Strategic Planning & Marketing

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PHC 6102
Principles of Health Policy and Management
Session Objective

• To apply principles of strategic planning and marketing to public health
PLANNING

• Futuristic
• Means by which organizations/agencies choose to move from where they are today to a desired future
• Orderly process that gives direction
  – Prepare for change
  – Deal with uncertainty
• Essential to sound leadership
STRATEGIC PLANNING PROCESS

• Organizational process for identifying desired future
  – Develop decision guidelines for getting there

• Performed by top management
  – Success requires participation from employees at all levels
FOUNDATION FOR STRATEGIC PLANNING

• MISSION
• VALUES
• VISION

GOALS AND OBJECTIVES

VISION
MISSION
VALUES
MISSION

• Purpose in business
• “Who we are” and “what we do”
• Differentiates organizations
• Infrequently changed
• Determined by governance
COMPLAINTS ABOUT MISSION STATEMENTS

• Sound Similar
  – Does not differentiate similar types of organizations

• Use of Ill-Defined Superlatives
  – “Superior”
  – “Excellence”
  – “Cost-effective”

• Are they true?
MISSION STATEMENT COMPONENTS

In General
• What You Do
• For Whom
• Your Uniqueness

In Health Care
• Services Provided
• Community Served
• Financing Constraints
The FDA is responsible for protecting the public health by assuring the safety, efficacy, and security of human and veterinary drugs, biological products, medical devices, our nation’s food supply, cosmetics, and products that emit radiation. The FDA is also responsible for advancing the public health by helping to speed innovations that make medicines and foods more effective, safer, and more affordable; and helping the public get the accurate, science-based information they need to use medicines and foods to improve their health.
REVIEW OF VHA MISSION

Components

• Services Provided
• Community Served
• Financing Constraints or Other Uniqueness
The mission of the Veterans Healthcare System is to serve the needs of America’s veterans. It does this by providing specialized care for service-connected veterans, primary care and related medical and social support services. To accomplish this mission, VHA needs to be a comprehensive, integrated healthcare system that provides excellence in healthcare value, excellence in service as defined by its customers, and excellence in education and research, and needs to be an organization characterized by exceptional accountability and by being an employer of choice.
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Indiana State Department of Health Mission Statement

The Indiana State Department of Health (ISDH) is dedicated to promoting health and wellness among people in Indiana through planning, prevention, service, and education. ISDH serves to help people attain the highest level of health possible. ISDH is a proactive leader and collaborator in assessment, policy, development, and assurance, based on science, innovation, and efficiency.
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The mission of Health First is to improve the health of individuals within our communities through disease prevention, health education, and the delivery of quality healthcare services. Health First, as a private, not-for-profit organization, is community-based and governed, with a commitment to the principles of quality, value and service without regard to financial status.
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East Pasco Medical Center

Mission Statement

Working Together To Provide Quality and Compassionate Healthcare in a Christian environment
Mayo Clinic
Mission Statement
(private not-for-profit)

Mayo will provide the best care to every patient every day through integrated clinical practice, education and research.
VALUES

• Guiding principles
• Fundamental beliefs or truths of the organization
• Often difficult to change
• Created by governing body
CLARIFYING YOUR VALUES

• How do we treat customers?
• How do we want to be viewed in our community?
• How do we treat employees?
• What employee attitudes and behaviors do we want to reward?
• What is the most important value that we want expressed in our workplace?
• What values are dispensable?
• How do we define ethical behavior?
VALUES

• **Social Responsibility** - Values good in themselves
• **Mastery** - Achievement and success
• **Self Development** - Expand capabilities of workforce
• **Relationship** - Help other people
VALUES

• **Continuity** - Maintaining stability
• **Lifestyle** - Way persons work and live
VALUES REFLECTED?

• Friendliness to Customers
  – Welcome to WalMart
  – The Safeway Smile
VALUES STATEMENT
Indiana State Department of Health

ISDH affirms that health includes physical, mental and social well-being and is dependent on economic and environmental factors, access to health care, and individual responsibility and choice.

ISDH is dedicated to quality service, innovation, respect for every individual, affirmative action, personal integrity, trust, and high ethical standards.