

AHCA Strategic Plan

Approved by the AHCA Board of Directors
August 9, 2002

Vision Statement

The American Health Care Association is committed to an innovative, accountable, accessible, and economically sustainable 21st century health and health care system for every American which delivers quality of life through an appropriate spectrum of services which encompasses:

Quality Care and Services

Independence

Choice

Dignity

Respect

Affordability

Value

Reliability

Mission Statement

We are a profession dedicated to transforming health and health care into a spectrum of valued, fully compensated care and service utilizing modern, technology-based systems resulting in high quality care and services at the lowest sustainable overall cost

Our goal is to provide a spectrum of patient/resident-centered care and services which nurture not only the individual's health but their lives as well by preserving their connections with extended family and friends, and promoting their dignity, respect, independence and choice

Success is...

- ❖ **Providing and being viewed as a valued service**
- ❖ **Achieving the status of a profession with high standards, constant education, improvement, and a commitment to best outcomes**
- ❖ **Being regulated in a transparent, accountable, and collaborative system of continuous improvement**
- ❖ **Improving the quality and availability of staffing to support long term care services resulting in the professions being recognized for the care they give**

Success is (cont.)...

- ❖ **Achieving a system of conflict resolution that minimizes litigation**
- ❖ **Giving people choices that meet their personal needs and finances across the spectrum of long term care**
- ❖ **Having necessary resources, both private and public, sufficient to achieve and sustain quality of life expectations through appropriate care and support**
- ❖ **Having earned the trust and respect of the communities in which we practice our profession**



Strategies

Strategy 1

Throughout the membership, develop an understanding of the mission, concepts of transformational change, and communication techniques which will enhance the implementation of the strategic plan, and therefore, grow, in both AHCA and the profession, a culture that sustains these developments

Strategy 2

Develop a patient and resident centered, quality focused communication system as a result of which AHCA's effectiveness increases both at the national and state level and in the member organizations

Strategy 3

Develop a routine and permanent system of modeling best practices and best technologies internally, externally, and globally

Strategy 4

Develop an advanced, innovative model of building the connection with patients/residents and their family and outside community

Strategy 5

Cultivate models for sustaining an individual's quality of life by offering broad choices across the idealized spectrum of care

Strategy 6

Develop an economically sustainable, politically implementable, quality based, LTC financing system

Strategy 7

Promote a collaborative regulatory process that focuses on improving outcomes for the patient/resident

Strategy 8

Create a conflict resolution system that is fair and effective as a result of which affordable liability insurance will be available

Strategy 9

Improve the understanding between the LTC profession and the public and build a relationship based on the mutual commitment to the AHCA vision

Strategy 10

Build coalitions that broadly support a 21st Century LTC system for every American

Strategy 11

Create a system of attraction, retention, and education of LTC personnel in order to sustain high quality care and services

How is this Different from the Status Quo?

Pork barrel fight for health care dollars



Moral fight on the best interest of the patient/resident

Industry based approach



Patient/resident based approach

Quality of Care



Quality of Life & Quality Care

Solve industry problems



Solve Americans issues

Limited Choice



Spectrum of Choices

Hard sell, direct lobby



Build coalitions and communicate with customers and their families to build an advocacy effort

Next Steps

- **Two Phases**
 1. **Education, Communication, Marketing**
 2. **Implementation**

Education, Communication, Marketing

- **Facilitators:**

- AHCA (Mary Ousley, Chip Roadman, and Wendy Martin)
- Gingrich Group (Newt Gingrich and Anne Woodbury)

- **Current Focus:**

- State Affiliates (Executives, Presidents, Boards, etc.)
- **NOTE:** Would include discussion of “Principles of Transformational Change” with AHCA committees and subcommittees

Education, Communication, Marketing (Cont.)

- **Goal: Help assimilate AHCA plan**
 - Justify its conclusion
 - Provide guidance on integration
 - Provide assistance in application
 - Communicate win-win perspective
- **Locations/Dates:**
 - Denver, CO: Nov 18-19, 2002
 - Providence, RI: Jan 16, 2003
 - St. Louis, MO: Jan 29-30, 2003
 - Atlanta, GA: Feb. 19-20, 2003

Implementation

- **Facilitators:**
 - Policy Council (Steve Chies, Priscilla Shoemaker, and Wendy Martin)
 - Gingrich Group (Newt Gingrich and Anne Woodbury)
- **Activities include:**
 - Identification of key projects relative to the AHCA Strategic Plan
 - Development of an implementation matrix
 - Alignment of near, mid, and deep campaigns

Implementation (Cont.)

- **Activities include (Cont.):**
 - Alignment of committees and subcommittees to strategies and projects (would be displayed in implementation matrix)
 - Development of outcome measures related to strategy and key projects