

Foundation

Our Mission

To dramatically improve the quality of life for those experiencing neurological disorders by providing clinical excellence, leading edge research, preventive care, and education

Our Core Values

- People:** A great place for great people to do great work.
- Service:** Anticipate customer needs and exceed expectation in a compassionate manner
- Quality:** Provide excellence by doing the job right the first time
- Stewardship:** Maximize the use of available, finite resources to meet the current and future needs of the community.

Competitive Advantages

What we do best

Neuroscience Services offered by Regional Competitors
 Clinical and support services

- Inpatient/Outpatient Adult Neurology
- Neurodiagnostics
- Inpatient/Outpatient Adult Neurosurgery
- Acute Rehab Unit
- Inpatient/Outpatient rehab therapy (PT, OT, Speech)
- Imaging
- Respiratory Therapy
- Stroke Team
- Trauma Services

Disease-Specific Capabilities

- Balance disorder
- Cognitive Disorders (Alzheimer, others)
- Headache
- Movement disorders (Parkinson, others)
- Neuromuscular Disorders (MS, others)
- Neuro-oncology
- Seizure Disorders (Epilepsy, others)
- Spine/Back
- Sleep Disorders
- Stroke
- Trauma/Brain Injury
- Brain Mapping

Long-Term Strategic Priorities and Organization Goals

Stewardship

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| 1. Increase market share by 1% or greater
1.1. Provide education to the contracted insurance payers on services available
1.2. Capture a larger geographical area from referrals | 2. Increase volume of patients served by continuing to improve Service Line
2.1. Increase admissions, surgeries, outpatient ancillary tests by 7% every year
2.2. Research other Neuroscience Service Lines
2.3. Develop a process to implement new trends | 3. Establish clinical trial financial reporting system
3.1. Develop a process with the financial department |
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Service (Customer)

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| 4. Internal - Continue to develop new relationships that drive business (Product/Service Dev)
4.1. Promote programs and services
4.2. Offer education on new programs/services
4.3. Build physician relationships | 5. External - Continue to develop programs that meet the needs of the community (Product/Service Dev)
5.1. Telemedicine: Implement more specialties services to reach distant patients |
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Quality

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| 6. Technology / Innovation advancement
6.1. Offer more efficient and economical consults to distant patients
6.2. Neurosurgical services offer new techniques that are less invasive to help reduce the length of stay and cost | 7. Operations Management
7.1. Reduce mortality rates and achieve Health Grades "five stars" rating
7.2. Continue to refine research function | 8. Marketing management
8.1. Develop marketing plan to present new brand. |
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People

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| 9. Increase the level of team cohesiveness by implementing one new program per year (Product/Service Dev)
9.1. Create employee by in to new programs and services
9.2. Establish project/program objectives with defined roles and responsibilities
9.3. Mentor/Coach new and existing employees on program development | 10. Increase and continue professional development
10.1. Attain training outside of the organization to maintain skills
10.2. Continue to roundtable discussions with physician |
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Key Performance Indicators

How we measure success

Measure	Target
Quarterly	4
Quarterly	4
% complete	100%
Weekly meetings	50
# of annual roundtables held	4

Vision

What our business will look like

To be recognized as one of the nation's premier providers of superior, comprehensive, and financially responsible neuroscience services.

Organization-Wide Strategies

How we will get there

Our organization is focused on Product leadership strategy, which is surrounded by time, functionality, and brand. We are going to focus on innovation, program development, and research.

Implementation

How we make strategy a habit