ITUP Strategic Plan
2021 – 2023
Summary
About ITUP: Mission and Vision

**Mission**

Promote innovative and workable policy solutions that expand health care access and improve the health of all Californians.

**Vision**

ITUP believes that all Californians should have a fair opportunity to live their healthiest lives.
ITUP Values

ITUP seeks a health system that is:

• **Universal** – All Californians are eligible for comprehensive health coverage and services, including primary, specialty, behavioral, oral, and vision health services, as well as services that address the social determinants of health

• **Equitable** – All Californians receive health care coverage, treatment, and services that address the social determinants of health regardless of health status, age, ability, income, language, race, ethnicity, gender identity, sexual orientation, immigration status, and geographic region

• **Accessible** – All Californians have access to coverage options and services that are available, timely, and appropriate

• **Effective** – Health, health care, and related services that address the social determinants of health are person-centered, value-based, coordinated, and high-quality

• **Affordable** – Coverage and services are affordable for consumers at the point of purchase and care; and, at the health system level for public and private purchasers
Who is ITUP? What Do We Bring to the Table?

- 25-year-old health policy institute and convener
- Network of over 3,600 stakeholders
- Hosts California’s premier annual health policy conference with over 700 attendees
- 10 Regional Listening Sessions/Workgroups Annually
- LA Health Collaborative
- In-Depth Policy Forums
- Expert Policy Publications
Methodology

We approached strategic planning through a broad lens, seeking to understand and assess both the needs of our stakeholders, as well as ITUP’s portfolio of work against the broad range of policy issues across the state. This was achieved through the following:

**Policy Landscape:** Reviewed CA issues and needs

**Identify Priorities:** Surveyed board, funders, staff, and broader ITUP network

**Organizational Parameters:** SWOT and PEST analyses; review mission & vision

**Key Informant Interviews:** Augmented survey information with policy experts

![Diagram of strategic planning process]

**Strategic Plan**
What Does ITUP Mean to You?
ITUP’s Audiences and Their Perceptions: Survey Results

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2021 – 2023 ITUP Areas of Work

Convenings
- Annual ITUP Conference
- LA Health Collaborative
- 10 Annual Regional Listening Sessions/Workgroups
- Policy Forums

Connecting Community to Policy: Priority Initiatives
- CalAIM and CBOs
- Digital Equity
- Public Health and Health Delivery
- System Coordination
- Aging Well
- Farmworker Health
- Children and Behavioral Health

Policy Expertise
- Infographic Fact Sheets
- Statewide and Regional Coverage Statistics Fact Sheets
- Legislative Bill and Budget Summaries
- Facilitate Stakeholder Connections and TA
2021 – 2023 Policy Priority Areas & Activities

**Coverage and Access**
- 10 Statewide and Regional Coverage Snapshots
- 10 Regional Listening Sessions/Workgroups
- 2020 Enrollment and Coverage Notes from the Field
- 2020 Telehealth Notes from the Field
- 2020 COVID-19 Response Notes from the Field
- 2021 Notes from the Field
- Enrollment Policy Forum
- Telehealth Fact Sheet
- Telehealth Policy Forum
- Medicare Fact Sheet
- Remaining Uninsured Snapshot

**Delivery System Transformation**
- CalAIM Summary
- Community Health Workers Fact Sheet
- Public Health and Delivery System Coordination Fact Sheet
- Community-Based Organization Fact Sheet (upcoming)

**The Future of Health**
- Broadband for Health Basics Fact Sheet
- Broadband and Telehealth Policy Forum
- Health Information Exchange Fact Sheet
- Health Information Exchange Policy Forum