

Havens Institute for Neurosciences : Emily Darcy

Mission and Vision	Long-Term Strategic Priorities	Organization Goals	Performance Measures and Targets	Department Goals	Performance Measures and Targets	Team Member Goals	Team Member Action Items
<p>Mission Statement:</p> <p>To dramatically improve the quality of life for those experiencing neurological disorders by providing clinical excellence, leading edge research, preventive care, and education</p> <p>Vision Statement:</p> <p>To be recognized as one of the nation's premier providers of superior, comprehensive, and financially responsible neuroscience services.</p> <p>Values:</p> <p>People: A great place for great people to do great work.</p> <p>Service: Anticipate customer needs and exceed expectation in a compassionate manner</p> <p>Quality: Provide excellence by doing the job right the first time</p> <p>Stewardship: Maximize the use of available, finite resources to meet the current and future needs of the community.</p>	1. Increase market share by 1% or greater	1.1. Provide education to the contracted insurance payers on services available (Administration) (6-30-2009)	M: Quarterly T: 4	1.1.1. Provide group tours, deliver educational materials, and contact information (Administration) (6-30-2009)	M: Quarterly T: 4	1.1.1.1. Follow-up on leads received. (Emily Darcy)	
		1.2. Capture a larger geographical area from referrals (Administration) (6-30-2009)	M: Quarterly T: 4	1.2.1. Implement a referral program that brings in 20 new patients from outside the area monthly. (Administration) (6-30-2009)	M: # of new patients monthly. T: 20	1.2.1.1. Offer giftcards to area merchants to patients who refer their friends and family members. (Emily Darcy)	
	4. Internal - Continue to develop new relationships that drive business (Product/Service Dev)	4.2. Offer education on new programs/services (Human Resources) (6-30-2009)	M: Quarterly T: 4	4.2.2. Conduct presentations to local and rural communities on services/programs available (Administration) (6-30-2009)	M: Yearly T: 1	4.2.2.2. Create list of potential attendees. (Emily Darcy)	4.2.2.2.1. Create invitations to off-site trainings. (Emily Darcy)
							4.2.2.2.2. Send out invitations for trainings. (Emily Darcy)
	8. Marketing management	8.1. Develop marketing plan to present new brand. (Administration) (6-30-2009)	M: % complete T: 100%	8.1.2. Develop media campaign to present new brand through TV, newspaper, magazines, and billboards. (Administration) (6-30-2009)	M: % complete T: 100%	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)	
				8.1.3. Establish schedule for regular press releases. (Administration) (8-20-2008)	M: % complete T: 100%	8.1.3.1. Use human interest stories and interesting educational facts for the press releases. (Emily Darcy)	