



OUR 2022-2026

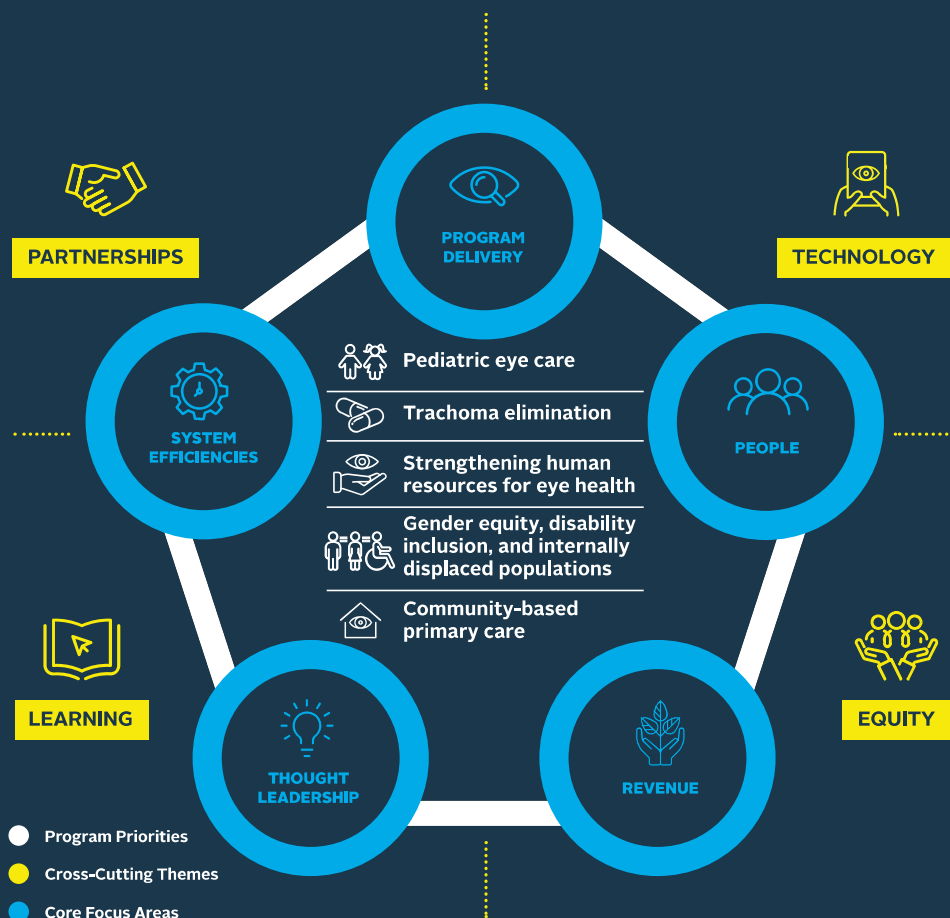
Global Strategy

At Orbis, we believe that no one should live a life of blindness simply because of where they were born.

Unfortunately, the reality is that 1.1 billion people are currently living with vision loss, 338 million of which are blind or have moderate to severe visual impairment. The overwhelming majority of these cases are preventable or treatable. We believe the only way to make a lasting difference is to strengthen overall health systems so people can access the quality eye care they deserve when and where they need it.

Our Strategy

The desired impact of our 2022-2026 strategy is to **increase equitable access to eye health services and improve the quality of life of the communities we work with**. We are determined not only to give people their sight back today, but also to help build a legacy of quality eye care—ensuring no one goes blind tomorrow from avoidable causes.



Our Vision

To transform lives through the prevention and treatment of blindness



Our Mission

With our network of partners, we mentor, train, and inspire local teams so they can save sight in their communities.

Our goals center on **five** core focus areas:



PROGRAM DELIVERY

Delivering high-quality and sustainable programming

GOAL
1

Orbis is a leader in ophthalmic training and services delivery with sustainable programmatic impact that achieves quality-of-life improvements and value for money (and with evidence to prove it).

Leveraging the increased focus of governments and funders on realizing universal health coverage, Orbis will work to integrate eye health within primary health care through advocacy, strategic partnerships, research, and our program design.



PEOPLE

Invest in our most important asset, our people

GOAL
2

Orbis is an inclusive organization that embraces diversity and equity across all aspects of our work and prioritizes partnership with other diverse and equity-focused entities.

We will work to ensure that our organizational composition reflects the diversity of the people we serve, that every Orbis employee feels empowered to bring their full self to work, and that our policies ensure equity of opportunity for all. We will also formally mainstream diversity, equity, and inclusion into our program design to reach those who are most in need with culturally competent care.



REVENUE

Accelerate growth and leverage resources for improved eye health

GOAL
3

Orbis is an organization with diverse and multi-year institutional funding.

We will increase our ability to secure and manage large-scale, multi-year restricted funding from bilateral and multilateral organizations to expand our work and impact opportunities. This will require strengthening our partnership engagement, business development capabilities, grants and program management, and internal operating systems to fulfill funder reporting and learning requirements.

Cross-Cutting Themes

Four cross-cutting themes are embedded throughout our goals. **Partnerships** across the globe are one of our greatest assets. Pioneering the use of new **technology** will unlock more possibilities to improve eye health. **Learning** is essential for us to adapt and design effective, evidence-based programs. Given that marginalized populations are most affected by eye disease, focusing on **equity** will strengthen our reach and impact.



THOUGHT LEADERSHIP

Be thought leaders and innovators in eye health

GOAL
4

Orbis is recognized as a trusted thought leader and innovator.

As COVID-19 has accelerated the push towards digitization in healthcare, we will retain our position as a leader in telemedicine and prioritize investment in innovative technologies for training and service delivery that are cost-effective, high-impact, and appropriate for low- and middle-income countries to grow the scale, reach, and opportunities for our ophthalmic services.



SYSTEM EFFICIENCIES

Operate more efficiently and effectively

GOAL
5

Orbis is an organization with efficient systems supported by a culture of learning.

All Orbis offices and affiliates will have clarity of purpose and work effectively to advance our mission. This will involve clarifying roles, responsibilities, and expectations for every team and employee, reinforced through enhanced performance management systems, and ensuring that every project is guided by clear impact outcomes and key performance indicators that are tracked, reported on, and used for strategic decision-making.

Program Priorities

Our programs will focus on the priority areas of **pediatric eye care** so we can give children the best start in life, **trachoma elimination** so that a treatable infection stops robbing people of their sight, and **strengthening human resources for eye health** because building local capacity and skills leads to sustainable change. Additionally, given our desired impact to reduce inequities in accessing eye care services, we will prioritize **gender equity, disability inclusion**, and working with **internally displaced populations**. Focusing our efforts on **community-based primary care** will enable us to reach these populations more directly.

The Way Forward

Good vision is essential for many aspects of life, but too many people continue to suffer the consequences of limited access to quality, affordable eye care. Our Global Strategic Plan positions us well to meet this challenge and support our ongoing commitment to deliver lasting and sustainable solutions for preventing and treating blindness.

**Together, we can change
the way the world sees.**

