

# STRATEGY FORWARD

UNIVERSITY OF IOWA HEALTH CARE STRATEGIC PLAN, 2017-2020

## OUR GOALS AND STRATEGIES



### **The Best People**

*Foster an environment in which the most talented want to learn, work, and lead here at Iowa.*

- Enhance recruitment and retention of high-performing individuals toward achieving greater diversity
- Increase individualized learning opportunities through the continuum of medical, scientific, and professional development education



### **Collaborative Learning, Research, and Care Models**

*Deliver excellent outcomes through team-based collaborations that drive patient-directed care models, education, and research.*

- Further develop value-based care models
- Transform interprofessional models to support research, team-based care, education, and practice



### **Nimble Structure and Accountable Culture**

*Provide clear and supportive organizational structures that allow our people to do their best work supporting our tripartite mission.*

- Leverage informatics for analysis and data-driven decision-making
- Establish clear criteria and decision-making processes that support focused prioritization and investment
- Strengthen integrated marketing and communications to support growth and build the UI Health Care brand



### **Diversified Financial Resources**

*Ensure sustainability of our tripartite mission through a broad base of financial resources.*

- Enhance internal operations and create alignment to increase revenues, decrease costs, and optimize efficiencies
- Increase philanthropic support for UI Health Care by identifying new sources of revenue
- Build more (and broader) relationships with industry and the private sector to develop and implement innovative research initiatives
- Identify new and/or strengthen current initiatives with potential to convert to business enterprises and produce profits with or without a partner



### **Strong Partnerships**

*Grow in Iowa and beyond, working with partners who share our values.*

- Establish partnerships that will drive growth and dollars and increase scale
- Improve access to UI Health Care's complex care services
- Expand geographic reach—defined as physical presence
- Enhance UI Health Care's position in primary care
- Enhance global reach for research activities and relationships

#### **OUR MISSION**

*Changing medicine.  
Changing lives.®*

#### **OUR VISION**

*World class people.  
World class medicine.  
For Iowa and the world.*

#### **OUR VALUES: I CARE**

*Innovation  
Collaboration  
Accountability  
Respect  
Excellence*