

US
THEM






#metoo









Closer to home...

-  Quality and safety still major issues
-  Health disparities are pervasive
-  Health care access and costs bedevil policy
-  Market transformation fuels unpredictability

CELEBRATING
35 YEARS

What difference
are we making?

Reflecting on Our Field

-  Relevance challenge
-  Translation, communications and implementation challenge
-  Incentives challenge
-  Diversity and inclusion challenge

**Our Biggest Challenge:
Demonstrating Impact**



What Are Your Three Examples?

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We Have to Own Our Future



} 1/2 air

} 1/2 water

Technically, the glass is always full.



**Optimism is the faith
that leads to
achievement. Nothing
can be done without
hope and confidence.**

– Helen Keller

There's More We Can Do



We need to ask better questions



We need to engage more diverse partners



We need to leverage and embrace new methods and data



We need to improve our message and become better messengers



We need to incentivize impact over output



What will **YOU** do?



**Part of being
optimistic is keeping
one's head pointed
toward the sun, one's
feet moving forward**

– Nelson Mandela