

# Strategic Plan

## Vision

Increase the Value of Healthcare to Utahns Individually and Systematically Through:

- offering transparency of health information
- identifying and encouraging incentives to consumers, providers, purchasers, payers and public
- a broad collection, analysis and appropriate sharing of health data

## Strategy

Build Stakeholder Empowerment through Transparency and Actionability of Healthcare Data with Focus and Attention on Consumers

Firmly Establish UPV As the Trusted Source of Value Information for Utah's Health System

Accomplish Organizational Evolution and Strengthening for Long Term Sustainability

## Objective

Clearly understand the needs of stakeholders and the role of information in decision-making

Translate data and products into understandable, accessible and useful information

Demonstrate the value of UPV to consumers, physicians, hospitals, employers and insurance companies

Become the preferred data source in

Design and develop reports that improve the transparency and utility of local data using nationally available data to inform incentives

Identify short-term resource needs and develop a long-term, sustainable resource plan for the work of UPV

Develop and implement a communication strategy to secure a positive reputation

Strengthen partnership for maximum success potential

Establish vision and framework for UPV; clarity of purpose and governance

Be a learning organization and continuously evaluate and improve