2025 Strategic Plan

OUR MISSION
To care, to educate, to discover.

OUR VISION
Healing humanity through science and compassion, one patient at a time.

COMMUNITY CENTERED, NATIONALLY PREEMINENT

Locally Stanford.
Further develop the innovative strength and academic proficiency of Stanford Medicine
Offer our patients exceptional, personalized care provided by local, community experts and Stanford Medicine physicians
Embrace the Stanford Medicine brand to elevate our regional offerings, and advance our national recognition

Regionally Connected.
Grow and develop unique service offerings to include destination Stanford Medicine programs to deliver an unrivaled, full continuum of care
Be the network of choice for a broad regional geography, by engaging and developing enduring relationships with key stakeholders, including employers and payers, and local providers

Intentionally Integrated.
Optimize our systems, processes and facilities to drive high value, quality patient outcomes and ensure a seamless Stanford Medicine experience
Invest in and sustain our foundational clinical and ancillary infrastructure and equipment
Design a system-wide state-of-the-art, training and professional development platform to foster a meaningful and diverse workplace for our people

PRIORITIES

KEY PERFORMANCE INDICATORS

Quality & Safety
Patient Outcomes
Safety and Effectiveness
Accreditation and Survey Readiness
External Rankings
Research and Clinical Trials
Trainees

Patient Experience
Likelihood to Recommend
Integrated Patient Experience Programs
Consumer Rankings
Access

Engagement & Wellness
Employee Development
Employee Engagement
Inclusions, Diversity, and Health Equity
Employee Health and Safety

Financial Strength
Destination Service Line and Clinical Program Performance
Network Activity
Ancillary and Program Support Efficiency
Operating Margin
EBIDA Margin