

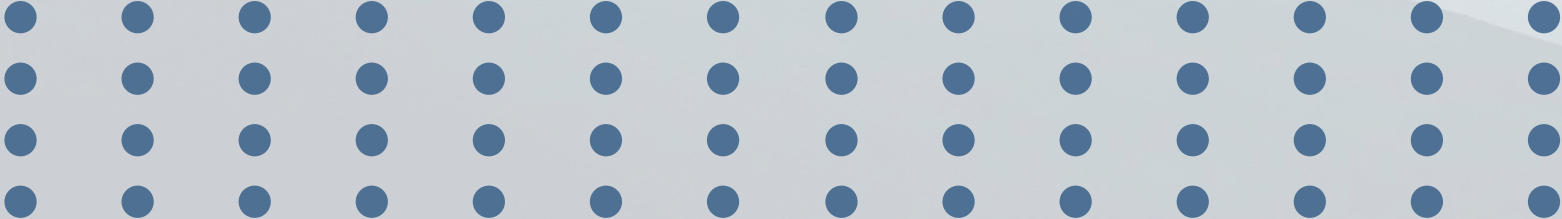


Campbell County Health

An Affiliate of UCHealth

2023

STRATEGIC PLAN



Introduction



I am excited to share that our Board of Trustees has recently approved our 1-year strategic plan, setting the course for a bright and sustainable future for CCH.

As we embark on this journey, we will be guided by our core values: Care, People, Service, and Business. Each of these pillars is essential to our success and plays a vital role in shaping our organization. Over the next year we will focus our efforts on these pillars.

As an organization we believe in excellent Care and the relentless pursuit of safety and quality. We are committed to providing the best possible healthcare and wellness services to our community, ensuring that every patient receives exceptional care with the utmost dedication.

Our second focus, People, centers around fairness and dedication. We recognize that our employees are the heart and soul of CCH, and we are dedicated to fostering a supportive and inclusive environment that empowers every individual to excel in their roles.

Service is at the core of what we do, and our third strategic focus highlights the importance of care and compassion in every interaction we have with our patients, their families, and each other.

Lastly, Business - fiscal responsibility, integrity, and transparency. By managing our resources wisely and upholding the highest standards of integrity, we ensure that CCH will be a sustainable and trusted organization.

As we strengthen these pillars, we reinforce Excellence Every Day. Our commitment to excellence is not just a slogan; it's a way of life that we embody in everything we do.

Our strategic plan outlines the path we will take to achieve our vision of becoming the first choice for healthcare and wellness in Wyoming, and I encourage each one of you to keep reading and explore the details of our 1-year plan.

The road ahead may present challenges, but with our shared values and a strong sense of purpose, there's nothing we cannot achieve.

Thank you for your commitment and dedication to CCH. I am proud to lead this exceptional team, and I have no doubt that our collective efforts will pave the way for an exciting and successful future.

Matt Shahan

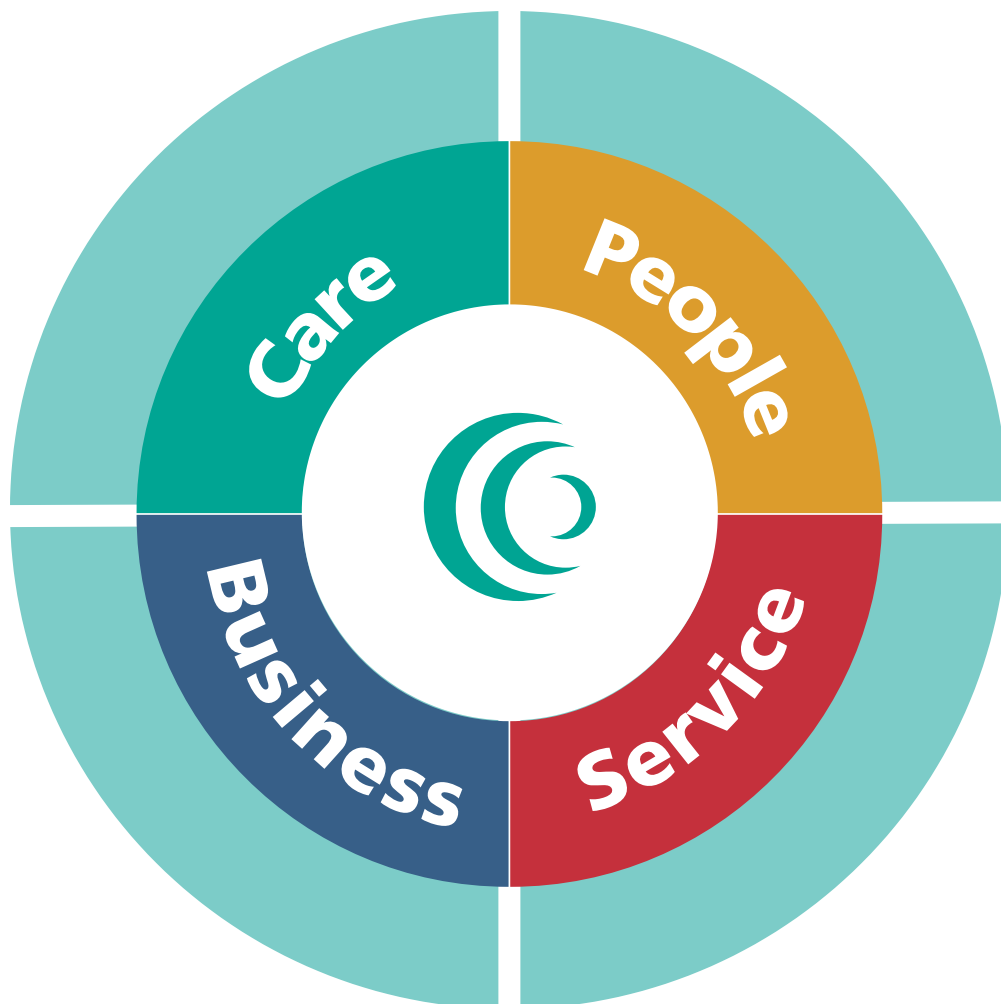
Chief Executive Officer, Campbell County Health

Mission Vision Values

Our Mission: Serving our community by providing a lifetime of care with dedication, skill and compassion.

Our Vision: Campbell County Health will be the first choice for healthcare and wellness in Wyoming by providing Excellence Every Day.

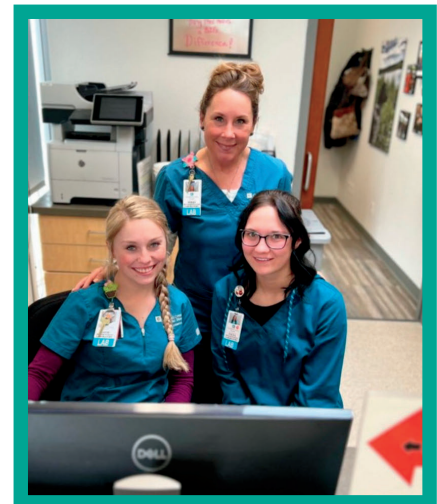
Our Values and Strategic Focus



Care: Relentless pursuit of safety and quality



- Advance community efforts to bring support and awareness surrounding substance use disorder, suicide prevention, and comprehensive mental health services; bridging mental health and other support systems into the primary care setting.
 - Outcome: Working with our PCP and ancillary teams to develop a sustainable plan for incorporation into the PCP setting.
- Address access to care issues by measuring the market based on the utilization of current services, monitoring the outmigration of health care services, and realizing opportunities for necessary growth to meet the needs of our community. Lead collaboration efforts throughout the CCH service area and create valuable partnerships and relationships that meet the mission, vision, and values of CCH.
 - Outcome: Physician recruitment tool output, cross-referenced with other data sources for patient population data, utilized to determine necessary recruitment and retention initiatives; as well as where they are best located to maximize their potential.
 - Outcome: Develop a plan to evaluate potential partnerships with area healthcare organizations to include services, technology, and overall efficiencies.



People: Fairness and dedication



- Transform our commitment to our employees beyond just providing a fair compensation and benefits plan, CCH will explore industry leading retention programs geared towards ensuring the workforce remains dedicated and engaged.
 - Outcome: Full evaluation of our current wages and benefits to the market, while developing a baseline of where CCH wants to be.
 - Outcome: Retention plan options will be developed for evaluation.
- Enact employee mental and physical health programs to ensure CCH staff have resources available to maintain a healthy lifestyle and work-life balance.
 - Outcome: Employee feedback, coupled with industry proven initiatives, will create a workplace environment that enhances our employees physical and mental well-being; ultimately benefitting our patients.

Service: Care and compassion



- Excel in patient care and outcomes that meet and exceed industry metrics and standards.
 - Outcome: Provide an exceptional experience for our patients, visitors, and community as measured by engagement, feedback, and growth.
- Enhance the depths in continuity of care provided by CCH and communicating that level of care to our service area and beyond. Engaging our community providers in the continuum of care, improving population health outcomes through prevention, maintenance, and monitoring; utilizing value-based care initiatives to improve the overall care model.
 - Outcome: Initiatives to improve communication between CCH and our community partners, by leading and assisting in the development and maintenance of our relationships.



Business: Fiscal responsibility with integrity and transparency



- Increase efficiencies, decrease costs, and manage our revenue stream and revenue cycle processes as measured against industry standards; which are communicated to our organizations key stakeholders.
 - Outcome: Collaborate with leadership, vendors, and partners; to maximize the supply chain and revenue cycle efficiencies that allow the organization to strategically grow.
- Assess the current state of CCH to determine the future needs and necessary pathways to achieve future success.
 - Outcome: In order to become and remain financially viable long-term, the organization must develop a plan that is clear and understood by all levels. Completed guide will include current operation opportunities, future growth potential, and financial strategies to accomplish them.



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