

FY25 STRATEGIES



At UI Health, we promise to do our best. This year, we're not just focused on reaching our goals alone. We want to do it together, with a strong commitment to our mission: to advance health for everyone through outstanding clinical care, education, research, and social responsibility.

STRATEGY
Optimize the Patient Journey

PILLAR OF EXCELLENCE
Ideal Experience

OBJECTIVES
Enhance and elevate the care experience for all patients at every touchpoint, providing accessible, effective, reliable care, and supporting those who deliver that care.

STRATEGY
Be A Zero Harm Organization

PILLAR OF EXCELLENCE
Exceptional Outcomes

OBJECTIVES
Promote a standard of consistent safe and high-quality care, continuous improvement, and unwavering dedication to excellence.

STRATEGY
Be the Best Place to Work

PILLAR OF EXCELLENCE
Engaging Culture

OBJECTIVES
Serve as the employer of choice by recruiting and retaining the best talent, cultivating empowerment and continuous development, and providing a safe workplace.

STRATEGY
Serve More Patients

PILLAR OF EXCELLENCE
Strategic Growth

OBJECTIVES
Expand our space and services to fulfill the health needs of our patients and community meaningfully, while demonstrating responsible stewardship.

STRATEGY
Fund Our Future

PILLAR OF EXCELLENCE
Sustainable Future

OBJECTIVES
Secure the resources needed to deliver exceptional care and expand our mission and services long-term by maintaining financial stability and optimizing the utilization and diversification of funding sources.