

# Cabarrus Health Alliance Strategic Map 2017-2018

**VISION:** Cabarrus Health Alliance is dedicated to enhancing the quality of life for the Cabarrus County community.  
**MISSION:** To Achieve the Highest Level of Individual and Community Health through Collaborative Action.



OUR GOALS	 <b>Empower the Community</b>	 <b>Promote Sustainable Health Services</b>	 <b>Improve Health Equity</b>	 <b>Operate with Excellence</b>
OUR OBJECTIVES	<b>By June 30, 2018, CHA will demonstrate the ability to:</b>			
	<ol style="list-style-type: none"> <li>1. <b>Empower the community in health promotion activities that improve health outcomes, particularly concentrating on PHAB Population Health Outcomes, Mental Health Taskforce, reducing obesity and substance use rates.</b></li> <li>2. Disseminate information to the public on important public health issues and increase the marketing of our services by using multiple media platforms and with cultural competence.</li> <li>3. Identify, develop, and share evidence-based and innovative models, resources, and tools that measurably improve health outcomes.</li> <li>4. Strengthen clinical-community linkages and streamline care coordination, particularly access to mental health services and Pediatric Behavioral Health.</li> </ol>	<ol style="list-style-type: none"> <li>5. <b>Empower staff in the development of products and services that contribute to sustainability of evidence-based practices within our community.</b></li> <li>6. Maintain and implement a workforce development plan. Recognize and utilize competencies to achieve workforce and productivity standards, and determine future needs.</li> <li>7. Develop and implement policies for the continuation of grant programs with positive outcomes and or promising practices.</li> </ol>	<ol style="list-style-type: none"> <li>8. <b>Support a culture of continuous quality improvement processes to improve the experience of those we serve.</b></li> <li>9. Utilize Community Needs Assessment, Action Plans, and State of the County Health reports to guide decision making and allocate resources.</li> <li>10. Expand agency's technological capacity to improve access to services and expand operations geographically.</li> <li>11. Address regional health planning needs by exploring cross-jurisdictional sharing and other collaborative arrangements.</li> </ol>	<ol style="list-style-type: none"> <li>12. <b>Implement plans, policies and procedures to ensure continued operations of critical agency functions during information system failure, staff turnover, or emergency situations, particularly Project Public Health Ready.</b></li> <li>13. Pursue re-accreditation through the Public Health Accreditation Board and maintain the North Carolina Local Health Department Accreditation.</li> <li>14. Pursue sufficient funding that aligns with the strategic plan and supports priority health issues, and the Ten Essential Services by expanding diversified financial base.</li> <li>15. Attract and retain a highly effective and diverse board, leadership, and empowered staff.</li> </ol>
WHO	<p>The Executive Management Team will be responsible for the following: Chief Executive Officer (15); Chief Technology Officer (8, 10, 12, 13); Chief Financial Officer (1, 3, 4, 7, 9, 13); Chief Operations Officer (2, 5, 6, 7, 11); Director of Clinical Services (2, 3, 4, 8); and Director for School Engagement (2, 3, 4, 10).  <b>Priority objectives are defined in BOLD.</b></p>			