

Centers for Disease Control and Prevention

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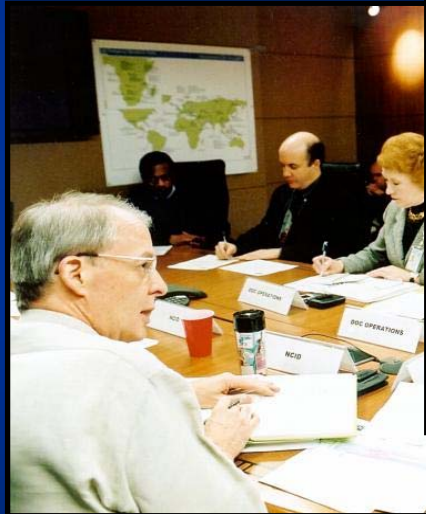
CDC: Meeting the Needs of a Changing World



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Preparing CDC for the Challenges of the 21st Century



SET THE DIRECTION

THINK STRATEGICALLY



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Positioning CDC for the Future

- Outside-in approach
- Customer focused
- Determine *strategic direction*, then
- *Structure and processes*



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Strategic Imperatives

- Measurable health impacts
- Customer-centered organization
- Public health research and science foundation
- Leadership for the nation's health system
- Global health
- Effectiveness and accountability of business practices



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CDC's New Strategic Goals

- **Preparedness:** People in all communities will be protected from infectious, environmental, and terrorist threats
- **Health promotion and prevention of disease, injury, and disability:** All people will achieve their optimal lifespan with the best possible quality of health in every stage of life



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Coordinating Centers

- Minimize “silos” at CDC
- Identify and capitalize on opportunities for research coordination
- Reduce duplication and redundancy of services and activities
- Provide leadership, management, and accountability across centers

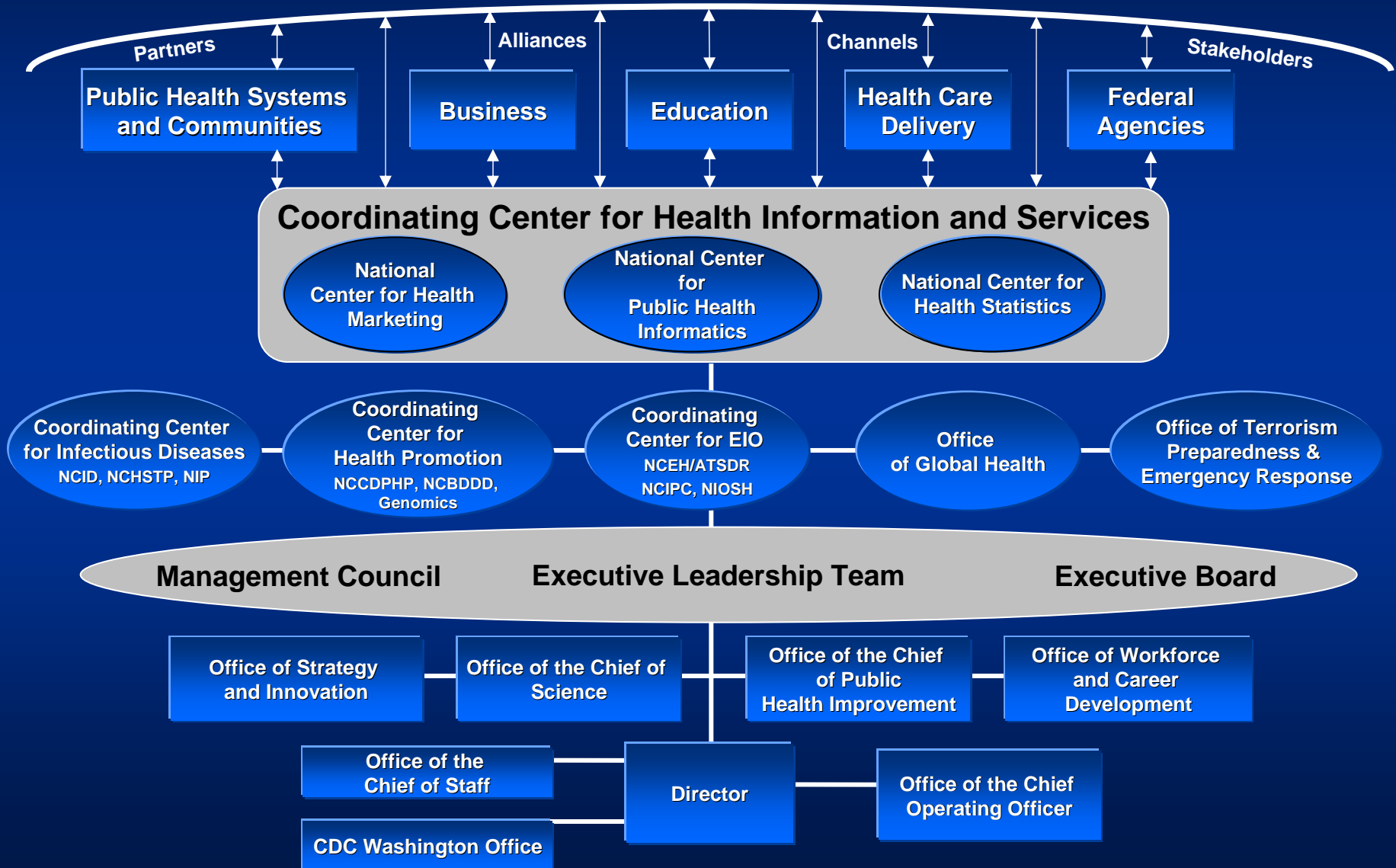


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Customers:

People Whose Health We Can Improve



Coordinating Center for Health Information and Service (CoCHIS)

- National Center for Health Marketing (new)
- National Center for Public Health Informatics (new)
- National Center for Health Statistics



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CoCHIS

Communications Center (New)

- Projected opening Summer 2005
- State-of-the-Art technology
- Public health television of the future



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Q&A



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