**HL7 Strategic Plan – 2017**

**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.

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### Core Strategic Goals

<table>
<thead>
<tr>
<th>Enhance Image</th>
<th>Organizational Vitality</th>
<th>FHIR as Primary Standard</th>
<th>Support Current Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance the public image and achieve recognition by stakeholders as the leading SDO for worldwide health data interoperability standards</td>
<td>Secure long-term sustainable revenue to realize the vision and improve customer experiences (internal and external)</td>
<td>Establish FHIR as the primary standard for global health data interoperability</td>
<td>Enhance and maintain quality of and accessibility to HL7 standards in current use</td>
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</tbody>
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## HL7 Strategic Objectives – 2017

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<tr>
<td>A. Expand HL7 image/perception from standards to solutions (Immediate)</td>
<td>A. Protect existing revenue sources (Immediate)</td>
<td>A. Ensure that the community at large understands that FHIR is a product of HL7 (Immediate)</td>
<td>A. Establish a strategic tooling plan to support the standards lifecycle (Immediate)</td>
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<td>B. Improve relevance of HL7 International with key target audiences globally and establish/strengthen relationships with key stakeholders (Midterm)</td>
<td>B. Increase revenue from new partners and stakeholders (Midterm)</td>
<td>B. Increase understanding of FHIR usage and value of usage worldwide (should this become a strategy under objective C?) (Immediate)</td>
<td>B. Increase efficiency and effectiveness of process of updating current standards (Midterm)</td>
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<tr>
<td>C. Enhance value of standards to target audiences globally (Later)</td>
<td>C. Pursue new revenue streams (Later)</td>
<td>C. Demonstrate the value of FHIR in enabling interoperability (Midterm)</td>
<td>C. Improve accessibility (Midterm)</td>
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<td>D. Ensure resources are most effectively focused to enhance FHIR (Midterm)</td>
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**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
### HL7 Strategic Objectives – 2017

**Enhance Image**
- A. Expand HL7 image/perception from standards to solutions. This is about communicating to our key target audience and packaging multiple things together (like standards and IGs) to provide solutions. *(I)*
- B. Improve relevance of HL7 International with key target audiences globally and establish/strengthen relationships with key target audience *(M)*
- C. Enhance value of standards to target audiences globally *(L)*

**Organizational Vitality**
- A. Protect existing revenue sources *(I)*
- B. Increase revenue from major partners/stakeholders *(I)*
- C. Pursue new methods of revenue *(L)*

**FHIR as Primary Standard**
- A. Achieve symbiotic link of brand and financial benefit between HL7 and FHIR. *(I)*
- B. Increase understanding of FHIR usage and value of usage worldwide *(I)*
- C. Demonstrate the value of FHIR in achieving interoperability *(M)*
- D. Ensure resources are most effectively focused to move FHIR forward *(M)*

**Support Current Standards**
- A. Establish a strategic tooling plan to support the standards lifecycle *(I)*
- B. Increase efficiency and effectiveness of process of updating current standards *(M)*
- C. Improve by moving to web services *(M)*

**Priority Key:**

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*(L)* – Later = Begin objective in subsequent fiscal year