HL7 Strategic Plan*

Mission: To provide standards that empower global health data interoperability

Vision: A world in which everyone can securely access and use the right health data when and where they need it.

Core Strategic Goals

**Image**
Enhance the public image and achieve recognition by stakeholders as the leading SDO for worldwide health data interoperability standards

**Organizational Vitality**
Secure long-term sustainable revenue to realize the vision and improve customer experiences (internal and external)

**HL7 Standards**
Establish FHIR as a primary standard for global health data interoperability
Enhance and maintain quality of and accessibility to HL7 standards in current use

*Note: Board of Directors approved these goals and objectives on September 17, 2018.*
### HL7 Strategic Objectives

**Image**

- A. **Expand HL7 image/perception from standards to solutions (I)**
- B. **Improve relevance of HL7 International with key target audiences globally and establish/strengthen relationships with key stakeholders (M)**
- C. **Enhance value of standards to target audiences globally (L)**

**Organizational Vitality**

- A. **Protect existing revenue sources (I)**
- B. **Increase revenue from new partners and stakeholders (M)**
- C. **Pursue new revenue streams (L)**

**HL7 Standards**

- A. **Ensure the community understands that FHIR is a product of HL7 (I)**
- B. **Increase understanding of FHIR usage and value worldwide (I)**
- C. **Establish a strategic lifecycle tooling plan for standards (I)**
- D. **Demonstrate the value of FHIR in enabling interoperability (M)**
- E. **Ensure efforts are most effectively focused (M)**
- F. **Increase efficiency and effectiveness of standards update process (M)**
- G. **Improve accessibility (M)**

**Priority Key:**

- (I) - Immediate = Must begin objective in next fiscal year
- (M) - Mid-term = May begin objective, if resources permit, in next fiscal year
- (L) - Later = Begin objective in subsequent fiscal year