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# CDH Strategic Plan 2023 - 2025

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G1

Grow Programs and  
Services

A teal circle containing the text 'G2' in white.

G2

Provide Excellent Customer  
Service

A lime green circle containing the text 'G3' in white.

G3

Build Internal Capacity

## Strategic Goal G1 - Grow Programs and Services

Family & Clinic Services	
1.1	Clinicians and nurses working at 75% of capacity or better
1.2	Increase WIC enrollment of pregnant women and infants by 5%
1.3	Oral Health will increase number of patients seen by 10%
1.4	PAT home visitors will all be working at 100% capacity
1.5	NFP home visitors will all be working at 100% capacity by December 2023
1.6	Hire FTE Behavioral Health practitioner to be working with the FCS clinic team
1.7	Increase offsite school vaccination clinics to 10 per month
1.8	Increase number of school education presentations in health classes by five schools, including outreach to all four counties
1.9	Implement referral tracking program

Community & Environmental Health	
1.1	Implement a plan for ongoing use of opioid funds
1.11	Develop and implement a coordinated plan for community education regarding STDs
1.12	Reduce occurrences of repeat risk factor violations observed during routine inspection of food establishments
1.13	Develop and implement a comprehensive Public Health Preparedness Plan specific to the COVID After Action Report

Support Services / Administration	
1.15	Achieve hit rate of 30% on new grant funding streams
1.16	Implement long-term marketing strategies to boost patient numbers, brand awareness, and community engagement for FCS
1.17	Go out to bid, select vendor, and implement agencywide annual marketing plan

# Strategic Goal G2 - Provide Excellent Customer Service

Family & Clinic Services	
2.1	Establish baseline patient satisfaction metrics using a patient satisfaction survey
2.2	Provide all customer-facing forms electronically and in print
2.3	Provide all customer-facing forms in all 7 focus languages

Community & Environmental Health	
2.4	Collaborate with District IT resources to develop and implement a digital permit application process
2.5	Provide all customer facing forms electronically and in print

Support Services / Administration	
2.6	Overhaul agency web presence (including external website & social media channels) to create a more engaging, consistent, and user-friendly experience for our communities while upholding the CDH brand
2.7	Create an agency sustainability plan
2.8	Implement and track internal help-desk ticket satisfaction forms

## Strategic Goal G3 - Build Internal Capacity

### Family & Clinic Services

3.1	100% of providers attend one continuing medical education event for behavioral health services
3.2	Implement medical assistant developmental program internally

### Community & Environmental Health

3.4	Upgrade and modernize the EH system using internal IT services
3.5	Create and implement a cross-training plan for epidemiology to provide support across all epi programs

### Support Services / Administration

3.6	Create and implement email policies for archiving emails and deleting email addresses no longer in use
3.7	Move to a Virtual Desktop model which would allow us to do OS upgrades and application upgrades in a more streamlined and efficient manner
3.8	Move server infrastructure to the cloud (Azure)
3.9	Implement Employee Development tracks in LMS to include 'Leadership and Supervisory Skills', 'Program and Project Management', Mental Health tool kit, and 'Communication and Soft Skills'
3.10	Review and purchase project management software for project-based staff