



## Strategic Plan, 2017-2018

1. Vision:
  - Better decision and delivery choices resulting in measurable population impact in global health and development
2. How:
  - Facilitating access to data and analytical evidence through creation and application of tools in national- and sub-national level studies, in close partnership with country governments, funders, and their partners
3. Programmatic scope:
  - a) Maintaining our role in: HIV
  - b) Strengthening our role in: TB, Nutrition, HCV
  - c) Incremental increases in: Malaria
  - d) Develop new footholds in: UHC and delivery optimization
  - e) Possible new footholds in: NCDs, NTDs, MNCH, development sectors as opportunities present
4. Goals (Statements of outcomes) / Strategy (Roadmap to Goal)
  - a) Strengthen our role of decision and delivery science in global health and development
    - i) Maintain relationship with World Bank and utilize their networks of influence to promote the Optima suite of tools and approach
    - ii) Establish and maintain partnerships through other agencies that serve as key thought leaders in global health and development (i.e. CDC, UNAIDS, Gates Foundation, GFATM, WHO, etc.)
    - iii) Deliver high quality and timely products (training, reports, presentations) that will increase trust in teams and methods
    - iv) Publish and present Optima outcomes and methods in academic settings
    - v) Forge strategic partnerships within and outside of the modelling world to fill relevant gaps in capacity/knowledge
  - b) Strategically expand the areas of focus where Optima can provide services
    - i) Evaluate conditions that are priorities for funders and opportunities for major influence based on Optima principles (e.g. NCDs, UHC)
    - ii) Move into implementation prioritization, with applications starting in HIV and TB but moving to other areas of opportunity
      - Thoughtfully assess the capacity for OCDS to contribute to this area based on current leaders, evidence base in the area, suitability for Optima structure
      - Explore the feasibility of establishing analytical infrastructure for optimizing implementation cascades
    - iii) Promote and release Optima tools as global public goods
  - c) Strategically expand into areas outside of health
    - i) Identify and evaluate priority areas outside of health in global development that lend themselves to the Optima methodology
    - ii) Develop plan for partnerships and priority development areas
  - d) Ensure that the company is sustainable
    - i) Seek new partners and new funding opportunities to ensure financial sustainability
    - ii) Enable strategic investment in the development of OCDS products and company expansion as articulated by this strategic plan
    - iii) Support staff to ensure retention of key team members
    - iv) Strategically and pragmatically expand the formal network of the consortium through associations with academic institutions, particularly where activities related to the company are to be conducted, and among LMIC partner institutions