

# Creating the Future for CDC in the 21<sup>st</sup> Century

Input...Ideas...Implementation...Impact



# Transforming CDC for a Transforming World

*Input* 

*Ideas* 

*Implementation* 

*Impact* 

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

# Customer Input: Top Health Concerns

## Similar concerns across groups:

- Rising costs of health care, including insurance and prescription drug costs
- Cancer
- Heart disease, HBP, high cholesterol, stroke
- Diabetes
- Obesity
- Asthma

# Customer Input: Top Health Concerns

- However, few were aware of CDC's work in chronic diseases:
  - *“I don't really connect them with something like cancer or asthma stuff.”*
  - *“I can't see . . . what the CDC would do for me” (if diagnosed with cancer)*
  - *“I don't look to them to help me with losing weight or diabetes or cancer . . . .”*

# Customer Input: Sources of Health Information

- Internet, health care providers, friends & family, print media & TV
- CDC not spontaneously mentioned as a source for health information

*“I start with a search engine, because it gives you a very broad variety, and... on the internet, you can get multiple sources, research papers or medical health sites, WebMD, for example.”*

# **Customer Input: Knowledge & Trust of CDC**

- **CDC recognized for research & infectious or communicable diseases, & to much lesser extent as “clearinghouse” for health statistics & health trends**
- **Limited knowledge of CDC, but great respect & recognized value**

# Partner Input: Perceptions, Leadership, & Priorities

- Partners perceive CDC as a valuable, highly respected & credible agency; a few partners were critical
- CDC should play a lead role in public health, while others described CDC's role as a “convener”
- Challenge of balancing emergencies, high-profile needs & long-term, ongoing public health needs

# Partner Input: Partnership Opportunities

- Frustration with “silos”
- Partners want a give and take relationship; some felt relationship is one-way; CDC is “arrogant”
- Expand partnerships beyond traditional orgs (e.g., education, health plans, business, minority, environmental)
- Do not exclude or abandon traditional public health partners

# Partner Input: Key Products & Services

- **Research and Epidemiology**
  - World-renowned disease tracking & surveillance
  - Best-trained epidemiologists in the world
- **Assistance to state and local health departments**
  - Funding
  - Capacity-building
- **Information and guidance**
  - Emergency response and preparedness
- **Voice of prevention**
  - Best practices for prevention and control

# Improving the Health System: Transition from...

- Disease orientation to health focus
- Designing and implementing sponsored programs to informing and guiding health care system actors
- Allocating resources to leveraging resources
- Collecting and analyzing health data to creating integrated health information systems

# **Health Systems Work Group**

## **Big Ideas**

### **Putting Prevention to Work in the Health System**

- Market prevention broadly within the health system (e.g. communicating the business case for prevention)
- Integrate/coordinate prevention across the continuum of care
- Target prevention to address social, behavioral, and environmental determinants of health

### **Making Public Health an Effective Partner in Prevention**

- Enhance the workforce (e.g. recruitment, retention, certification)
- Improve information systems (e.g. PHIN, electronic health records)
- Assure organizational capacity (e.g. accreditation, performance standards)

# CDC Research: Key Issues

- Essential for CDC to achieve its mission
- Driven primarily by population health, CDC goals, and program needs
- Need external input into research agenda
- Need collaboration with NIH
- Need to balance portfolio of intramural and extramural research
- Need consistent processes across programs
- Need credible peer-review
- Need workforce development

# Achieving Global Health Impact: What CDC Needs to Do

- Develop sustainable public health capacity in key countries.
- Prevent and control high priority causes of disease, injury, and disability.
- Build skills, tools, and networks to support in-country efforts.
- Ensure CDC's ability to respond to global challenges and threats.

# Major Themes

- **CDC's brand is strong, especially for infectious disease**
- **Disconnect between customer's top health concerns and perceptions of CDC**
- **Strengthen leadership role in establishing public health agenda and defining prevention priorities**
- **Undertake a coordinated strategy between public health and health care delivery system**
- **Enhance support for and investment in public health infrastructure**

# Major Themes

- **Expand partnerships**
- **Need to listen better to customers and partners**
- **Work more closely with national, community-based, and minority organizations to better reach priority populations**
- **Need a segmented communication strategy**
- **“Silos” hinder communication and limit effectiveness of public health efforts**
- **Strengthen focus on applied research**

# Supporting Strategic Initiatives

- **Revitalizing and redefining the public health system**
- **Developing marketing and communication as an effective intervention arm**
- **Strengthening public health (health protection) research**
- **Increasing global health impact**
- **Re-inventing the way CDC does business**
- **Redesigning CDC organizational structure and accountabilities to support the strategic direction**

# Next Steps

**Change is a process, not an event!**

- **Continue to solicit Input and generate Ideas**
- **Articulate and advertise CDC goals and strategies**
- **Implement actions to address new strategies**
- **Measure impact!**