Board of Health Presentation
November 22, 2017
Presented by: Ross Pope

2017 – 2019 Strategic Plan
Our MISSION shapes our today
Old Mission

We take action to assure the health and well-being of our community and the environment by responding to public health needs and providing a broad spectrum of prevention and educational services.

New Mission

We take action to protect, maintain, and improve the health of our community.
Our VISION tells our tomorrow
Old Vision
Your public health team, connecting with our communities to achieve healthier outcomes.

New Vision
Advancing innovative solutions to achieve healthier outcomes
Our VALUES guide the way
Planning Process

<table>
<thead>
<tr>
<th>Strength</th>
<th>Weakness</th>
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<tr>
<td>External communication (public)</td>
<td>Branding</td>
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<tr>
<td>Staff knowledge/input</td>
<td>Insurance participation</td>
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<td>Data/metrics</td>
<td>Staff limitations</td>
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<td>Collaborations</td>
<td>Internal Communication</td>
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<td>Training opportunities</td>
<td>Survey response rate</td>
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<td>Use of technology (improved efficiency)</td>
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<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Threat</th>
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<tr>
<td>Enhanced internal communication</td>
<td>Uncertainty with the ACA</td>
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<td>Enhanced education/interaction with public</td>
<td>Funding</td>
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<td>Enhanced data/metrics from Environmental Health</td>
<td>Staffing levels</td>
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<td>Increased access to services for clients</td>
<td>Technology in programs (ex: MCIR)</td>
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<td>Staff cross-training</td>
<td>Pathways program sustainability</td>
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<td>Empower staff more effectively</td>
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<td>Enhanced technology capabilities (software)</td>
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- Client Satisfaction Surveys
- Employee Surveys
- Core Competencies
- Program/Service data
- CHA/CHIP information
- Environmental Scan (external factors)
- State & National Accreditation Reports
Focus Areas

– We Monitor Community Needs
– We Excel at Quality Improvement
– We Promote Public Health
– We are an Ideal Place to Work
– We Manage our Fiscal Resources
Focus Area 1: We Monitor Community Needs

**Goal 1:** Accurate data collection that allows us to improve our services
- CHED Client Satisfaction Surveys
- EH Client Satisfaction Surveys
- Employee Survey

**Goal 2:** Collaboration with community partners regarding the Community Health Improvement Plan (CHIP).
- Mental Health (training)
- Pathways (sustainability)
- Watershed (water quality)

**Goal 3:** Environmental assessment/studies that will lead to policy changes
- PBB Study
- E.coli (septic ordinance)
- Water Quality Monitoring (contamination sites)
- rTCR
- Vapor Intrusion (air quality)
Focus Area 2: We Excel at Quality Improvement

**Goal 1:** Establish foundation for future program enhancement (Quality Improvement)
- QI Training Plan
- Process maps (software systems)
- Digitize EH Records (well & septic)

**Goal 2:** Develop accurate, timely, and actionable reporting systems (Performance Management)
- Automated reporting
- PM System development
Focus Area 3: We Promote Public Health

Goal 1: Improved patient access to service
- One Stop Shop
- Patient Assistance (immunizations & FP)
- BCCCNP, FP & STI Expansion (Shiawassee County)
- EH Water Testing Process

Goal 2: Increase MMDHD’s visibility and opportunities for community health education
- Community Outreach (develop campaign)
- Marketing (branding)
- Increasing outlying clinics & transportation
Focus Area 4: We are an Ideal Place to Work

**Goal 1:** Enhanced internal communication
- Improved internal communication
- Policy & Procedures (review & update)
- Follow-up communication about the Strategic Plan (staff connected to plan)

**Goal 2:** Staff development & clearly identified roles and responsibilities
- Staff development (professional growth)
- Orientation (proper training)
Focus Area 5: We Manage our Fiscal Resources

**Goal 1:** Developing new service lines and revenue streams
- Program/service innovation (sustainable services)
- Increased reimbursement (improved billing)
Questions?