

Today's Program Includes...

- **An update on the Futures Initiative**
 - **shaping the future of CDC**
 - **catalyzing improvements in public health**
- **Tools to track Futures Initiative progress**
- **Information on how YOU can help!**

The Futures Initiative Welcomes Your Input!

- Updates:
www.cdc.gov/futures/
- E-mail input:
[FISatellite@cdc.gov](mailto: FISatellite@cdc.gov)

Why Change?

“The best organizations go through transformation when they are at their strongest.”

Kent “Oz” Nelson

Chair, CDC Foundation
Board of Directors
Former CEO, UPS

Why Change? Why Now? **Challenges and Opportunities!**

Human Genome

Emerging Public Health Threats

Aging Society

Globalization...Connectivity...Speed!

Changing Demographics

Rising Health Care Costs

Aging Workforce

Information Technology

Critical Challenges for CDC

Building 21st Century
Public Health

Preparing for Health
Threats Here and Abroad

Transforming
Knowledge into Impact



CDC's Futures Initiative Guiding Principles

Input...Ideas...Implementation...IMPACT!

- **"Outside-in" - input from customers, partners, stakeholders**
- **Evidence-based change**
- **Open and inclusive**
- **Organizational structure follows function**

“Outside-In” Input

CDC...

- **Is a credible & trustworthy source of information**
- **Is known as an “infectious diseases agency”**
- **Lacks a “Health Promotion / Prevention” identity**
- **Can have an even greater impact on the Nation’s health**

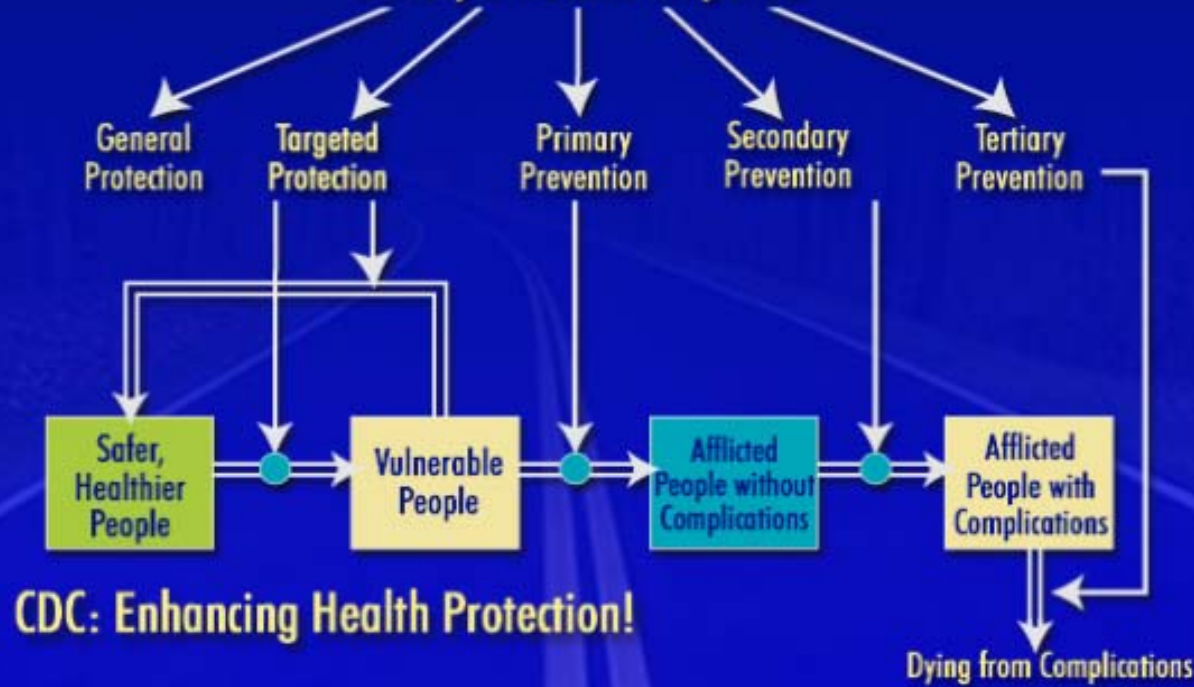
“Outside-In” Input

CDC is key to improving the public’s health and should...

- **Listen more & improve service to customers and partners**
- **Integrate across its internal silos**
- **Leverage impact via other federal agencies**
- **Lead the way to a stronger governmental public health system**
- **Expand impact via health care, education, and business sectors**

Future Health Priorities

Society's Health Response



Ideas...New Strategies!

- **Enhance marketing of CDC's output in multiple sectors to improve health impact & address health disparities**
- **Lead the Nation's public health system**
- **Expand global health impact**
- **Maximize efficiency, effectiveness & accountability**

Ideas...New Strategies!

- **Focus on the customer – align strategy, goals, & action to improve health impact**
- **Expand intramural & extramural public health research to ensure excellent science & innovation remain the core of CDC's output**

Health Protection Goals

- **Health Promotion and Prevention of Disease, Injury, and Disability:** All people will achieve their optimal lifespan with the best possible quality of health in every stage of life.
- **Preparedness:** People in all communities will be protected from infectious, environmental, and terrorist threats.

Choosing Health in all Life Stages

- **Infants**
- **Children**
- **Adolescents**
- **Adults**
- **Older Adults**



Organizational Design Principles

- **Key Capabilities**

- Support the mission
- Focus on improving the nation's health (Impact!)
- Maintain and enhance scientific excellence
- Priorities are the basis for action
- Enhance innovation & creativity

- **Functional Capabilities**

- Balance urgent & important issues
- Improve management effectiveness

Organizational Design Principles

- **Communications/External Relations**
 - CDC does not operate in a vacuum
 - Focus on health impact for “customers” – the people whose health we are trying to improve
 - Leverage partnerships to have greater health impact
- **Business Practices**
 - No reduction in staff
 - Business practices must support goals
 - Efficient / less service duplication

Organizational Design Prototypes

- ***Functional (NOT structural)*** representations - how work happens
- **No one "best" answer - a flexible continuum of options, not the end product**

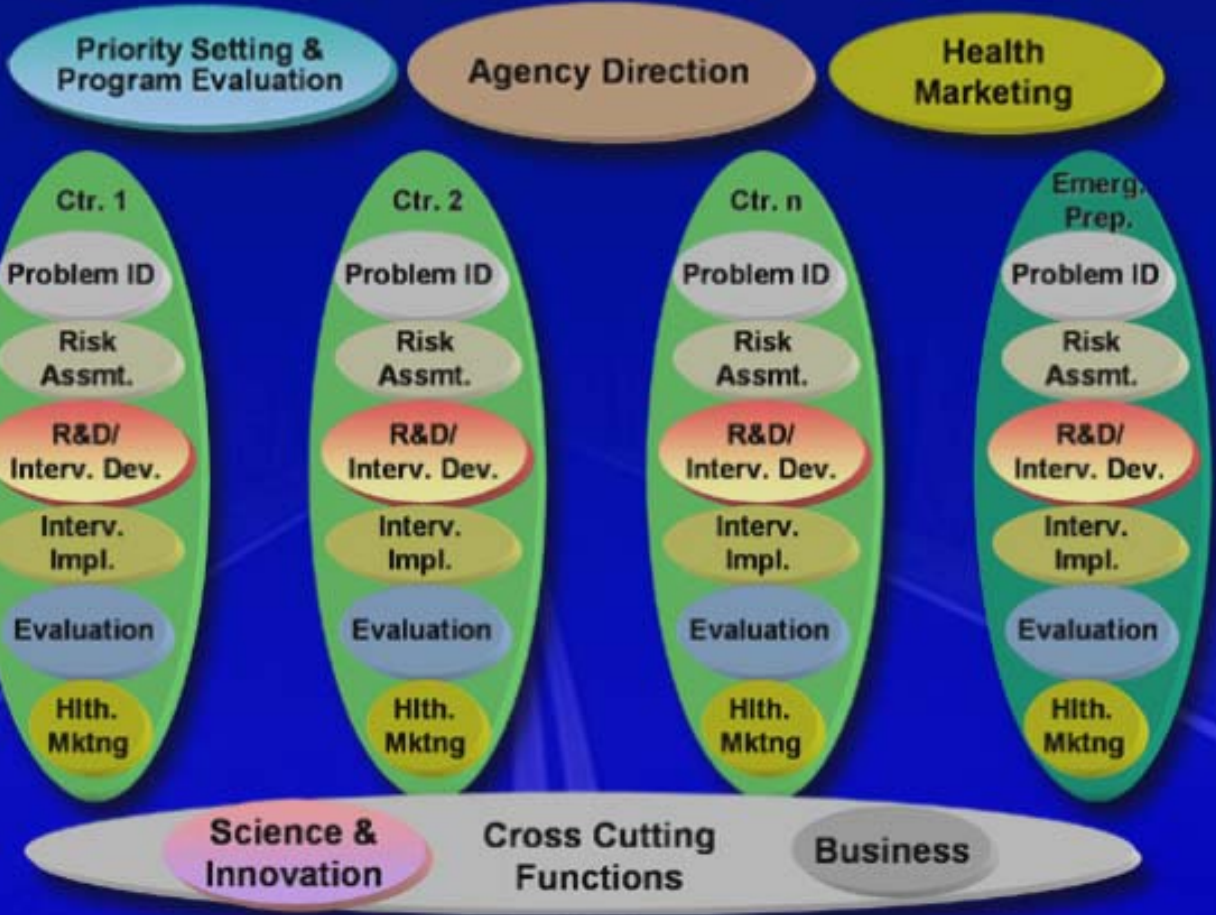
Prototypes - Common Characteristics

- **Strategy and goals derive from population health assessments (“customers’ health”) to achieve health impact**
- **Strategy and goals drive agency’s priorities and allocations**
- **Emphasis on research and innovation**
- **Health protection “marketing” function**
- **Consolidation of business & other cross-cutting services**

Prototypes - Distinguishing Characteristics

- **Concentration vs. diffusion of health marketing - delivery point for tools and services**
- **Concentration vs. diffusion of goal management**
- **Organizing concept of operational units**
- **Complexity of networking**

A



B



C



Next Steps... YOUR Input Matters!

- Updates: www.cdc.gov/futures/
- E-mail Input: [FISatellite@cdc.gov](mailto: FISatellite@cdc.gov)