

PRIORITY AREAS



GOALS



VISION | Healthy People in Healthy Communities • **MISSION** | Partnering to promote and protect health in our communities.

VALUES | Excellence • Positive Impact • Partnership • Innovation • Credibility • Humanity



GOALS + OBJECTIVES • 2020-2023

Priority Area: EFFICIENT, INTEGRATED and QUALITY SERVICE DELIVERY to increase the efficacy of our business practices through innovations, process improvements, and maximizing efficiencies

● GOAL 1: EXPAND AND INTEGRATE SERVICES

- ▶ Objective 1.1. Offer sustainable and ongoing primary care services to the pediatric population, birth to 18 years, by February 2021.
- ▶ Objective 1.2. Expand telehealth to Elmore and Valley County by December 2020.
- ▶ Objective 1.3. Increase WIC participation through recruitment and retention efforts by July 2023.

● GOAL 2: CONDUCT ONGOING QI PROJECTS TO ASSESS AND STREAMLINE PROCESSES

- ▶ Objective 2.1. Improve agency information management and processes by July 2021.
- ▶ Objective 2.2. Increase use of electronic formats, mobile applications, and online platforms for CEH programs by January 2021.

● GOAL 3: LEVERAGE DATA, AND ESTABLISH AND UTILIZE PERFORMANCE MEASURES AND BENCHMARKS

- ▶ Objective 3.1. Increase participation in FCS services and potential revenue each year through 2023.

● GOAL 4: INCREASE AND DIVERSIFY FUNDING SOURCES, OPTIMIZE RESOURCE ALLOCATION, AND COLLABORATE ACROSS DIVISIONS

- ▶ Objective 4.1. Explore and pursue opportunities for new funding streams that support CDH's capacity, sustainability, and growth through 2023.

Priority Area: SKILLED AND ENGAGED WORKFORCE to foster employee engagement, development, and performance

● GOAL 1: IDENTIFY AND IMPLEMENT WORKFORCE DEVELOPMENT OPPORTUNITIES

- ▶ Objective 1.1. Create a comprehensive workforce development plan by June 2021.

● GOAL 2: IMPROVE WORKPLACE CULTURE AND ENHANCE UNDERSTANDING OF ALL BRAND COMPONENTS

- ▶ Objective 2.1. Build a consistent agency brand across written, verbal and employee performance platforms by December 2023.

● GOAL 3: IMPROVE STAFF RETENTION, RECRUITMENT, AND SUCCESSION PLANNING

- ▶ Objective 3.1. Identify opportunities to improve recruitment of new employees by January 2021.
- ▶ Objective 3.2. Increase staff retention and assess succession-planning needs by January 2023.



GOALS + OBJECTIVES • 2020-2023

Priority Area: RELIABLE COMMUNITY PARTNER AND HEALTH ADVOCATE to strengthen and expand partnership and collaborative activities to improve health outcomes, and support community health improvement priorities

● **GOAL 1: LEVERAGE COMMUNITY PARTNERSHIPS AND STAKEHOLDER COLLABORATION TO IMPROVE POPULATION HEALTH AND ADDRESS HEALTH DISPARITIES**

- ▶ Objective 1.1. Assist CDH clients in navigating health and social service systems to increase knowledge of, and connection to, resources to increase self-sufficiency by June 2022.
- ▶ Objective: 1.2. Support and staff the Western Idaho Community Health Collaborative (WICHC) to transform the social determinants of health through 2023.

● **GOAL 2: CREATE AND EXEMPLIFY A CLEAR, MEANINGFUL, AND CONSISTENT BRAND**

- ▶ Objective 2.1. Establish and implement a sustainable agency marketing plan by January 2021.