

## Vision Statement

A Brief Description of the Future We are Working Towards

### Goals

- Shows what success looks like
- Aspirational: How the world will be different if we succeed
- Can also guide strategic planning and decisions

### Characteristics

- *Future state*
- Simple/Clear (8<sup>th</sup> grade reading level)
- Concise (<20 words)
- Useful (ambitious, broad, strategic)

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Examples

- Alzheimer’s Association
  - A world without Alzheimer’s and all other dementia
- African Union Economic, Social, and Cultural Council
  - An integrated, prosperous, and peaceful Africa, driven by its own citizens, and representing a dynamic force in the global arena
- Nature Conservancy:
  - To leave a sustainable world for future generations
- Habitat for Humanity:
  - A world where everyone has a decent place to live

## Vision Statement

The WMA

Ethics, Advocacy & Representation	The WMA represents all physicians across the world. We are committed to the ethical values laid down in the Declaration of Geneva. Striving to better health and health care for all people, we stress the importance of the Social Determinants of Health and we support the idea of Universal Health Coverage. We constantly engage to improve medical education, and we advocate on behalf of the physicians of this world, their patients and the communities they live in. Caring, ethics and science are enduring traditions of medicine which we share.
Partnerships & Collaborations	We acknowledge the high degree of cooperation that is necessary to ensure health and to provide high quality health care to all people. Our work with partners within and outside health care systems is based on mutual respect and clear responsibility for our patients and communities. We are prepared to take leadership.
Communications & Outreach	Health and health care require communication. We aim to improve and innovate the communication between physicians, health professionals, laypersons and, most importantly, with our patients, understanding them as persons seeking our help, advice, protection and partnership. We are ready to lead change when change for the better is possible.
Operational Excellence	In order to achieve operational excellence, we follow the principles of ethical behaviour, professionalism, appropriateness and accountability.

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**A Starting Proposal from Lujain Al-Qodmani:**  
*“A world where everyone receives top-quality healthcare guided by the best medical ethics, and all physicians have equal access to education and training.”*