Strategic Plan 2023-2025
VISION
A transformed health care system that ensures everyone receives care grounded in understanding, empathy, dignity, and respect (because you can’t have quality care without it).

MISSION
Strengthen the communication, collaboration, and connection between the health care system and communities, and between patients and clinicians, to support what matters most to everyone seeking care, especially people living with serious illness.

CORE PRINCIPLES
Improve the health system for all people by focusing on the voices, needs, and experiences of people who are racially, culturally, socially, or economically marginalized (because it is the most powerful approach to quality improvement).

Expand innovative solutions that benefit people living with serious illness but are not necessarily exclusively designed for or offered to a serious illness population.

EQUITY PRINCIPLES
REBALANCE POWER
Recognize power dynamics within and between groups, individuals, collaborators, stakeholders, and staff

VALUE INCLUSIVITY
Invest deeply in relationships and dialogue with people who are racially, culturally, socially, or economically marginalized

PRACTICE EQUITY
Ensure equity is a core design principle of our initiatives and workstreams

BUILD COMMON GROUND
Foster partnerships around a shared understanding of what it means to center equity
Elevate the voices and needs of patients and caregivers, especially people living with serious illness; to provide novel insights to accelerate improvements in care and experience; and to assess progress over time.

Increase the power of consumer voice in research, quality improvement and program design; support clinicians and health systems in improving collaboration, connection and communication with patients and communities; prepare patients to speak up.

Convene and disseminate concepts, tools, and resources in service of the mission.