

MU HEALTH STRATEGIC FRAMEWORK | FY26-FY30



QUALITY

Achieve Exemplary Performance

GOAL

Deliver outstanding clinical care, research and education through continuous improvement and innovation.

STRATEGIES

- Establish clear performance metrics across the institution.
- Leverage and grow programs of distinction to strengthen the organization's reputation.
- Enhance standardization and reliability of care through use of best practices to reduce patient harm and improve outcomes.
- Accelerate time to implementation for innovations in research, academic programs and clinical care.

OUTCOMES

- Quality Metrics
- Research Rankings & Advancements
- Educational Program Design
- Innovative Care Delivery Models
- Programs of Distinction
- Health Outcomes



ENGAGEMENT

Cultivate an Inspirational Environment

GOAL

Attract, develop and retain a committed team.

STRATEGIES

- Build a culture that encourages transparency, promotes professionalism and accountability and values well-being.
- Modernize compensation and staffing models to be competitive.
- Design systems and programs to recognize, develop and retain talent.
- Implement leadership development and succession planning programs.
- Establish the systems and processes to improve information sharing and engagement.
- Promote and position MU Health as an exemplary organization.

OUTCOMES

- Recruitment and Retention
- Wellbeing
- Engagement
- Responsive Staffing



SERVICE

Deliver an Exceptional Experience

GOAL

Exceed the expectations of those we serve.

STRATEGIES

- Create a clear vision for the "exemplary experience" and ensure its consistent delivery.
- Foster a collaborative, team-based approach that anticipates needs and delivers tailored, coordinated service.
- Transform the digital experience to be integrated, accessible and convenient.
- Invest in infrastructure improvements that positively impact the overall experience and improve access.

OUTCOMES

- Patient Experience
- Brand Perception/Patient Loyalty
- Learner, Clinician, Staff and Researcher Experience
- Community Partnerships
- Access
- Hassle-Free Environment
- Enrollment/Success Rates



STEWARDSHIP

Ensure Organizational Resilience and Success

GOAL

Create and maintain an aligned, efficient, and sustainable organization.

STRATEGIES

- Invest in the infrastructure required to support scale and growth.
- Evaluate processes, evolve systems and align resources to ensure sustainability and reward efficiency.
- Optimize partnerships to ensure value is realized.
- Evolve financial strategies to be market relevant and capitalize on opportunities.
- Develop and foster philanthropic support and engagement.
- Create new structures that enable diverse revenue sources.

OUTCOMES

- Philanthropic Metrics
- Focused Infrastructure Investment
- Financial Performance



GROWTH

Deepen and Broaden Our impact

GOAL

Expand to meet the evolving healthcare needs of Missourians and beyond.

STRATEGIES

- Develop a scalable framework to serve the healthcare needs of the broader Missouri population.
- Strengthen and grow research and training programs, leveraging our partnerships.
- Collaborate with organizations that share similar values to address gaps and expand access.

OUTCOMES

- Market Share
- Clinical Trials
- Publications
- Research Expenditures
- Size and Number of Training Programs
- Partnerships/Collaboration
- Intentional Expansion

OUR MISSION

To save and improve lives – through exemplary education, research and patient care.

OUR VISION

We will be the premier and transformational academic health system for Missouri.