



*Strategic Plan  
July 2014-June 2017*

*Board approved – June 12, 2014*

***1. Strategic Focus– Employee engagement and training***

*Vision – Our organizational culture is proudly grounded in our mission and staff engage in continuous learning and quality improvement to advance best practices in patient care and community outreach.*

**Strategies**

- a. Engage in continuous professional and inter-professional development to enhance team performance
- b. Improve leadership at all levels by assuring all staff, with a specific training focus on senior leaders, understands the value of serving as role models and of reinforcing ethics, values, and professionalism throughout the organization and in our communities.
- c. Strengthen brand recognition among staff, volunteers and community members through a focus on positive engagement and interaction promoting the mission, vision and values of the Health Center.
- d. Integrate Patient Centered Health Home values for new and existing staff

***2. Strategic Focus- Patient centered care in all interactions, all the time***

*Vision – We deliver primary health care in a manner in which each patient receives the care they need regardless of economic/financial, geographic or cultural barriers they face.*

**Strategies**

- a. Expand health education and community and patient support services to meet the needs of those we serve
  - b. Assure growth of patient centered health care home practices and concepts throughout the Health Center
  - c. Strengthen intra-departmental referral practices and develop protocols to assure patients have access to the range of Health Center services they may need
  - d. Identify avenues for uninsured patients to access specialty care services
  - e. Develop initiatives to focus on improving service delivery for those aged 19-39
3. Assure patient privacy is consistently protected and respected

***3. Strategic Focus – Performance excellence***

*Vision – We use integrated processes, data and clear performance metrics to achieve organizational effectiveness.*

**Strategies**

- a. Maintain regular performance improvement metrics production, discussion and action planning to drive improved quality and services

- b. Advance Meaningful Use activities for all eligible medical and dental providers
- c. Develop process improvement systems based on current successful business practices and improve organization-wide documentation protocols.

#### ***4. Strategic Focus – Strong business practices***

*Vision – We respond effectively to assure financial stability, to meet marketplace challenges, and take advantage of new and evolving opportunities.*

##### **Strategies**

- a. Establish and implement stable and uniform billing and finance office practices to assure patients and staff are clear on payment expectations, processes and protocols.
- b. Create and sustain strong and ongoing funding streams from non-patient care revenue.
- c. Utilize technology to advance excellent patient care
- d. Expand services in a cost-effective and efficient manner
- e. Focus on Health Center promotions as a way to expand the patient base

#### ***5. Strategic Focus– Active presence in, and with, the communities we serve***

*Vision - Scenic Bluffs is a strong, local community-centered rural health care organization that invests in community relationships, partnerships, and advocacy.*

##### **Strategies**

- a. Initiate and strengthen relationships with area business leaders to improve the health status of their employees in the communities in which we operate
- b. Maintain active partnerships with area and statewide health care entities to assure Scenic Bluffs is understood as a partner and leader in community health improvements
- c. Sustain an active role in local, state, and federal advocacy in support of Scenic Bluffs and our priorities.