

What is “True North” and why is it important?

True North pillars represent our long-term objectives – *what we need to accomplish to achieve our vision* - because they serve as a constant guide for aligning and prioritizing our work. The UCSF Health True North pillars should not surprise you. In fact, we hope the areas of patient experience, quality and safety, our people, financial strength, strategic growth and learning health system reflect active improvement efforts you’ve participated in or have observed in your practice settings. The True North pillars are also important since they serve as a communication vehicle and common language to link our daily work to what’s important in allowing us to continually become better versions of ourselves.

