Strategic Health Plan for 2016 - 2021
Coastal Health & Wellness Governing Board
As of 6/1/16

PRIORITY ONE:
QUALIFY THE PROGRESS OF CHW

Goal one: Develop Baseline in Year One (2016) for Quality/Performance Improvement Indicators:
- Patient Satisfaction from New Survey
- Number of Insurance Contracts
- Percent of population with insurance
- Identify accurate no show rate for all services for trending
- Assure accurate data collection from NextGen reporting to HRSA
- Identify accurate baseline for all HRSA Quality Indicators

PRIORITY TWO:
INCREASE ACCESS TO CARE AT CHW

Goal one: Increase number of total patients seen by 3% each year
- Host outreach events in various parts of the county
- Conduct marketing through social media and other marketing opportunities
- See new patients referred from Gulf Coast mental health organization for primary medical, counseling, or dental care.
- Increase referrals from hospitals and emergency rooms
- Increase number of insured patients by developing new contracts with insurance companies – United Solutions
- Explore contracts with other groups such as school districts, senior centers, and non-profits to serve new populations
- Explore grants opportunities that expand services to new populations

Goal Two: Retain existing patients
- Develop staff training for customer service
- Educate CHW patients about new insurances as providers are credentialed
- BHI case manager will assure follow-up at CHW of mental health patients who also need primary care
- Develop a process for contacting patients for follow-up
- Use patient portal and population health to remind selected patients to return for follow-up visits, immunization, labs, etc.

Goal Three: Maintain primary care services on Galveston Island.
- Explore new partnership with St. Vincent’s or others to share clinic space and patients
- Explore contracts with other groups such as school districts, senior centers, and non-profits to serve new populations
- Work with the Galveston Housing Authority to target population occupying new housing units on the island

**PRIORITY THREE: PROVIDE OUTSTANDING QUALITY OF CARE**

Goal One: Maintain Joint Commission Accreditation
- Monthly education and training for all members of QA for JC requirements
- Quarterly internal compliance review conducted by members of QA

Goal Two: Sustain and improve workplace safety
- Monthly environment of care audit with reports to QA for evaluation of processes and ways to improve
- Quarterly recognition of excellence in care
- Investigate adverse occurrences to decrease events
- Educate staff about reporting possible adverse occurrence
- Reviews facts and recommend prevention strategies

Goal Three: Increase focus on HRSA Quality of Care indicators and improve performance
- Improve tracking system in NextGen to assure accurate reporting of Quality Indicators
- Initiate quarterly reports to assess accuracy of NextGen UDS Data
- Develop methodology for improving performance on specific Quality Indicators

Goal Four: Proactively perform quality of care reviews of providers & nursing staff
- Monthly Peer Reviews of medical & dental provider staff’s patient records
- Mid-level Reviews - Supervising physician routinely and randomly reviews approximately 10% mid-level clinical records
- Periodic review of nursing staff performance of clinical competencies

Goal Five: Begin the process of becoming designated as a patient centered medical home
- Explore necessary steps to becoming a PCMH: comprehensive care, patient-centered, coordinated care, accessible services and quality/safety.
- Join TACHC’s OC3 Learning year for assistance towards becoming PCMH
PRIORITY FOUR: INCREASE PATIENT SATISFACTION BY PROVIDING OUTSTANDING CUSTOMER SERVICE

Goal One: Establish a new survey and baseline to measure patient satisfaction over next 5 years
  ➢ Monitor patient satisfaction surveys and implement process changes to increase patient satisfaction in identified areas and set targets once baseline is developed.
  ➢ Continue patient satisfaction monitoring and trending

Goal Two: Implement a CHW Population Health Program
  ➢ Implement NextGen Population Health software that allows patient notification by preferred method (phone, text, email, etc.)
  ➢ Develop a population health program to routinely notify patients for needed health appointments: follow-ups, annual well examination, new appointments for health screenings, necessary vaccinations, etc.
  ➢ Track effectiveness of Population Health

Goal Three: Engage Employees in Patient Satisfaction
  ➢ Develop patient satisfaction committee to evaluate survey findings and develop methods to target areas for improvements
  ➢ Provide customer service training for staff
  ➢ Recognize exemplary employees who are recognized as providing outstanding customer service by either patients or other employees.

PRIORITY FIVE: MAINTAIN A HIGH LEVEL OF WORKFORCE COMPETENCE

Goal One: Improve employee recruitment and retention
  ➢ Engage employees in the process of quality improvement for CHW
  ➢ Develop and deploy an employee survey
  ➢ Identify areas to increase employee satisfaction from survey results
  ➢ Develop awards recognition program for employees
  ➢ Perform wage analysis on positions within CHW to assure CHW is competitive

Goal Two: Employee training
  ➢ Provide initial and ongoing employee training to assure competencies are met
  ➢ Provide opportunities for continuing education, allow access to online and training in job specific areas
  ➢ Encourage employee engagement in continued education
PRIORITY SIX
OPPORTUNITY FOR REVENUE GROWTH

Goal One: Increase revenue by meeting current collection goals and increasing the number of insured patients

- Increase provider credentialing with different insurance carriers by contracting with United Solutions
- Continue to set collection goals and encourage staff to use scripted verbiage for collecting co-pays and fees
- Continue collection efforts and encourage payment plans for self-pay
- Develop process for reducing the no-show rate by 10%
- Increase CHW’s presence within the community through marketing efforts
- Consider adding services to increase incoming revenue from added services
  - Psychiatrist
  - Ob-Gyn
  - Gastroenterology

Goal Two: Explore grant possibilities to expand the mission of GCHD

- Explore potential ways to expand the BHI services
- Explore grant funding for smoking cessation, nutritional counseling, weight management, chronic disease education and other programs for preventative and maintenance health care.
- Develop community programs to focus on health, wellness and disease prevention