

Strategic Business Priorities

Supporting Strategies to Achieve Goals and Mission



PATIENT CARE QUALITY AND PERFORMANCE IMPROVEMENT

- Clinical and non-clinical benchmarks and measurable outcomes
- Full Joint Commission re-accreditation
- Patient safety and quality across the organization
- Patient billing quality
- Nursing excellence/quest for magnet status
- Performance improvement plan

PATIENT / CUSTOMER SATISFACTION

- National Press Ganey results
- Commitment to service excellence

EDUCATIONAL EXCELLENCE

- Dental student education
- Family medicine and transitional year residency programs
- Medical student education
- Programs in ancillary services

EMPLOYEE DEVELOPMENT & EMPLOYEE MANAGEMENT PARTNERSHIP

- Pay-for-performance employee evaluation system professional behaviors of excellence reinforced.
- Motivated staff who are actively engaged in Broadlawns Medical Center mission and purpose
- Recognition as employer of choice
- Ongoing and regular celebration of success

MARKETING AND PUBLIC RELATIONS

- Recognition of centers of excellence
- Involvement and visibility in community initiatives
- Active involvement in legislative and public policy activities

TECHNOLOGY

- Modernization of medical equipment
- Ongoing implementation of new IT systems
- Enhanced patient care and decision-making processes

SITE AND FACILITIES

- Development of a master site and facilities plan
- Secure funding for future phases

SERVICE ENHANCEMENT TO MEET COMMUNITY NEEDS

- Physician and provider recruitment
- Continued expansion of access to health care services

STAFF COMMITMENT AND ACCOUNTABILITY TO THE COMMUNITY

- Accountability and transparency to the public
- Vital Signs measurements
- Lean and process improvement
- Expense management
- Data management