**Columbia County Community Healthcare Consortium, Inc.**

**Strategic Planning Committee**

**Notes from the meeting February 8, 2019**

**Participants:** Board membersRobin Andrews (Chair), Bob Gibson, Jack Mabb, Linda Tripp, Michael Cole, and staff members Claire Parde and Ashling Kelly

**Meeting called to order by Robin Andrews at 10:06 a.m.**

The group continued the Action SWOT process, picking up with the next Opportunity.

The Opportunity addressed was *‘Emphasis on Social Determinants of Health’.* Claire asked the group to consider two questions:

1. *What actions can we take to capitalize on this opportunity?*
2. *How can we enhance this opportunity?*

Extensive discussion ensued. Responses were recorded.

Actionable steps to capitalize on and enhance this opportunity would be to actively pursue partnerships and contractual relationships with healthcare providers; emphasize the Consortium’s role working in this space, particularly with potential donors; prepare for participation in value-based payment arrangements with Managed Care organizations, and consider expanding into case management. Additionally, the agency could take a lead role as convener, educator and facilitator, both to support other network members engaging in and availing themselves of value-based payments with Managed Care organizations, and to help providers migrate from a medical model to a social one.

The next Threat to be examined was *‘Rurality as a Challenge to Our Service Population’.*

1. *What actions can we take to prevent this threat?*
2. *How can we isolate this threat?*

Responses were recorded.

Actionable steps to prevent this threat include participating in legislative advocacy to promote better broadband accessibility (which would allow the development of more telehealth resources); educating urban partners, funders and supporters about the challenges of rurality; developing subcontractual relationships with urban providers; innovating models that are right for rural areas; think about and work on housing.

Potential actions to isolate this threat include maintaining and promoting the agency’s core competency in rural program delivery, as well as its actual direct services, e.g. transportation; doing extensive outreach and more off-site service delivery; work on capacity-building, in part by drawing resources and community.

Another Strength was addressed – ‘Human Resources’

1. What actions can we take to preserve and protect this strength?
2. What can we do to prevent slippage of this strength?

To preserve and protect this strength, the agency can maintain its strong hiring practices, such as looking for candidates whose sense of purpose is in alignment with the mission. Working to increase compensation and benefits and fostering a family-friendly workplace are steps that can prevent slippage of this strength. Additional actions include promoting staff development and growth, as well as maintaining fair, equitable and even-handed supervision.

The group moved on to the final Weakness – *‘Lack of reach to consumers’ (which can result in a failure to fulfill the mission, and the potential for diminished support)*

1. *What actions can we take to mitigate this weakness and reduce its power or influence?*
2. *What would it take to overcome this weakness?*

Extensive discussion followed. Responses were recorded.

Steps to be taken to mitigate this particular weakness include outreach; offsite service delivery (e.g., Bliss Towers, CC Jail); spending money on marketing (with a specific recommendation for radio underwriting); creating an ambassador program; interagency referrals; and, branding, with clear consistent messaging.

Actions to be taken to overcome this weakness are developing greater program diversity, which would help reach a broader audience, and broadening the agency’s constituent base, while expanding awareness. Additionally, fundraising and development are actionable steps to help overcome this weakness.

**Adjournment**

The meeting was adjourned at 12:05 p.m.

**The next meeting is Friday, February 22, 2019**