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

**Strategic Planning Committee**

**Notes from the meeting March 22, 2019**

**Participants:** Board membersRobin Andrews (Chair), Jack Mabb, Linda Tripp, Scott Thomas, and staff members Claire Parde and Ashling Kelly

**Meeting called to order by Robin Andrews at 10:12 a.m.**

The group continued the Action SWOT process, continuing the process with the next item on the list of Opportunities.

The Opportunity addressed was *Technology.*

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?*

Discussion followed and responses were recorded.

One action to capitalize on this opportunity is to invest in smart devices for the Transportation program’s vehicles; this is currently in the testing phase with one smart phone and one tablet. Additional actions include increasing knowledge and understanding of telehealth, its opportunities and limits, as well as potentially providing technical assistance to entities enrolling as Medicaid providers.

An action to enhance this opportunity is participating in legislative advocacy to expand broadband access.

The next Threat to be examined was *Uncertainty about Healthcare Policy.*

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

Responses were recorded.

Actions to prevent this threat included: being well-informed; understanding current healthcare policy and its implications; and, engaging in advocacy, particularly on the state and federal levels. Additional actions included: creating and maintaining relationships with elected officials; annually outlining the Consortium’s legislative “platform” and priorities; selecting and focusing on areas in which the Consortium shows leadership; and, leveraging the leadership and expertise of Board members.

To isolate this threat actions include ongoing evaluation of revenue streams and their dependency on/susceptibility to legislative changes, and using that evaluation as the framework for further diversifying revenue.

The group moved on to the next Strength – *Core Competency in Rural Program Delivery.*

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

Actions discussed included doing a better job articulating this strength and educating and advocating with elected officials and funders about the ways that “rural is different.” Related steps include creating an “elevator speech” with 3 illustrative points and having “a story” that touches people.

To prevent slippage, actions include resisting the urge to program in urban areas and instead creating partnerships, contractual relationships, and service linkages with urban partners who need to serve both urban and rural areas.

Having completed working through Weaknesses, the process continued with another Opportunity – *Alternate Opportunities for Revenues*

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

Several actions for capitalizing on this opportunity emerged. One step is to think about and remain engaged in discussions about housing, particularly for the elderly. Other actions include: hiring, training, and building programs around Community Health Workers, which may ultimately be reimbursed by Medicaid; moving toward enhanced provider status; and, contracting with urban providers.

To enhance this opportunity, the Consortium can: pursue contracts to provide transportation outside of Medicaid; solicit donations from both consumers and providers; and, fundraise, initially through direct mail campaigns. The Executive Director can cultivate larger donors who respond to direct mail campaign fundraising. Another action would be to explore passive income streams (e.g. a Transportation workbook).

The final Threat to be addressed was *Governmental.* The group was initially uncertain to what this term referred. Initially, it was interpreted as the Relationship with Columbia County. In that context, actions are to continue to articulate to the Board of Supervisors the value and return on investment the Consortium has and will continue to provide. Later, we discovered that this was a reference to the preference of State Government contracts for larger vendors and larger service areas. The group agreed that this had been previously addressed.

**Adjournment**

The meeting was adjourned at 12:01 p.m.

**The next meeting is Friday, March 29, 2019**