**Establish Value and Impact in Care Continuum**

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| **Outcome** | **Tactic (Action Steps)** | **Timeline** | **Responsible** |
| 1. Achievement of priority quality measures | 1. Research cause of Minnesota’s low Star Ratings 2. Identify opportunities for improvement 3. Develop a plan for quality improvement education. | 1st -2nd Q 16  2nd Q16  3rd Q 16 | Clinical Quality Team/Allison |
| 1. Increased collaborations across the health care continuum (health systems, physicians, hospice and palliative care organizations, long term care associations) as we move from “silos” to “systems.” | 1. Identify collaborative projects during ongoing dialogues with MN Hospital Association, LeadingAge MN and CareProviders of MN 2. Continue active participation in various stakeholders groups such as MN Leadership Council on Aging, with an eye to collaborative initiatives 3. Recruit physicians that are engaged with home care to be MHCA Physician Champions (should we consider Practitioners vs Physicians?) | On-going  On-going  1st Q 16 | Kathy  Kathy  Kathy |
| 1. Increased awareness of payment reform, including Value Based Purchasing, Bundled Payments and other new business models. | 1. Provide information and education on new models of payment 2. Develop resources to assist members in adoption of new models | 1st Q16  4rd Q16 | Education Team/Allison  Payment Task Force |
| 1. Improved image and public support of home care | 1. Create & manage media list across regions 2. Pursue 3 – 4 Editorial Board Meetings 3. Identify initiatives with LeadingAge Minnesota 4. Create & disseminate case studies that highlight the value of home care 5. Develop “Members Making a Difference” and share stories with media | 4th Q 15  1st - 2nd Q16  2nd Q 16  4th Q16  2nd Q16 | Jason  Jason/Kathy  Jason  Jason  Jason |

**Influence Change for Quality Home Care**

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| **Outcome** | **Tactic (Action Steps)** | **Timeline** | **Responsible** |
| 1. Increased health care workforce 2. Increased awareness of home care within nursing schools 3. Increased home care clinical settings 4. Increased number of direct care workers | 1. Develop relationships with nursing programs and identify opportunities to promote home care 2. Recruit more home care clinical sites for schools   c.1 Identify ways to make a home care career more appealing to teens and young adults  c.2 Research and share scholarship and funding resources with members  c.3 Collaborate with organizations to build health care workforce, including therapists, para-medicine, parish nurses, unpaid caregivers and others | 2nd Q16  3rd Q16  4th Q16 | Kathy  Workforce Task Force  Workforce Task Force |
| 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 campaign(s) to increase reimbursements  b.1 Gather data, as needed for increases & develop messaging  b.2 Develop and act on an advocacy plan  c.1 Determine billing and procedures advocacy priorities  c.2 Meet regularly with MCHP | 1st Q 16  4th Q 14  3rd Q 14 – 1st Q 15  1st Q 16  On-going | Legislative Team  Leg Team/ Kevin Goodno  Legislative Team  Legislative Team, Board/Kathy  Kathy |
| 1. Providers equipped for compliance and success | Develop compliance courses, specialized programming and resources for all member segments, including Medicare, Comprehensive/Basic, Home Care Nursing, PCA, CFSS, 245D, hospice and palliative care | 2016 | Education & Other Teams/ Allison/Kathy |
| 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 online Legislative Handbook 3. Develop member talking points for each issue 4. Post “letter to your legislator” and other templates for members on website 5. Advocacy Webinars 6. Invite legislators to provider sites for Home Care Month 7. Increase attendance MHCA Day at the Capital (Goal: 30 MHCA members) 8. Study financial feasibility of automated government relations messaging system 9. Develop patient awareness materials for members | 3rd Q - 4th Q every year  2016  4th Q 15  1st Q16  1, 3rd Q 16  4th Q 15  Post Construction  2016  2016 | Legislative Team/ Kevin Goodno  Jason  Jason/Anni Simons  Jason/Anni Simons  Kevin Goodno/ Anni Simons/Allison  Jason  Jason  Jason  Jason |

**Organizational Health and Sustainability**

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| **Outcome** | **Tactic (Action Steps)** | **Timeline** | **Responsible** |
| 1. Satisfied, stable staff | 1. Quarterly review of strategic work plans & open communication 2. Staff Continuing Education 3. Team building activity | On-going  2016 as budgeted  2nd Q16 | Kathy  Kathy/Staff  Kathy |
| 1. Achievement of revenue and membership goals    1. Achievement of budgeted goals (and corresponding staff bonuses)    2. Established membership goals (satisfaction, recruitment, retention) | 1. Implement membership recruitment & retention plans 2. Study dues model 3. Create new membership materials 4. Develop promotion plan for RCTC 5. Review member benefits; enhance if feasible 6. Develop plan for Region development 7. Enhance website functionality: communication, ease of use 8. Survey members 9. Develop plan for Business Partners Spotlights 10. Research various business partner categories & establish recruitment priorities based on member needs 11. Review and enhance affinity programs 12. Study non-dues revenue opportunities | 2016, as scheduled  1st -2nd Q 16  4th Q 15  4th Q 15  2nd Q 16  4th Q 15  2nd Q16  3rd Q every year  4th Q 15  4th Q 15  4th Q16  4th Q16 - 2017 | Jason/Kathy  Memb Team/Jason  Jason  Jason  Memb Team/Jason  Jason  Jason/Annie  Jason/Kathy  Jason  Jason  All Staff  Kathy |

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