative breakthrough research, leveraging technology and Big Data to accelerate discoveries to find the cures and save lives.
- Direct patient support, transforming the patient engagement and care experience, breaking down barriers through its Komen national Helpline, a universally accessible Treatment Assistance Program and developing a Komen-certified, technology-driven Patient Navigation program. We will work with key stakeholders in local communities to deliver direct patient services and achieve health equity through partnerships, collaboration and systems change.
- Advocacy, harnessing the power of our grassroots supporters to ensure wide-ranging patient rights to life-saving cancer care and continued investment in transformational research.

The advantage of Komen’s transformation was emphasized by Sean Slovenski, SVP Health and Wellness, Walmart, who noted: “The future of health care will include new platforms and settings for people to get the care they need, which will require us all to operate differently, seek out forward-thinking collaborations and employ cost-effective, scalable, technology-driven solutions to improve the patient experience.”

Komen announced that as part of this transformation, the national organization would begin a process to centralize all operations, integrating its independent Affiliate Network into the larger organization. This reorganization will enable Komen to leverage the combined expertise of its mission leaders to deliver a

united mission program, utilizing technology as a key driver to connect to people where they are who need to access care and to help improve the patient experience; resulting in administrative and operational efficiencies.

Komen noted that while its community presence will evolve, individuals and corporate partners will continue to have opportunities to show their passion and support through fundraising, whether in person or virtually at events like its signature Komen Race for the Cure and More Than Pink Walk family events and its Komen 3-Day, 60 mile endurance walks.

“Rest assured, we will continue to support local community engagement for both those who need help and those who want to help,” concluded Schneider.

About Susan G. Komen

Susan G. Komen is the world’s leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy’s life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow’s cures. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

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