

# STRATEGIC DIRECTION 2025-2030

This new strategy sets out the direction of our work over the next five years. There are five priority areas that we will use to guide our actions to ensure that science and technology can be used responsibly and effectively in health systems.

## 1 SUPPORT THE IMPLEMENTATION OF EMERGING HEALTH TECHNOLOGIES FOR PUBLIC BENEFIT

New technologies pose questions that must be addressed, including how to define their clinical benefit, how they ought to be regulated and how to evaluate their use in small populations.

## 2 OPTIMISE THE USE OF DATA TO DELIVER BETTER POPULATION HEALTH

Future improvements in population health will be underpinned by data. Harnessing the potential of data requires public and professional confidence that they will be properly used and people's privacy protected.

## 3 SHAPE THE FUTURE OF PERSONALISED AND PREVENTATIVE HEALTH SERVICES

A shift in focus to prevention of disease has the potential to enable people to live healthier lives for longer but will require significant changes to how services are designed and delivered.

## 4 BUILD AND NURTURE NETWORKS FOR POSITIVE INFLUENCE AND IMPACT

As an independent think tank, the PHG Foundation will have most impact by continuing to develop trusting and mutually beneficial relationships among a range of stakeholders, collaborators and audiences.

## 5 SECURE OUR CONTINUING EFFECTIVENESS THROUGH A SUSTAINABLE OPERATING MODEL

We will demonstrate the continued value of our work in order to fulfil our charitable mission and secure our organisational sustainability.

We are keen to discuss these important topics and explore ways to collaborate across the sector to achieve meaningful progress together, so please do get in touch: [intelligence@phgfoundation.org](mailto:intelligence@phgfoundation.org)

