

Strategic Plan Refresh

2013 – 2018

## Provide better Access to Primary Care

* + Ensure that the most vulnerable members of our community have timely access to the full primary care team at Stonegate CHC

## Develop Programs to address Population Health Needs

* + Analyze, with a health equity lens, the needs in our community to determine the health promotion strategies that best meet their needs.
	+ Build partnerships to enhance our program offerings

## Engage the Community we serve to Shape our Future

* + Enhance brand awareness and drive community ownership of the Community Health Centre

## Ensure a New and Sustainable Home in the Stonegate Community

* + Build a new Community Health Centre to serve this community.

## Support a CHC Wide Culture of Quality Improvement

* + Invest in the capacity of staff to undertake QI Initiatives that lead to continuous improvement.

## Provide better Access to Primary Care

* + Ensure that the most vulnerable members of our community have timely access to the full primary care team at Stonegate CHC

**Goals**

* Increase the number of Family Practice clients while maintaining our existing high standard of quality care.
* Increasing our capacity to do quality improvement related to the access to primary care indicator by working with the West End Quality Collaborative.
* Maintain our commitment to serving the most vulnerable individuals by ensuring that people who face the greatest barriers get priority access to Primary Care.
* Increase the number of unattached persons served (i.e., people without a designated primary health care provider).
* Maintain client satisfaction and ensure a positive client experience.
* Ensure clients benefit from the most appropriate array of provider care and support –internally and externally.

**Measures**

* The number of clients in our panel will increase consistent with MSAA targets.
* The number of primary care clients served by programs/services will increase.
* There will be a reduction in wait times for primary care.
* Performance on cancer screening and emergency room avoidance will remain high.
* Performance on emergency room avoidance for conditions best managed elsewhere will remain low.
* Our Client Experience survey will report increased ability to get an appointment the same day or next day when needed.
* Client satisfaction will remain high.

## Develop Programs to address Population Health Needs

* + Analyze, with a health equity lens, the needs in our community to determine the health promotion strategies that best meet their needs.
	+ Build partnerships to enhance our program offerings

**Goals**

* Integrate a poverty screening and intervention strategy throughout the organization
* Implement programs that target social determinants of health and the most prevalent chronic conditions in our community.
* Strengthen existing and develop new programs\partnerships to support our focus on poverty and help prevent and manage chronic health conditions.
* Establish more partnerships to enhance programs and services.
* Explore integration opportunities that promise to broaden services to our clients.

**Measures**

* Staff will report they are better able to screen and intervene around poverty and have built this effective practice into their daily work.
* We will increase the number and effectiveness of community initiatives targeting food security and physical activity.
* Evaluation surveys from participants will report the programs are meeting their needs and supporting increase in knowledge, attitudes and behaviours.
* Number of programs and partnerships will increase
* Number of primary care clients attending group programs will increase

## Engage the Community we serve to Shape our Future

* + Enhance brand awareness and drive community ownership of the Community Health Centre

**Goals**

* + Apply for funding for a major community engagement project that will involve recruiting and training Peer Outreach Leaders from diverse groups within our community and having them assist us in our engagement efforts.
	+ Increase community awareness of our programs and services
	+ Develop a communication strategy to keep the community informed
	+ Engage the community to encourage their contribution to the development of our new building and the programs that will be delivered there.

**Measures**

* + Maintain level of community donations.
	+ Regular articles appear in local media and e-newsletters
	+ Website analytics show greater traffic on our website
	+ Increase membership
	+ Surveys of community members will indicate greater sense of ownership of the Health Centre and increased community belongingness

## Ensure a New and Sustainable Home in the Stonegate Community

* + Build a new Community Health Centre to serve this community.

**Goals**

* + Achieve approval from the Ministry of Health Capital Branch to move forward with our leasehold improvements when the building is ready for us
	+ Have design plans that satisfy staff, program and community requirements
	+ Maintain the Centre as an integral part of the community.
	+ Encourage a valuable hub for this community by influencing the tenants who will occupy the first floor.

**Measures**

* + 20 year lease is approved
	+ Functional plan is approved
	+ Stage 3 submission is approved
	+ Stage 4 submission is approved
	+ Permission to tender for construction approved
	+ Construction on time and on budget
	+ Utilization of program and service space is maximized

## Support a CHC Wide Culture of Quality Improvement

* + Invest in the capacity of staff to undertake QI Initiatives that lead to continuous improvement.

**Goals**

* + Achieve accreditation
	+ Support creation of a West End Quality Improvement Collaborative community of practice
	+ Director of Quality Improvement will successfully engage with our team to improve performance on access to primary care
	+ Capacity of our staff to engage in quality improvement activities will increase

**Measures**

* + Memorandum of Understanding for West End Quality Improvement Collaborative is signed
	+ Director of Quality Improvement is hired.
	+ Staff report successful engagement with Director of QI
	+ Analysis of the variety of QI initiatives will show positive results
	+ Access to Primary Care indicator will show improved performance
	+ Staff will report increased capacity for QI