



**UNC**  
HEALTH  
Children's

**STRATEGIC  
PLAN**  
*for all children*

**UNC**  
HEALTH<sup>SM</sup>

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# OUR MISSION &

# OUR VISION

***Our mission is to promote the health of all children in an inclusive, equitable culture through compassionate family-centered care, tireless advocacy, scientific discovery, and education of future leaders.***

***Our vision is transforming care and inspiring hope for all children.***

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# LETTER FROM PHYSICIAN IN CHIEF

At UNC Children's, we are dedicated to transforming care and inspiring hope for **all children** in North Carolina. We embarked on this strategic planning process to accomplish this ambitious goal. This strategic plan is the result of thoughtful input from our incredibly talented and committed UNC Children's leadership team, and other key stakeholders, across the UNC Health System.

As the Physician in Chief and Chair of the Department of Pediatrics, I believe it is critical to revise our mission and vision statements to reflect our primary goal at UNC Children's – to transform care and inspire hope for **all children** in North Carolina in an inclusive, equitable culture by promoting family-centered care, tireless advocacy, scientific discovery, and the education of future leaders. These new statements help unite all children's providers into one single unit—UNC Children's—and to strive toward a shared vision. During this strategic planning process, we completed various assessments including analyzing the needs of children and families throughout the state to determine opportunities we can leverage to accomplish our vision.

We believe children should not have to travel far, or wait a long period of time, to receive care. Thus, UNC Children's is committed to expanding our services across the state by forming relationships with other healthcare systems and children's providers and through developing telehealth offerings. We are dedicated to continuing to conduct innovative research to discover the best care and treatment offerings and train future health leaders in North Carolina who will provide care to children in the future.

I am extremely thankful to everyone who participated in the strategic planning process, and I am excited to share our four-year plan. I invite you to connect with our physicians, nurses, and all the other crucial team members who will help us to deliver on our vision to transform care and inspire hope for **all children** in North Carolina.

With gratitude,



Stephanie Duggins Davis, MD  
Charles Everett and Katherine M. Brewer Professor  
Chair, Department of Pediatrics  
Physician-in-Chief, UNC Children's



# UNC CHILDREN'S OVERVIEW



1 6 0  
HOSPITAL  
BEDS



~ 915 ANNUAL  
TRANSPORT  
MISSIONS



~ 1 2 0 , 0 0 0  
PATIENTS  
SERVED



~ 12,000 ANNUAL  
INPATIENT  
VISITS



~ 14,000 ANNUAL  
EMERGENCY  
VISITS

# SERVING ALL

At UNC Children's, we are dedicated to providing care for **all children** in North Carolina regardless of socio-economic status, background, or language. Currently, we serve children from all 100 counties in North Carolina. Also, children worldwide travel to UNC Children's for care.

The U.S. News and World Report consistently ranks UNC Children's as one of "America's Best Children's Hospital" with seven subspecialties being ranked.

Also, UNC Children's has various internationally recognized programs. For example, children travel worldwide to undergo cancer surgery and receive care for mucopolysaccharidosis, rare lung disease, and vascular malformations.

UNC Children's continues to serve **all children** in North Carolina with outpatient subspecialty services available in Chapel Hill, Raleigh, Sanford, Greensboro, and Wilmington. Inpatient care is available in Chapel Hill and Raleigh. We also offer a 24/7 Pediatric Emergency Department, Pediatric Urgent Care, and a Pediatric Cardiac ICU.

# 100 COUNTIES



**Children will not need to wait, or travel far, for care.**

**We will continue to spread and enhance our care throughout the state to provide care closer to home for children.**

**We will offer specialized care to children through growing our patient transport and telemedicine capabilities.**

**We will expand upon our teaching mission to recruit, train, and retain effective child health leaders by training more Children's fellows and residents and providing them with more educational opportunities.**

**We will expand the scope of innovative research by developing an integrated culture for children's research and increasing research dollars to promote child health research.**

**We are committed to providing care in an inclusive, equitable environment, valuing diversity.**

**OUR COMMITMENT**

**2024**

# GROW OUR SERVICES

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## IN THE TRIANGLE

We plan to grow our services in the Greater Triangle and enhance our ability to care for all children through improved access and patient/provider experience.

We will accomplish this goal by:

1. Providing patients and families easier access to providers
2. Improving patient and provider experience
3. Expanding our surgical capabilities to provide care closer to home for patients

# ENHANCE OUR NETWORK OF



## SERVICES ACROSS THE STATE

We will offer all children in North Carolina and beyond accessible and timely care closer to home so every child receives the highest quality of care and a comprehensive network of resources.

We will accomplish this goal by:

1. Pursuing additional partnerships with local providers to expand our presence across the state
2. Increasing our telemedicine offerings
3. Expanding our patient transport capabilities

# EXPAND

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We will expand research and educational opportunities and focus on diversity, inclusion, and equity.

## RESEARCH

We will accomplish this goal by:

1. Expanding our children's research portfolio
2. Recruiting innovative researchers to the Children's Research Institute
3. Increasing educational opportunities for our child health learners
4. Having the faces of learners, faculty, and staff reflect the population of North Carolina

## AND EDUCATIONAL OPPORTUNITIES

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# ONE GREAT TEAM

PROVIDING HIGH-QUALITY, SAFE CARE

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At UNC Children's, we believe having a collaborative, engaged, and supportive team is key to a successful strategy. We will recruit, train, and retain the best talent to allow us to continue being innovative and serving the children of North Carolina and beyond. In addition, providing high-quality, safe care to children is our number one priority and is at the forefront of our strategy.



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## KEY SUPPORT: PHILANTHROPY

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UNC Children's is incredibly grateful for the donations received from the community. Philanthropy is crucial and enables us to take care of children and implement our strategy – we plan to increase philanthropic efforts to serve more children in North Carolina and beyond.

To learn more and support UNC Children's please visit:

[www.unhealthfoundation.org/uncchildrensgive](http://www.unhealthfoundation.org/uncchildrensgive)

# THANK YOU



UNC Children's Hospital in Chapel Hill, NC

Thank you to everyone who participated in developing the UNC Children's Strategic Plan. Your thoughtful input and feedback helped shaped our strategy to transform care and inspire hope for all children in North Carolina. To learn more about UNC Children's please visit our website:

<https://www.uncchildrens.org/uncmc/unc-childrens/>



UNC Children's Raleigh Ribbon-Cutting



# UNC Children's Specialty Location Directory

**ALLERGY, IMMUNOLOGY & RHEUMATOLOGY** · Chapel Hill · Raleigh · Sanford

**BEHAVIORAL HEALTH** · Chapel Hill · Raleigh

**CARDIOLOGY** · Chapel Hill · Greensboro · Burlington · Raleigh · Cary · Sanford · Wilmington

**CARDIOTHORACIC SURGERY** · Chapel Hill

**DENTISTRY** · Chapel Hill

**DERMATOLOGY** · Chapel Hill · Hillsborough · Burlington · Raleigh

**DIAGNOSTIC AND COMPLEX CARE** · Chapel Hill · Raleigh

**ENDOCRINOLOGY & DIABETES** · Chapel Hill · Raleigh · Sanford · Wilmington

**GASTROENTEROLOGY** · Chapel Hill · Raleigh · Sanford · Greensboro · Holly Springs · Knightdale

**GENERAL PEDIATRIC SURGERY** · Chapel Hill · Raleigh

**GENETICS & METABOLISM** · Chapel Hill · Raleigh

**GYNECOLOGY** · Chapel Hill · Cary

**HEMATOLOGY-ONCOLOGY** · Chapel Hill · Raleigh · Sanford · Wilmington

**INFECTIOUS DISEASE** · Chapel Hill · Raleigh · Sanford

**INFUSION/ONCOLOGY INFUSION** · Chapel Hill · Raleigh

**LACTATION SERVICES** · Chapel Hill · Cary · Hillsborough

**NEPHROLOGY & HYPERTENSION** · Chapel Hill · Sanford

**NEUROLOGY** · Chapel Hill · Lumberton · Raleigh

**NEUROSURGERY** · Chapel Hill · Raleigh · Wilmington · Sanford

**NUTRITION CLINIC** · Chapel Hill · Raleigh

**OPHTHALMOLOGY** · Chapel Hill · Holly Springs

**ORAL & MAXILLOFACIAL** · Chapel Hill · Raleigh

**ORTHOPAEDICS** · Chapel Hill · Pittsboro · Raleigh

**OTOLARYNGOLOGY** · Chapel Hill · Raleigh

**PHYSICAL MEDICINE & REHABILITATION** · Chapel Hill · Siler City

**PLASTIC SURGERY** · Chapel Hill

**PSYCHIATRY/PSYCHOLOGY** · Chapel Hill · Raleigh

**PULMONOLOGY** · Chapel Hill · Raleigh · Sanford · Wilmington · Greensboro · Greenville

**RHEUMATOLOGY** · Chapel Hill · Raleigh · Sanford

**SPEECH-LANGUAGE THERAPY** · Chapel Hill · Raleigh

**UROLOGY** · Chapel Hill · Hillsborough · Raleigh · Greensboro · Sanford