Strategic Planning Overview
LOINC Conference - Fall 2019
Mataró, Spain

25-Oct-2019
Vision
We imagine a world where people experience optimal health catalyzed by a seamless network of health information systems.

Mission
Our mission is to develop and advance adoption of open data standards that enable efficient transmission, understanding, and use of health data. We want to see open terminology standards integrated into every clinical information system that shares or aggregates data. Yes, it sounds audacious, but standards demonstrate the network effect and become more valuable as more people and systems use them. We are committed to a health ecosystem where data is available with open standards that unlock the potential for information systems and applications to improve health decision-making and care.

Guiding Principles
Openness, Respect, Accessibility, Growth, Pragmatics, Agility, Diligence
Strategic Planning Outcomes

Using Human-Centered Design principles and methods, we aim to

- **Define** the current LOINC program informed by internal and external stakeholders and through the lens of a SWOT (Strength, Weakness, Opportunities, Threats) framework
- **Review** past information to identify best practices, opportunities, and challenges for the program
- **Identify and evaluate** critical current LOINC functions that are essential and/or unique; identify anticipated LOINC functions that will help guide the future of LOINC
- **Identify and define** specific opportunities for LOINC and the LOINC community within the current and future SDO environment and current and anticipated clinical delivery systems
- **Summarize potential opportunities** for the future of LOINC, along with the implications and requirements for development and/or additional deployment, use, and integration of LOINC standards in the future
Timeline

OCTOBER 2019

NOVEMBER 2019

DEFINE Needs/Values, Touchpoints

DECEMBER 2019

DEVELOP Ideation, Brainstorming

JANUARY 2020

DISCOVER User-centered, Empathetic

We Are Here

DEVELOP Strategic Plan
Ways to Engage with Us

- Group Listening Session
- 1:1 Interviews during and after conference
- Virtual Listening Sessions + Interviews through 29 November
- Environmental Survey in mid-November
- Email Follow up
1. In your opinion, what are the most important services LOINC provides?
   a. Follow up: How do you feel about those services? What improvements are needed?
2. How might we better serve you/your organization/other users?
3. How can we become a more relevant and effective organization?
   a. Follow up: How do you envision the organization in 2022? How should we be different than we are now?
4. How should/does LOINC fit in to the SDO community?