**Establish Value and Impact in Care Continuum**

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| **Outcome** | **Tactic (Action Steps)** | **Timeline** | **Responsible** |
| 1. Achievement of priority quality measures
	1. Priority clinical quality measures (Clinical Quality Team)
 | 1. Develop a plan for sharing comparison data with members.
2. Develop a plan for quality improvement education.
3. Develop 2 priority clinical quality measures
 | 1st Q 152nd Q 151st Q 15 | Clinical Quality Team/Education Manager |
| 1. Increased business relationships with other continuum providers, such as physicians, hospice and palliative care organizations, long term care associations
 | 1. Determine appropriate organizational structure for physician champions
2. Recruit physicians that are engaged with home care to be MHCA Physician Champions
3. Discuss collaboration with MNHPC
4. Continue regular meetings with LeadingAge MN and CareProviders of MN
 | 1st Q 152nd Q 151st Q 15On-going | KathyKathyHospice & PC Team/KathyKathy/Staff |
| 1. Improved image and public support of home care
	1. Positive coverage of home care in media outlets
	2. Public relations support and plan to shift image of MHCA members
 | 1. Develop MHCA public relations plan
	1. LeadingAge MN collaboration
	2. Contract with public relations consultant
2. Create & manage media list across regions
3. Create & disseminate case studies that highlight the value of home care
4. Develop “Members Making a Difference” and share stories with media
5. Offer Crisis Management webinar
 | 3rd Q 144th Q 14 - 1st Q 151st Q 1520161st Q 152nd Q 15 | Kathy/JasonKathyJasonJasonJasonEducation Manager |

**Influence Change for Quality Home Care**

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| **Outcome** | **Tactic (Action Steps)** | **Timeline** | **Responsible** |
| 1. Improved reimbursement
	1. Achieve improved reimbursement
	2. Achieve targeted increases/re-basing for nursing and therapies
	3. Standardized billing and procedures
 | a.1 Participate in campaigns to increase reimbursementsb.1 Gather data for rate increases & develop messagingb.2 Develop and act on an advocacy planc.1 Determine billing and procedures advocacy priorities c.2 Schedule regular health plan meetings – MCHPc.3 Develop talking points for the health plan meetings that are scheduled | 1st Q 154th Q 143rd Q 14 – 1st Q 151st Q 154th Q 14TBD | Legislative TeamJay Jones/Kevin GoodnoLegislative TeamMA/MC Team/Kathy KathyMA/MC Team/Kathy |
| 1. Providers equipped for compliance and success
	1. Develop compliance courses, including “101” orientation, MN licensure and Medicare CoP
	2. Specialized programming in targeted member segments
 | Develop beginner (How to Start Home Care), intermediate and advanced level home care coursesUpdate “How to Start Home Care” websiteDevelop specialized educational plan for member segments, including Medicare, PDN, PCA, CFSS, 245D, hospice and palliative care | 20162nd Q 153rd – 4th Q 15 | Education Team/Education ManagerJasonEducation Team/Education Manager |
| 1. Successful legislative advocacy agenda
	1. Successful adoption of 1-2 priority legislative issues
	2. Resources to help members support legislative priorities
 | 1. Identify legislative agenda for each session.
2. Create Legislative Handbook
3. Develop member talking points for each issue
4. Post “letter to your legislator” and other templates for members on website
5. Educate members on how to successfully advocate for issues
	1. Educational Session at Fall Conference 2014
	2. Webinars
	3. Invite legislators to provider sites for Home Care Month
6. Increase attendance MHCA Day at the Capital (Goal: 30 MHCA members)
7. Study financial feasibility of automated government relations messaging system
8. Develop patient awareness materials for members
 | 3rd Q - 4th Q every year20164th Q 141st Q 15 - 20164th Q 141, 3rd Q 153rd – 4th Q 15Post Construction20162016 | Legislative Team/Kevin GoodnoJasonJason/Anni SimonsJason/Anni SimonsJasonKevin Goodno/Anni SimonsJasonJasonJasonJason |

**Organizational Health and Sustainability**

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| **Outcome** | **Tactic (Action Steps)** | **Timeline** | **Responsible** |
| 1. Satisfied, continuous staff
	1. Consistent staff at 2 and 3 year mark
 | 1. Re-institute Retirement Plan
2. Revisit compensation package
3. Revisit staff roles & clearly identify primary responsibilities; update job descriptions
4. Quarterly review of strategic work plans
5. Staff Continuing Education
	1. Home Care visits
	2. Staff attend Beginner Home Care Educational Course
	3. Association related courses
	4. Office/business courses
 | 1st Q 153rd – 4th Q 144th Q 144th Q 144th Q 14 – 1st Q 15TBD2015 as budgeted2015 as budgeted | KathyKathyKathyKathyKathy/Staff |
| 1. Achievement of revenue and membership goals
	1. Achievement of budgeted revenue goals (and corresponding staff bonuses)
	2. Established membership goals (satisfaction, recruitment, retention)
 | 1. Create membership recruitment & retention campaigns
2. Develop membership and revenue goals
3. Study dues model
4. Create new membership materials
5. Highlight member benefits in e-news
6. Develop promotion plan for RCTC
7. Review member benefits; enhance if feasible
8. Develop plan for Region development
9. Refine and strengthen team structure
10. Enhance website functionality: communication, ease of use
11. Enhance & distribute member survey
12. Develop plan for Business Partner Member Spotlight in e-news
13. Research various business partner categories & establish priorities based on member needs
14. Review and enhance affinity programs
15. Study non-dues revenue opportunities
 | 2nd Q 153rd Q 151st -2nd Q 152nd Q 151st Q 152nd Q 153rd Q 152nd Q 152nd Q 1520163rd Q 151st Q 153rd Q 1520162016 - 2017 | Jason/KathyJasonKathyJasonJasonEducation Manager/JasonAll staffJasonKathyJason/AnnieKathy/JasonJasonJasonAll StaffKathy |