









2008-09 Strategic Plan

Administration: Action Plan

Date Revised: 10/06/09

Priority	Department Goals & Team Member Goals	Who	Year End Target	% Complete/ YTD	Status/ Variance	Start Date/ End Date	Comment
1.1. Provide education to the contracted insurance payers on services available (Quarterly)							
Low	1.1.1. Provide group tours, deliver educational materials, and contact information	Administration	4	100 %		7-1-2008, 6-30-2009	
	1.1.1.1. Follow-up on leads received.	Emily Darcy	100%	75 %		7-1-2008, 6-30-2009	
1.2. Capture a larger geographical area from referrals (Quarterly)							
	1.2.1. Implement a referral program that brings in 20 new patients from outside the area monthly.	Administration	20	85 %		7-1-2008, 6-30-2009	
	1.2.1.1. Offer giftcards to area merchants to patients who refer their friends and family members.	Emily Darcy	100%	95 %		7-1-2008, 6-30-2009	
3.1. Develop a process with the financial department (Monthly)							
Normal	3.1.1. Work with the financial department to implement process	Administration	12	100 %		7-1-2008, 6-30-2009	
Normal	3.1.2. Review reports from finance for accuracy	Administration	12	100 %		7-1-2008, 6-30-2009	
4.1. Promote programs and services (quarterly)							
Normal	4.1.1. Establish in-services and lectures to promote internally to hospital staff.	Administration	4	100 %		7-1-2008, 6-30-2009	
	4.1.1.1. Develop a schedule for new staff with Human Resources.	Paul Phillips	100%	100 %		7-1-2008, 8-15-2008	

	4.1.1.2. Develop a schedule for current staff with Human Resources.	Paul Phillips	100%	100 %		7-1-2008, 8-15-2008
Normal	4.1.2. Establish in-services to internally for promoting to hospital nursing staff.	Administration	4	75 %		7-1-2008, 6-30-2009
	4.1.2.1. Develop schedule with the head of nursing.	Paul Phillips	100%	100 %		7-1-2008, 8-15-2008

4.2. Offer education on new programs/services (Quarterly)						
Normal	4.2.2. Conduct presentations to local and rural communities on services/programs available	Administration	1	100 %		7-1-2008, 6-30-2009
	4.2.2.1. Create schedule for off-site trainings.	Paul Phillips	100%	100 %		8-15-2008, 9-30-2008
	4.2.2.2. Create list of potential attendees.	Emily Darcy	100%	100 %		9-1-2008, 10-15-2008

5.1. Telemedicine: Implement more specialties services to reach distant patients (Monthly)						
High	5.1.1. Increase the usage from other disciplines, other than stroke	Administration	12	85 %		7-1-2008, 6-30-2009
Normal	5.1.2. Site Visits to discuss stroke protocols	Administration	4	85 %		7-1-2008, 6-30-2009

6.1. Offer more efficient and economical consults to distant patients (Quarterly)						
High	6.1.1. Engage physicians to use new technology	Administration	4	80 %		7-1-2008, 6-30-2009
	6.1.1.1. Offer training to rural doctors on new technologies available.	Paul Phillips	6	100 %		7-1-2008, 6-30-2009

7.1. Reduce mortality rates and achieve Health Grades "five stars" rating (Quarterly)						
High	7.1.1. Implement stroke protocols and inservice physicians and nurses in ED	Administration	4	100 %		7-1-2008, 6-30-2009
	7.1.1.1. Research protocols and best practices from other 5 star hospitals.	Paul Phillips	100%	100 %		7-1-2008, 8-30-2008

7.2. Continue to refine research function (Quarterly)						
	7.2.2. Read the latest journals on neuro science to stay current on advancements and new ideas.	Administration	100%	90 %		7-1-2008, 6-30-2009
	7.2.2.1. Discuss information covered in journals at monthly departmental meetings.	Paul Phillips	100%	80 %		7-1-2008, 6-30-2009

8.1. Develop marketing plan to present new brand. (% complete)						
	8.1.2. Develop media campaign to present new brand through TV, newspaper, magazines, and billboards.	Administration	100%	100 %		7-1-2008, 6-30-2009
	8.1.2.1. Have a Press Day to allow the media to tour the facilities and hear about the new programs and services.	Emily Darcy	100%	100 %		8-1-2008, 9-15-2009
	8.1.3. Establish schedule for regular press releases.	Administration	100%	100 %		8-1-2008, 8-20-2008
	8.1.3.1. Use human interest stories and interesting educational facts for the press releases.	Emily Darcy	100%	100 %		9-1-2008, 6-30-2009

9.2. Establish project/program objectives with defined roles and responsibilities (Quarterly)						
Normal	9.2.1. Stroke Program: Discuss new updates, objectives, and task associated to program	Administration	50	100 %		7-1-2008, 6-30-2009

10.2. Continue to roundtable discussions with physician (# of annual roundtables held)						
	10.2.1. Present ideas from roundtable discussions at departmental meetings.	Administration	100%	95 %		7-1-2008, 6-30-2009