University of Nebraska Medical Center
2010-13 UNMC Strategic Plan
Adopted by Chancellor’s Council
May 18, 2010

Vision

The partnership of UNMC and the Nebraska Medical Center will be a world-renowned health sciences center that:

- Delivers state-of-the-art health care;
- Prepares the best-educated health professionals and scientists;
- Ranks among the leading research centers;
- Advances our historic commitment to community health;
- Embraces the richness of diversity to build unity;
- Creates economic growth in Nebraska.

Mission

The mission of the University of Nebraska Medical Center is to improve the health of Nebraska through premier educational programs, innovative research, the highest quality patient care, and outreach to underserved populations.

Values

Faculty, staff and students of UNMC will:

- Emphasize quality and have high expectations for performance;
- Pursue excellence in an ethical manner;
- Foster an environment of learning and communication;
- Respect individuals for their cultures, contributions and points of view;
- Support the mission and vision of UNMC in the best interests of our customers;
- Promote individual accountability for organizational success.

Critical Success Factors

A. UNMC will be learning-centered in education. Rubens Pamies, M.D.

Goal 1: Address workforce shortages through community partnerships that expand clinical sites.

Goal 2: Expand current inter-professional activities in ambulatory care and the curriculum.

Goal 3: Develop a comprehensive Center for Primary Care.

Goal 4: Establish learning societies of students, faculty and staff that work together throughout the students' professional education.
B. Increase prominence as a research health sciences center.  Tom Rosenquist, Ph.D.

Goal 1: Increase research funding for clinical/translational research.

Goal 2: Accelerate UNMC’s Personalized Medicine Program.

Goal 3: Further develop the Center for Regenerative Medicine.

C. Advance community/global partnerships for health.                        Bob Bartee

Goal 1: Establish a Center for Health Policy in the College of Public Health.

Goal 2: Deepen our global institutional partnerships.

Goal 3: Consolidate and strengthen contracting services for global institutional agreements.

Goal 4: Promote the establishment of a Health Sciences High School in the Omaha metropolitan area in cooperation with K-12 school districts and community partners.

D. Create a culturally competent organization.                Shireen Rajaram, Ph.D.

Goal 1: Strengthen cultural competence throughout education, research and patient care.

Goal 2: Improve recruitment and retention of under-represented faculty, staff and students and document successful methods.

E. Advance biomedical technologies to improve health, diversify UNMC revenues and create economic growth in Nebraska.                  Don Leuenberger

Goal 1: Expand and improve teaching and learning through the use of mobile devices and applications.

Goal 2: Improve the attractiveness of UNMC as a contracting partner with the government, especially the Department of Defense.

Goal 3: Implement the UNeHealth business and organizational plan for a clinical research center.

F. Strengthen employee loyalty, satisfaction and wellness.                    John Russell

Goal 1: Improve the integration of employee training and development, benefits, work-life and wellness programs, and reward and recognition across UNMC, UNMC-P and the Hospital.
Goal 2: Advance UNMC branding through coordination between Human Resources and Public Relations.

Goal 3: Increase faculty and staff awareness, engagement and access re: health and wellness activities.

**G: Position UNMC to prosper during health care reform.** Ward Chambers, M.D. & Cory Shaw

Goal: Create a health innovation zone to sustain the UNMC, UNMC-P and Hospital healthcare enterprise.