



## 2020-2023 Scenic Bluffs Strategic Plan

Approved by Board of Directors – December 16, 2020

### Vision

Scenic Bluffs Community Health Centers is the provider of choice with a nationally recognized reputation for excellence in individual primary care and building healthy communities.

### Mission

Delivering accessible patient centered primary care supporting healthier people and communities

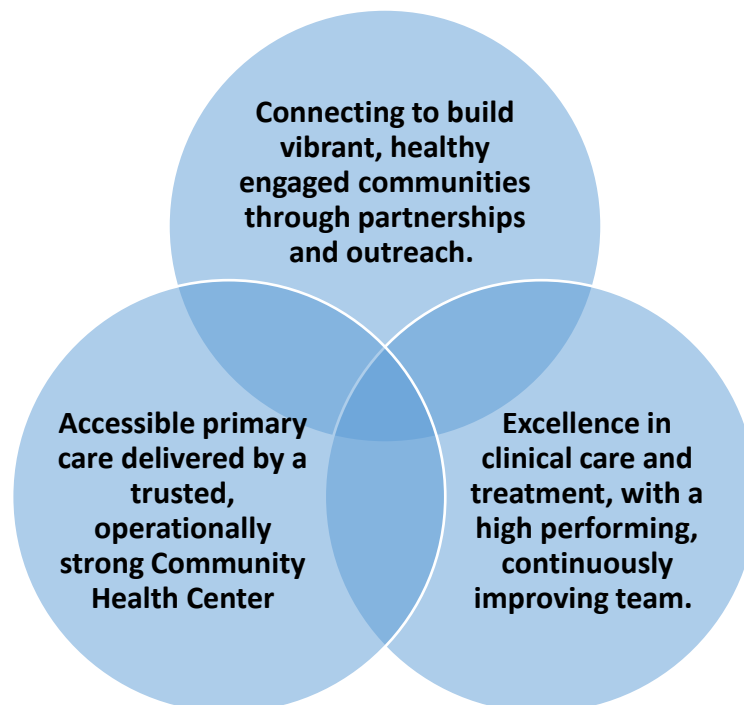
### Values

Excellence  
Compassion  
Community

Our new strategic plan is built on a simple premise –we can transform health. From 2020-2023, our goals are to serve more patients, more efficiently and effectively, with even better outcomes. We will strengthen the understanding of, and connections with, community to maintain health of our patients and of those community members who never walk in our doors. We will employ a staff of learners who operate with a continuous improvement mindset and are always seeking opportunities to make things better.

### Themes

- Highly effective organization – strategies focus on building accountability in program management and budgeting, effective communication, workforce development and workplace culture, and recognizing that our success in impacting the health depends on our success as an organization.
- Mission, vision and values drive Scenic Bluffs through strategic decisions and daily business practices.
- A focus on communicating the intersection of primary care and public health (including the social factors that influence health), strong human resources support, continuous improvement, and a solid information technology platform underpins all our efforts.



## **Strategic Goal:**

- **Accessible primary care delivered by a trusted, operationally strong Community Health Center.**

### **Vision**

- Efficiency, transparency, accountability, and effectiveness of Health Center operations
- Our care team develops patient relationships that support ongoing, regular use of our services.
- Exceed previous year patient numbers and visit counts in all departments and service lines
- Strengthen internal systems for ongoing, sustainable financial and organizational growth

### **Initiatives/Focus:**

1. Expand dental, medical, behavioral health, complimentary care (chiropractic, massage, acupuncture) and pharmacy services
2. Maintain strong financial and operational practices
3. Assure competitive wages and benefits, supported by strong human resource work, that retains and empowers our talent
4. Create a performance excellence focused culture, grounded in our organizational vision and values
5. Define and actively communicate our role in public health and primary care, focusing on messages of access and services for all
6. Actively use and advance a strong technology framework for delivery of care and services

## **Strategic Goal:**

- **Excellence in clinical care and treatment, with a high performing, continuously improving team.**

### **Vision**

- A Health Center team that embodies our values of compassion and excellence
- Our team members seamlessly share across and throughout departments in support of continuous improvement
- Our patients experience a caring, engaging, and responsive healthcare environment that supports their personal health goals
- Our model of integrated service delivery supports quality health outcomes for our patients

### **Initiatives/focus**

1. Deliver an exceptional, personalized integrated care experience for patients, through implementation of best practices
2. Engage in rapid cycle improvements, grounded in PDSAs that drive a culture of continuous improvement
3. Attain and surpass external quality indicators for excellence in primary care (quality goals outlined in federal grant and UDS)
4. Practice evidenced based care at all times
5. Manage individual patient care in a team-based environment
6. Define, utilize, and expand social determinants of health screenings and related referrals to improve patient support and health outcomes in all locations and in all service lines
7. Maintain strategic alignment across departments with effective leadership and staff focused on ongoing education and continuous learning, working in self-directed teams, engaging actively and in real time, and being accountable to planned goals

## **Strategic Goal:**

- **Connecting to build vibrant, healthy and engaged communities through partnerships and outreach.**

### **Vision**

- Healthy choices are a real option for all community members
- Our community members see themselves reflected in the Health Center through our employees, our facilities, our activities and our services
- Our community engagement through committee, -coalitions and boards strengthens the public health infrastructure in the region and state
- Active public policy advocacy presence in the local, state and national scene

### **Initiatives/focus**

1. Provide consistent community outreach of relevant, helpful, and actionable health information
2. Strengthen public awareness of the populations served, health disparities present, barriers to care that exist and our impact in overcoming those issues through a strong public health and primary care approach
3. Build community connections to increase health literacy, health outcomes, and engagement with our Hispanic/LatinX population
4. Employ a more diverse Health Center workforce
5. Maintain the active Scenic Bluffs Health Center voice in policy and advocacy work
6. Support opportunities for community members to participate in healthier eating, physical activity, and healthy social engagement for mental and physical health
7. Based on social needs data, engage meaningfully in collaborative efforts that address social determinants of health, barriers to care, and health disparities (local, state, federal)