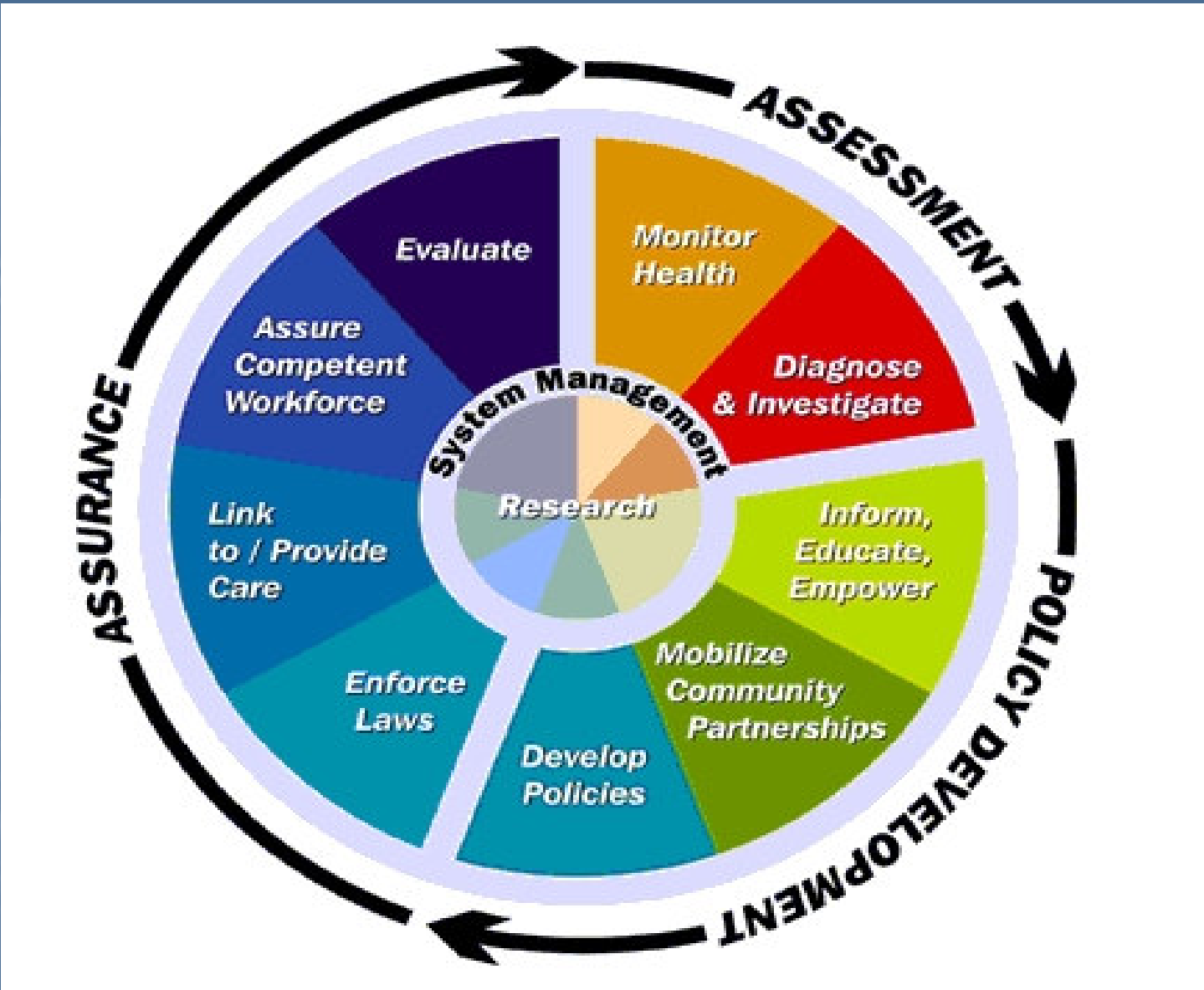


Strategic Plan 2005-2010



Guilford County
Department of Public Health
November 21, 2005



The purpose of this Strategic Plan is to provide a roadmap for the Department for the next five years, as it strives to identify needed public health services, seeks to remedy those needs, and aims to measure our progress.

The Plan embodies the goals and strategies which must be achieved to remain an effective preventive health agency. It will help us visualize our efforts toward balancing an efficiency of resources while making a substantial impact on the health of people in our County.



Vision

Healthy people living in a healthy community

Vision

Healthy people living in a healthy community

Mission

In partnership with the community we serve, the Guilford County Department of Public Health protects, promotes, and enhances the health and well-being of all people and the environment in our County.

Goals

- Continuously assess and periodically report health needs and status
- Promote and encourage healthy behaviors
- Prevent epidemics and the spread of communicable diseases
- Assure access to healthcare services
 - Availability-Provide or assure the provision of adequate healthcare for the community
 - Affordability
- Improve the environment and respond to environmental threats
- Plan for disasters and assist recovery in a timely manner

Strategies

- Develop programs and/or deliver services that promote, protect, and enhance the health and well being of all people and the environment
- Use collaboration and partnerships to support the mission and vision of the department
- Optimize the use of technology and information
- Advocate for Public Health policies and programs that benefit the health of County residents
- Inform and educate the public about key Public Health issues
- Create self sustainable organizational capacity

Strategy 1 - Develop programs and/or deliver services that promote, protect, and enhance the health and well being of all people and the environment

Goals Tactics	Assess/ Report	Promote/ Encourage	Prevent Epidemics	Assure Access	Environ	Respond
Create quality assurance standards	✓	✓	✓	✓	✓	✓
Provide population-based health services			✓	✓	✓	
Prepare for effective emergency response			✓			✓
Re-engineer processes to provide a seamless health care system easily navigated by clients			✓	✓		
Develop departmental performance standards	✓	✓	✓	✓	✓	✓

Strategy 2 - Use collaboration and partnerships to support the mission and vision of the department

Goals \ Tactics	Assess/ Report	Promote/ Encourage	Prevent Epidemics	Assure Access	Environ	Respond
Employ a system of eligibility which is friendly and understandable to clients	✓			✓		
Provide appropriate Departmental representation to CCN workgroups				✓		
Participate in a shared information network among safety net providers	✓	✓		✓		

Strategy 3 – Optimize the use of technology and information

Goals \ Tactics	Assess/ Report	Promote/ Encourage	Prevent Epidemics	Assure Access	Environ	Respond
Proactively monitor, assess, plan, prioritize, and administer technology usage in the Department	✓	✓	✓	✓	✓	✓
Establish efficient utilization of resources to meet Departmental needs	✓	✓	✓	✓	✓	✓
Develop and implement electronic document management	✓		✓	✓	✓	
Improve decision-making capabilities with reporting and data analysis	✓	✓	✓	✓	✓	✓
Improve internal and external sharing of data	✓	✓	✓	✓	✓	✓

Strategy 4 – Advocate for Public Health policies and programs that benefit the health of County residents

Goals \ Tactics	Assess/ Report	Promote/ Encourage	Prevent Epidemics	Assure Access	Environ	Respond
Develop a strong network of local elected representatives holding state office	✓	✓		✓		

Strategy 5 – Inform and educate the public about key Public Health issues

Goals \ Tactics	Assess/ Report	Promote/ Encourage	Prevent Epidemics	Assure Access	Environ	Respond
Demonstrate increased community knowledge of Public Health services	✓	✓	✓	✓	✓	✓

Strategy 6 – Create self sustainable organizational capacity

Goals \ Tactics	Assess/ Report	Promote/ Encourage	Prevent Epidemics	Assure Access	Environ	Respond
Build a stable workforce	✓	✓	✓	✓	✓	✓
Assess alternative governance models for public health	✓			✓		
Generate more than 50% of revenue from non-county allocations	✓			✓		
Explore direct billing for Medicaid and other insurance claims	✓			✓		

Recap Goals

- Continuously **assess** and periodically **report** health needs and status
- **Promote** and **encourage** healthy behaviors
- **Prevent epidemics** and the spread of communicable diseases
- **Assure access** to healthcare services
 - Availability- Provide or assure the provision of adequate healthcare for the community
 - Affordability
- Improve the **environment** and respond to environmental threats
- **Respond** to disasters and assist the community in recovery

Priorities for 2006

- **Assure health services based on population needs and disparities identified**
- **Maintain effective emergency preparedness**
- **Employ a system of eligibility which is friendly and understandable to clients**
- **Develop and implement electronic document management**
- **Assess alternative governance models for Public Health**
- **Enhance quality assurance standards**

Wrap-up questions?

