

# Strategic Plan 2017-2020

## *Vitality in Communities, Value in Care*

### OUR GOALS

Continue to advocate for state and federal policies that enable a vibrant health care system across Vermont.

Play a leadership role in shaping health care reform for Vermont.

Advance the story of Vermont's hospitals with legislators, policymakers and the public.

Partner with others to improve quality outcomes and the value of health care for communities and individuals.

Enhance engagement of internal stakeholders and external partners.

### STRATEGIC OBJECTIVES

- Vermont hospitals demonstrate meaningful contributions to achieving payment reform model targets for health care costs, primary care providers, mental health outcomes, and chronic care management.
- Vermonters positively perceive Vermont hospitals.
- Board-approved annual advocacy agenda and plan inform legislative action.
- All Vermont hospitals and health systems maintain sustainable operating margins.

### SPECIFIC STRATEGIES

#### *Advocate and Lead Health Care Reform*

1. Leverage member expertise to inform policy positions
2. Create formal annual advocacy agenda
3. Engage and educate individual lawmakers
4. Serve as member conduit to Green Mountain Care Board

#### *Tell Our Story*

1. Improve public understanding of role and contributions of Vermont hospitals and health systems
2. Build and enhance relationships with Vermont leaders
3. Create resources to assist members with public affairs
4. Foster a culture of celebrating success.

#### *Improve Quality Outcomes and Value of Health Care*

1. Convene forums to educate and share best practices
2. Improve value and applicability of NSO data

#### *Enhance Stakeholder Engagement*

1. Support an effective and well-functioning Board
2. Expand engagement of members beyond the Board
3. Enhance collaboration in community and with business