



# STRATEGIC PLAN 2023 TO 2026

VISION	MISSION	VALUES
Rural communities free of barriers to live well.	Cultivate partnerships and deliver quality health care to strengthen rural communities.	<b>HONESTY</b> <b>EXCELLENCE</b> <b>ACCOUNTABILITY</b> <b>LEADERSHIP</b> <b>TRANSPARENCY</b> <b>HIGH PERFORMANCE</b>

GOAL	IMPACT METRICS	STRATEGIES
HCC provides access to comprehensive, quality healthcare and wellness services to the <b>78,000+</b> individuals in their service area.	By <b>2026</b> , HCC serves <b>12,000</b> unique patients.  Patient encounters increase <b>25%</b> by <b>2026</b> .	<ol style="list-style-type: none"> <li>1. Strengthen HCC services by collecting and responding to patient feedback.</li> <li>2. Expand specialty services based on community needs.</li> <li>3. Maintain an understanding of the service area's health care landscape and proactively anticipate emerging needs.</li> <li>4. Pilot short-term childcare availability in clinics for patients who are receiving care.</li> <li>5. Expand access to nursing home residents through mobile units.</li> <li>6. HCC expands its patient base through a robust and engaged network of Members.</li> </ol>

HCC is a trusted voice, connecting the community with the resources, practices, and information they need to be healthy.	By <b>2026</b> , more than <b>15%</b> of HCC patients access multiple services.  Begin tracking # of new patients referred from HCC Members and community-based HCC services and increase by <b>25%</b> by <b>2026</b> .	<ol style="list-style-type: none"> <li>1. Use direct, paid marketing to increase awareness of HCC's services, locations, and target population.</li> <li>2. Retrofit a mobile unit for use in outreach events.</li> <li>3. Educate existing patients about the array of services that HCC offers.</li> <li>4. Provide more outreach services to draw in additional patients.</li> <li>5. Create a robust system for offering and tracking referrals to/from Network Members and community-based service providers.</li> </ol>
--	--	---

HCC staff are good stewards of resources and proactive in addressing the organization's current and future needs.	Patient revenue increases <b>25%</b> by <b>2026</b> .  At least <b>60%</b> of new hires stay with HCC for more than one year.	<ol style="list-style-type: none"> <li>1. Improve employee recruitment and retention through paid caregiver leave, discounted health care costs, improved insurance and 12-month retention incentives.</li> <li>2. Improve internal communications through regular updates, team meetings, and stay interview feedback.</li> <li>3. Foster a positive and connected workplace culture.</li> <li>4. Analyze billing efficiency and provide training and goals to improve revenue.</li> </ol>
---	---	---