**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 162nd Q163rd 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-goingOn-going1st Q 16 | KathyKathyKathy |
| 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 Q164rd Q16 | Education Team/AllisonPayment 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 Q162nd Q 164th Q162nd Q16 | JasonJason/KathyJasonJasonJason |

**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 adultsc.2 Research and share scholarship and funding resources with membersc.3 Collaborate with organizations to build health care workforce, including therapists, para-medicine, parish nurses, unpaid caregivers and others | 2nd Q163rd Q164th Q16 | KathyWorkforce Task ForceWorkforce 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 reimbursementsb.1 Gather data, as needed for increases & develop messagingb.2 Develop and act on an advocacy planc.1 Determine billing and procedures advocacy priorities c.2 Meet regularly with MCHP | 1st Q 164th Q 143rd Q 14 – 1st Q 151st Q 16On-going | Legislative TeamLeg Team/Kevin GoodnoLegislative TeamLegislative 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 year20164th Q 151st Q161, 3rd Q 164th Q 15Post Construction20162016 | Legislative Team/Kevin GoodnoJasonJason/Anni SimonsJason/Anni SimonsKevin Goodno/Anni Simons/AllisonJasonJasonJasonJason |

**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-going2016 as budgeted2nd Q16 | KathyKathy/StaffKathy |
| 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 scheduled1st -2nd Q 164th Q 154th Q 152nd Q 164th Q 152nd Q163rd Q every year4th Q 154th Q 154th Q164th Q16 - 2017 | Jason/KathyMemb Team/JasonJasonJasonMemb Team/JasonJasonJason/AnnieJason/KathyJasonJasonAll StaffKathy |

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