

ST. JOHNS RIVER RURAL HEALTH NETWORK, INC.

2014 – 2016 STRATEGIC GOALS

GOAL 1: Increase membership and regular meeting participation by at least 50% over 2 years
OBJECTIVE: Conduct targeted recruitment among priority provider groups and partners identified by Board and as appropriate to most effectively achieve strategic and business goals; and develop effective retention strategies.
TASK/ ACTIVITY <ul style="list-style-type: none">• Connect and coordinate with other Florida RHN's to build capacity and share ideas and/or best practices.• Develop outreach recruitment plan.• Prioritize identified provider needs.• Develop regional strategies to address the highest priority needs• Develop an operational 2-year work-plan to carry out goals
GOAL 2: Develop a strategy to encourage rural health providers in adopting E HR / H I E information and support related to rural healthcare funding, reimbursement issues, and overall sustainability.
OBJECTIVE 1A: Establish and maintain active participation with ongoing statewide initiatives related to HIT expansion and development that have a potential to impact local providers within the Network coverage area.
TASK/ ACTIVITY <ul style="list-style-type: none">• Identify and become informed on all statewide HIT/EMR initiatives.• Identify opportunities to join existing initiatives when participation could have positive impacts for local providers in Northeast Florida• Join and maintain meaningful participation in relevant initiatives; and serve as liaison for the RHN.

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GOAL 2: Develop a strategy to encourage rural health providers in adopting E HR / H I E information and support related to rural healthcare funding, reimbursement issues, and overall sustainability.
OBJECTIVE 2A: Determine local provider's primary needs related to funding/reimbursement and financial sustainability.
TASK/ACTIVITY <ul style="list-style-type: none">• Develop and implement a regional provider outreach campaign to establish relationships and raise provider awareness of the RHN.• Facilitate individual and group discussions regarding rural provider sustainability needs.• Aggregate and prioritize provider needs for improving sustainability• Develop regional strategies for the RHN to address priority needs.
GOAL 2: Develop a strategy to encourage rural health providers in adopting E HR / H I E information and support related to rural healthcare funding, reimbursement issues, and overall sustainability.
OBJECTIVE 2B: Develop and sponsor at least 1 educational/networking/capacity building opportunity for rural healthcare providers in Northeast Florida annually, based on feedback from area providers regarding their interests and needs.
TASK/ACTIVITY <ul style="list-style-type: none">• Identify at least one common topic and/or disease process relevant to local rural providers each year.• Identify and contact industry experts for the topic identified.• Coordinate and conduct a regional session/event for providers to gain and share information related to the identified topic.

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GOAL 3: Develop a sustainable long-term financial strategy to continue and expand the RHN's regional Chronic Disease Management and Education program by June 30,2016

OBJECTIVE 3: Identify and secure alternative revenue sources to sustain existing program operations-as well as to expand project scope to include additional chronic disease and serve at least one additional county.

TASK /ACTIVITY

- Review existing web-based resources to determine the most effective sources, formats, content, etc. NE FL Counts
- Identify an applicable funding opportunity for the program and successfully complete/submit the necessary application(s).
- Compile and evaluate county-based health indicators for the region that can collaboratively be worked on as priority issues align with :
National/State/ Local objectives
- Quality improvement opportunities