



* Pump Up the Matter-ness

HCA of MA Strategic Plan FY 2015-17

- **Identify Your Default Settings:**
 - *Are We More Open or Closed?*
 - *More Afraid than Fearless?*
 - *Make People Known or Unknown*
- **Use Scenarios to Create Conversation Starters Not Stoppers**
- **Try 3 New and Fun Ways to Thank People This Year**
- **Enable People to Tell Their Stories**

Steps Towards Matterness

- * **Organizations that work with rather than at people create a powerful force of mutual interest that I call, “Matterness.”**



Connecting and educating people and organizations to advance the health of people and communities through access to quality care and services in the home

Value

Delivering value through service, expertise, connections and benefits so that all quality members can succeed.

1. Provide access to industry expertise and information.
2. Build member competency through education and training.
3. Develop new member benefits and solutions to enhance member buying power.
4. Facilitate member networking with colleagues and other stakeholders.
5. Connect families in need with agencies.

Voice

Influencing public policy to benefit member agencies, patients, families, and communities.

1. Articulate positions and value platforms to benefit home care and hospice.
2. Strengthen relationships with lawmakers through member involvement in advocacy at the grassroots level.
3. Position HCA as the pre-eminent advocate on regulatory issues at the state and federal levels.
4. Support and strengthen the PAC to serve as the political voice for home care and hospice.

Visibility

Promoting the essential role of home care and hospice in managing costs and improving outcomes.

1. Expand the mission of the Foundation to include a research institute to promote outcomes, innovations, cost savings, and the economic impact of home care and hospice.
2. Develop consistent messaging about outcomes and value for PR campaigns.
3. Expand the use of social media and technology.
4. Identify new and emerging target markets and audiences for outreach.
5. Respect and promote the history and culture of our profession.

Vitality

Assuring HCA's position as a leader in the home care and hospice industry.

1. Engage members to increase value of membership to themselves and to the Alliance.
2. Create a leader development pipeline to ensure HCA's future influence.
3. Increase HCA's financial strength by diversifying funding sources.
4. Enhance effectiveness of committees, advisory groups, and networking groups through alignment with HCA's mission and goals.
5. Ensure the professional staffing to achieve the strategic plan.

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2015-2017 Strategies

1. Increase participation in Clinical/Non Clinical list serves by 20%
2. Introduce a CEO listserv with commitment from the Board CEOs to join and engage
3. Explore and expand member connections to emerging trends (HIT) and markets
4. Establish a preferred provider arrangement for an online education program
5. Conduct CEO conference calls twice a year
6. Create an ad hoc task force on workforce issues to provide recommendations to Board and staff for action

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2015-2017 Strategies

1. Reorganize leadership of PAC, Treasure Wayne Regan –Chair Renee Picard-Walsh
2. Double annual PAC donations from \$1k to \$2k
3. Develop a list of key legislators, work with members, Board and committees to have a member meet with at least 75% by end of legislative year
4. Create a single booklet of all our legislative priority issues for 2015/16
5. Enhance access on website to all Alliance testimony, fact sheets, etc., on legislative and regulatory issues

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2015-2017 Strategies

1. Develop and circulate a set of Patient/Clinician stories to give a face to our issues in support
2. Expand Foundation Board and set biannual meetings
3. Explore the conduct a Home Care Economic Impact study via Board Strategic fund
4. Increase sponsorship funding by 50% (to \$7500) to support foundation education at reduced cost to members
5. Build interactivity of website by adding a poll of the month
6. Increase social media presence through more frequent posts, and strategic linkages to others' posts, grow Facebook and Twitter metrics by 25%

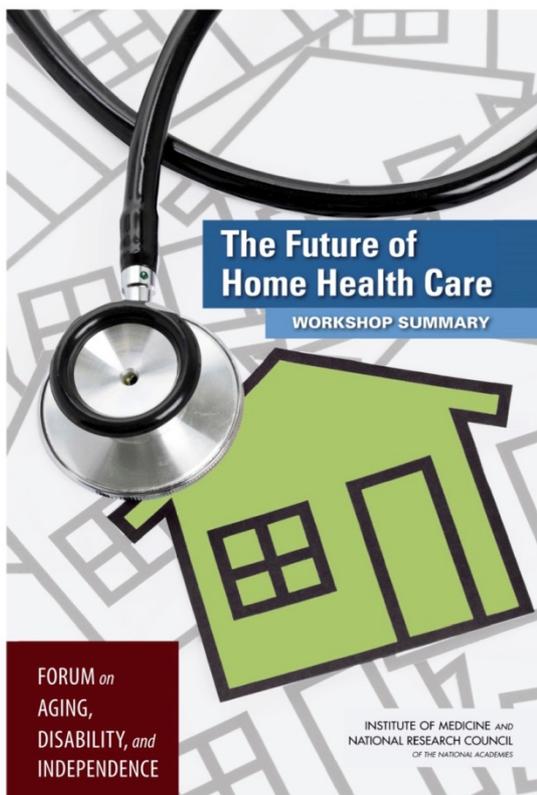
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2015-2017 Strategies

1. Formalize a Speakers Bureau of Alliance staff and leaders for presentations to members and outside groups, goal is 12 presentations in 2015/16
2. Foster development of future leaders through a leadership boot camp
3. Build engagement of agency Medical Directors with 7 actively involved
4. Formalize committee mission statements and solicit additional (at least 15% more) member involvement on Alliance Committees
5. Engage in personal outreach to recruit fifteen new members



PREPUBLICATION COPY: UNCORRECTED PROOFS!

<http://www.ahhqi.org/home-health/future-project-workshop>