

Department of Nursing Services and Patient Care

Strategic Plan 2018-2020

*graphics and template adapted from University of Iowa Health Care Strategic Plan



The Best People

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

- Enhance recruitment/retention and diversify workforce
- Promote learning and enhance continuum of education for all staff
- Maintain strong relationship with Marketing/Communications to support growth and build on UI Health Care brand



Collaborative Learning, Research, and Care Models

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

- Support the enhancement of value based care models through collaboration and focus on key metrics
- Transform care models to support research, team-based care, and interprofessional education
- Develop leaders in interprofessional and team structures



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 technologies for analysis and data driven decision making
- Establish criteria and processes supporting focused prioritization and investment to ensure activities within the department are aligned with strategic priorities



Diversified Financial Resources

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

- Structure operations to promote strategic alignment and drive profitability
- Increase philanthropic support
- Identify new sources of revenue and develop business plans to capitalize on these opportunities



Strong Partnerships

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

- Establish new and strengthen existing partnerships to drive growth and revenue
- Improve access to care for patients
- Support UI Health Care's increasing market share for complex cases