

HEALTHCARE CONSORTIUM
2020-2024 STRATEGIC PLAN

GOALS

STRATEGIES

KEYS TO SUCCEES

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GOALS	Anchor Our Value	Tell Our Story	Diversify Our Revenue	Develop and Strengthen Our Workforce
STRATEGIES	Preserve and enhance the agency's core competency in rural program delivery	Emphasize our role working on prevention and the social determinants of health	Focus on securing discretionary and unencumbered funds	Ensure adequate support for the ED by growing the admin team
	Serve as the expert on rural health issues	Create and maintain robust relationships with elected officials	Increase the number of grants and contracts with partners beyond the State (e.g. county, urban partners)	Commit to providing staff with competitive compensation
	Take a lead role as a convener, educator, facilitator and advocate to support network members	Annually outline and disseminate the agency's legislative priorities	Grow Medicaid reimbursable service delivery/enhance "provider" status	Promote the development and growth of existing staff
	Provide technical assistance to network members	Carefully select issues around which we show leadership and broadcast that role (i.e. focus and promote)	Develop other fee-for-service opportunities	Maintain strong hiring practices, seeking a sense of purpose that is aligned with the mission
	Preserve the breadth of the agency's mission through governance and programming	Continue outreach and off-site service delivery to raise awareness	Pursue traditional fundraising (e.g. direct mail campaigns and donor development)	Ensure fair, equitable, even-handed supervision of staff
	Create partnerships, including contractual, with urban providers	Increase investments in marketing and communications that speak to our impact beyond direct services	Explore passive income streams Explore the idea of requesting dues from Network Member	Ensure a family-friendly workplace Preserve workplace culture including equity of salary structure
KEYS TO SUCCEES	Community Leveraging our intimate knowledge of and relationship to the rural community we serve			
	Culture Protecting and enhancing our workplace culture to support staff recruitment and retention			
	Capital Accessing the financial resources necessary to advance our mission and achieve our strategic objectives			
	Leadership Demonstrating our ability to be nimble, responsive, and innovative in an ever-changing operating environment			