



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

Strategic Priorities

