



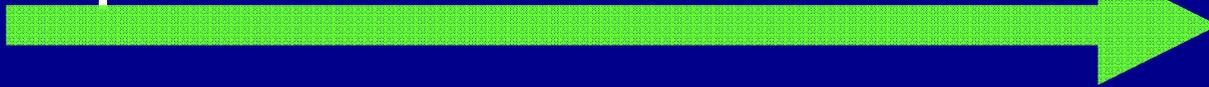
CDC Futures Update

February 2005

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National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

CDC's Futures Initiative

Input



Ideas



Implementation



Impact



- Outside-in
- Interactive
- Driven by data
- Focused on customers
- Strategic direction first, then structure and processes

Health
Protection
for the 21st
Century

CDC: Excellence in Strategy

CDC's New Overarching Goals

Health promotion and prevention of disease, injury, and disability: All people, especially those at higher risk due to health disparities, 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, occupational, environmental, and terrorist threats.

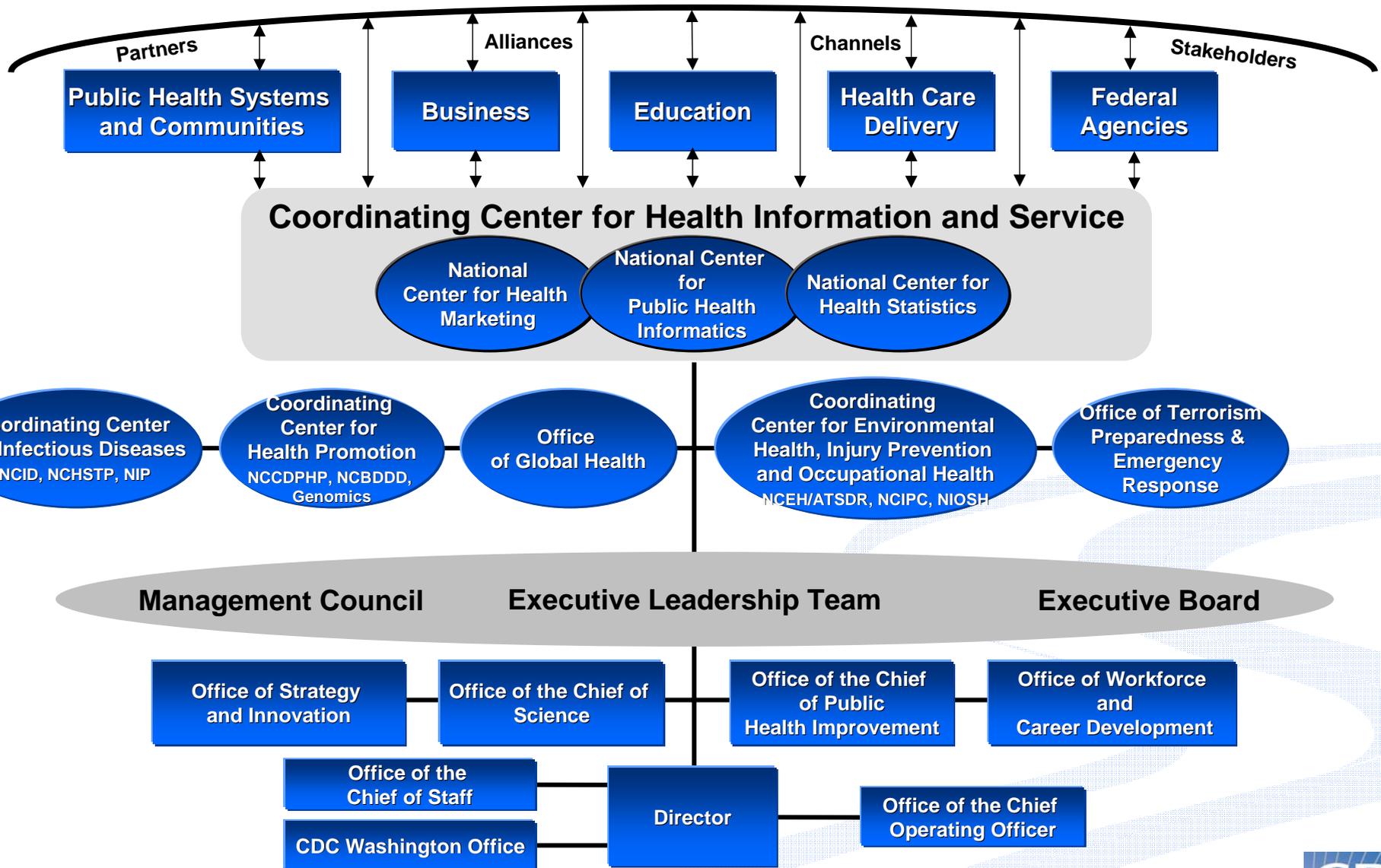


CDC's New Strategic Imperatives

- *Health impact*: align strategy, goals, and performance
- *Customer focus*: market what people want and need to choose health
- *Public health research*: research to people...research for health impact
- *Leadership*: leverage CDC unique capabilities to improve the health system
- *Global health impact*: increase global connectivity to ensure rapid detection and response to emerging health threats
- *Performance improvement*: accountability, efficiency, and effectiveness

Customers

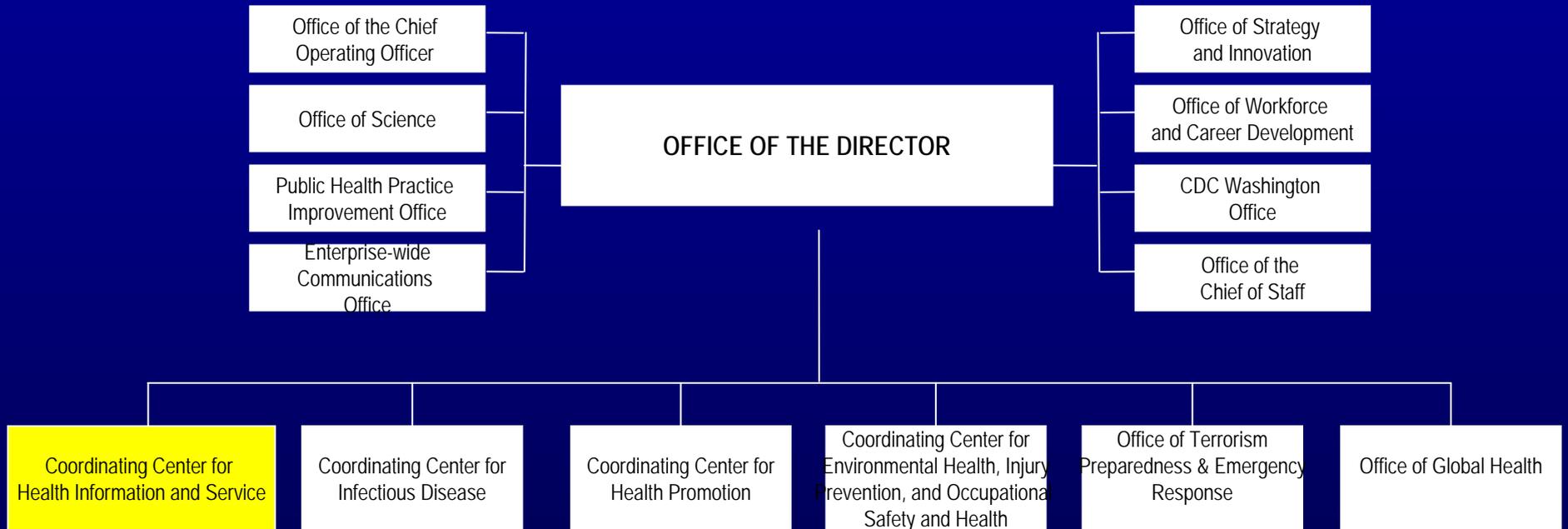
People whose health we can improve



CDC's Futures Initiative
Creating the Future of CDC for the 21st Century



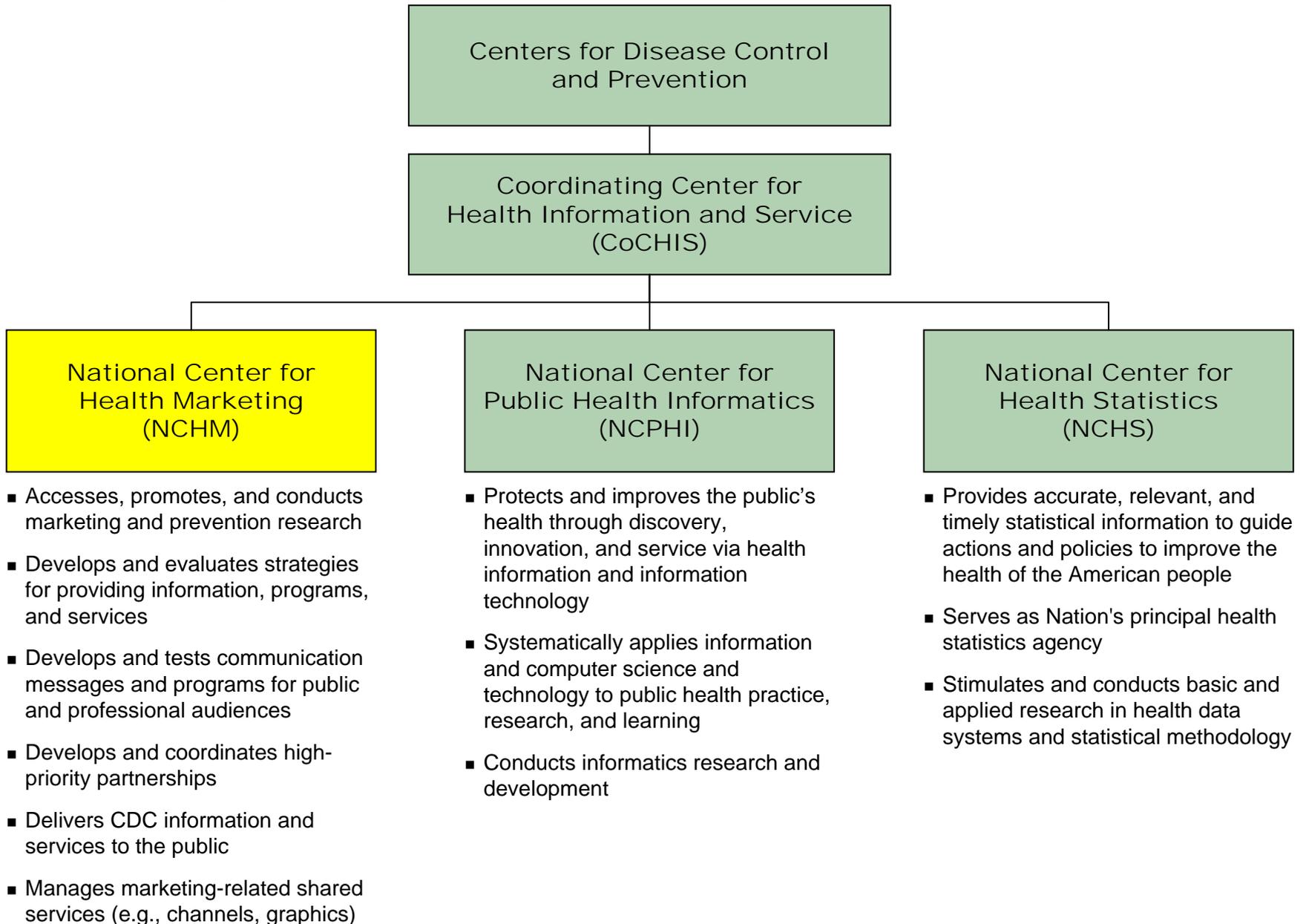
DEPARTMENT OF HEALTH AND HUMAN SERVICES CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)



Coordinating Centers: Key Core Functions

- **Workforce/career development:** execute CDC's workforce and career development strategies and plans
- **Strategy and innovation** (intermediate/long time horizon): comprehensive performance measurement and integrated goal management
- **Enterprise-wide communications** (immediate/short time horizon): message management ("hot issues", media relations, internal communications, emergency communications)
- **Synergy and service:** scientific / program development, integration and support services
- **Management efficiency**

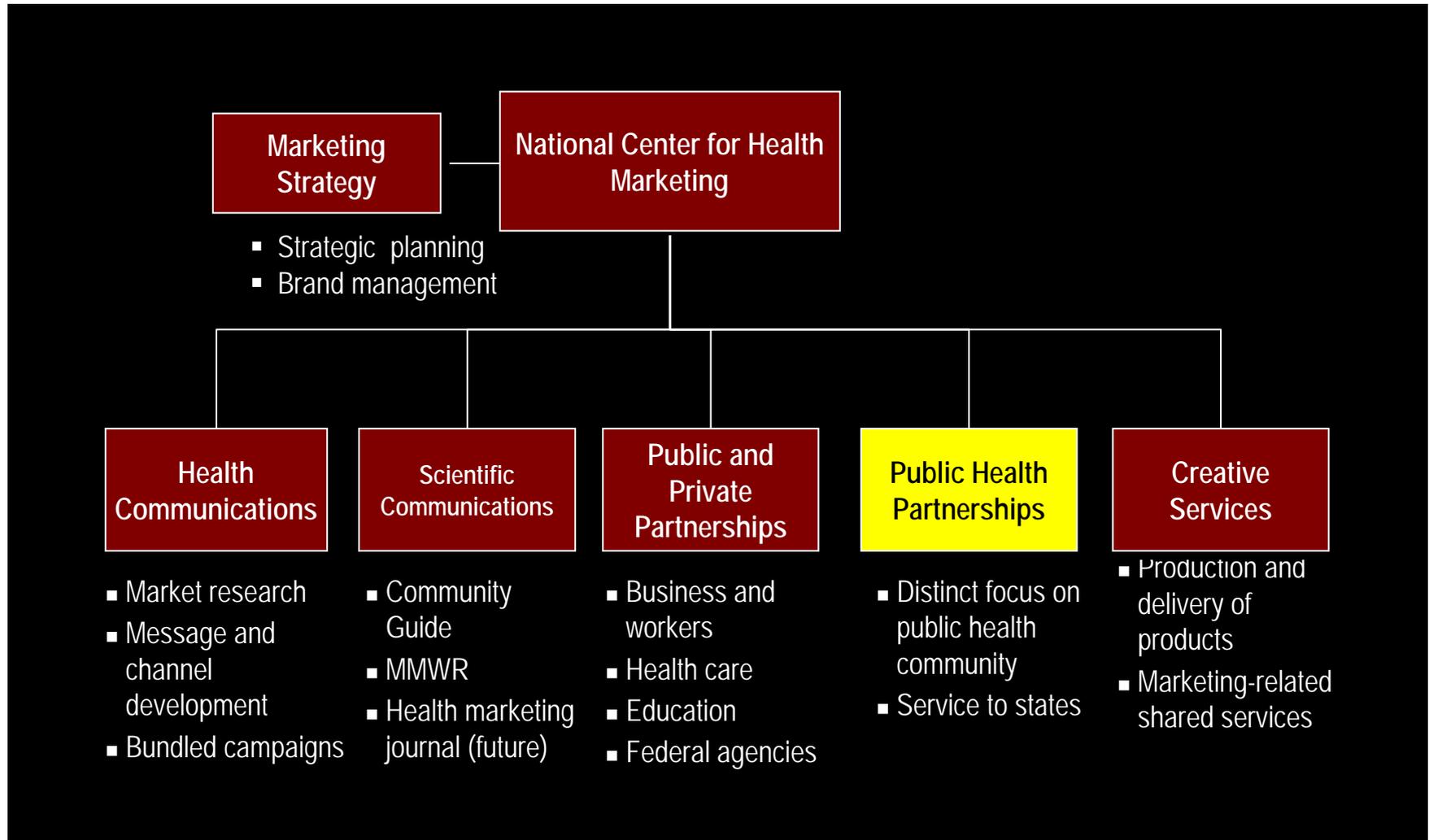
CoCHIS Organization



What is Health Marketing?

Health marketing can be defined as the application of commercial marketing practices to *better understand* people's needs and preferences and to *motivate changes* in knowledge, attitudes, and actions of people and organizations to *protect and improve* health.

National Center for Health Marketing Organization



Division of Public Health Partnerships

- Develops strategy and planning
- Identifies and prioritizes public health sector
- Coordinates with other sectors, external partners
- Conducts environmental scanning
- Develops strategies and sets goals for public health sector
- Identifies and provides services, resources, and customer-specific materials
- Represents CDC with sectors and partners

Laboratory Systems

- Provides an effective laboratory partner interface with CDC
- Builds effective laboratory networks and partner relationships
- Assesses laboratory partners' needs and opportunities to enhance health protection
- Contributes input to CDC's strategy and goals
- Manages agreements and relations with laboratory partners
- Develops and executes efficient and effective collaborative action plans to achieve CDC's health protection and laboratory service quality goals with laboratory system partners
- Assesses performance and health impact of CDC's investments within the laboratory sector

Public Health Systems

- Provides an effective public health agency and partner interface with CDC
- Builds effective public health sector networks and partner relationships
- Assesses public health agency and partners' needs and opportunities to enhance health protection
- Contributes input to CDC's strategy and goals
- Supports the effectiveness of CDC's domestic field services and personnel
- Manages agreements and relations with public health system partners

Public Health Agency Portfolio Management

- Develops and executes comprehensive, integrated, efficient, and effective action plans to achieve CDC's health protection goals with public health agencies in states and other specified jurisdictions
- Assesses performance and health impact of CDC's investments within the public health sector



CDC's FUTURE IS NOW!!