

## THE BASIS FOR THE 2025 STRATEGY

For 200 years, everything we've done at USP has been in service of our mission to help protect and improve the quality of medicines around the world. To advance our mission and deliver even greater impact on medicine quality, we must now embrace disruptors in healthcare to bridge to our future

## OUR MISSION

To improve global health through public standards and related programs that help ensure the quality, safety, and benefit of medicines and foods.



### Our Foundation is Strong

We are proud of our focus and significant achievements over the last 5 years:

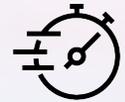
- Modernized standards
- Increasingly global and connected staff
- New quality medicine educational and advocacy programs

Our institution is in excellent overall health and well-positioned for the future. We've worked hard to ensure we can make even greater impact as we approach two centuries of advancing medicines quality worldwide.



### Disruptors in the Healthcare Space

- **Digitalization of healthcare:** Increasing access to big data and digital health frameworks challenge stakeholders to re-think their patient engagement and delivery of care.
- **Explosion of new medicine modalities:** The rapid introduction of new classes of medicines and increasing breadth of what is considered medicine requires new types of quality standards.
- **Complex, globalized supply chain:** The global supply chain is expanding, increasingly fragmented, and unevenly regulated. This is both an opportunity to improve medicine quality in some markets and threat to undermine quality in others.
- **Innovative manufacturing technologies:** Powerful, potentially disruptive, analytical technologies and production methods – the first in 30 years – are beginning to change how quality is maintained and assessed.

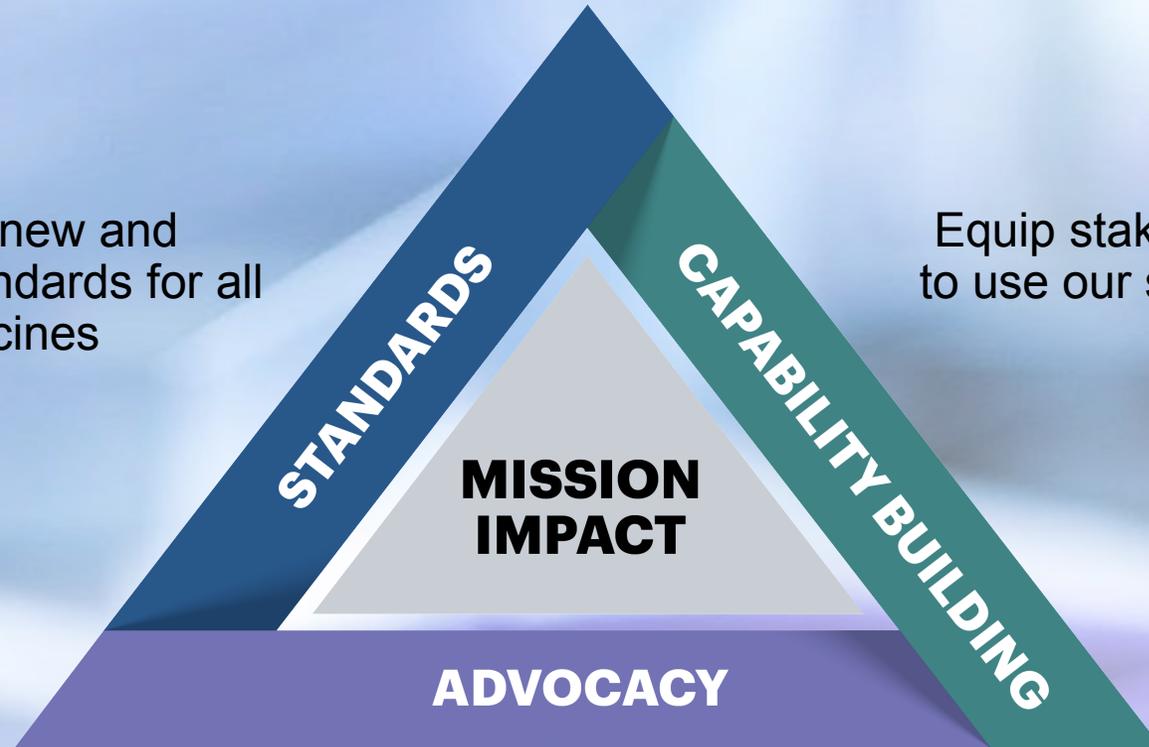


### We Choose to Act Now

- While change in the global drug manufacturing system occurs slowly, acting now is key to make the most of our enduring strengths and keep USP sustainable for the long-term.
- We begin our third century ready to make a greater impact on public health than ever before by leveraging our history, integrity and strength along with a renewed commitment to advance the quality of medicine.

Produce new and definitive standards for all medicines

Equip stakeholders to use our standards



**We have our greatest impact on medicine quality when we bring together our standards, advocacy, and capability building**

Raise our voice to continue to advocate for quality

# AMBITIONS OF OUR 2025 STRATEGY



## USP WILL BE A DEFINITIVE SOURCE OF MEDICINE QUALITY STANDARDS

- Remain Up-to-Date
- Adopt a more flexible, agile, and iterative approach to standards development and delivery
- Address new and emerging therapy classes, including biologics and biosimilars

STANDARDS

## USP WILL BE A LEADING PROVIDER OF SERVICES THAT ARE ESSENTIAL TO IMPROVING MEDICINE QUALITY

- Collaborate with regulators
- Educate industry
- Engage practitioners
- Facilitate adoption of new technologies

CAPABILITY BUILDING

MISSION IMPACT

## USP WILL BE THE GLOBAL INSTITUTIONAL LEADER ADVANCING MEDICINE QUALITY

- Develop and assemble evidence
- Expand awareness, urgency, and political will
- Build trust in USP standards
- Integrate USP standards into frameworks for biomedical innovations and emerging areas of medicine

ADVOCACY

People | Quality | Digital | Investment and Sustainability

Become an organization of choice globally for skilled, inspired and committed talent to achieve the USP mission

Establish a culture of accountability and continuous improvement where the bar for quality is set higher for ourselves

Apply our limited resources on the digital investments that improve efficiency and transform our impact

Ensure our ongoing ability to invest in public health by identifying new revenue sources and managing enterprise risks

## ENABLING AMBITIONS

Our Enabling Ambitions are critical success factors that must be cultivated in order for us to fulfill our mission and deliver the greatest impact