



mpca

THE VOICE OF
COMMUNITY
HEALTH CENTERS

2017–2019

Three-year Strategic Plan

OUR MISSION

To enhance integrated care through community health centers while influencing health policy at the state and national level.



OUR VISION

Quality Integrated Care For All



STRATEGIC GOAL #1:

Lead the Change in Payment Reform

- Establish MPCA as the natural facilitator for all discussions related to the new health care policy, Medicaid funding, and value-based payment methods.
- Maintain and strengthen relationships with the National Academy for State Health Policy and Michigan Department of Health and Human Services.
- Work with key stakeholders to develop an Alternative Payment Methodology.

STRATEGIC GOAL #2:

Support Members in Diversifying Revenue Streams

- Assist members in developing and expanding cross-industry relationships.
- Leverage the Michigan Quality Improvement Network and Michigan Community Health Network to help find new streams of revenue.

STRATEGIC GOAL #3:

Fortify and Expand Legislative Relationships

- Leverage current relationships to "bridge" new relationships as term limits and elections change the face of the legislative body.
- Utilize our strong relationship with the State Medicaid Director to leverage our position.
- Maximize our downtown location to host events/engagements.

STRATEGIC GOAL #4:

Refresh the MPCA Brand

- Secure a professional firm to help rebrand the MPCA, including updating a logo and tagline, as well as implementing an image campaign to increase the understanding of MPCA's role, reach, and relevance.
- Create and conduct a strong public relations plan.

OUR CORE VALUES

PATIENTS come first in all decision making.

MEMBER SUPPORT is critical to the success of all endeavors.

COLLABORATION among members and other organizations align goals to the same ends.

INFORMATION is shared among the membership, collaborating organizations, and agencies.

INNOVATION and continuous improvements in the workplace, as its assurance to maintain its responsiveness and utility to clients.

STRATEGIC GOAL #5:

Reinforce and Re-Engineer Governance Structure

- Increase the efficiency of board meetings and board communication.
- Increase collaboration of board members with the National Association of Community Health Centers.
- Engage and charge board committees with assessing, determining, and clarifying regional formats.

STRATEGIC GOAL #6:

Enhance Member Satisfaction and Communications

- Conduct a needs assessment and satisfaction survey.
- Consider, develop, and publish a value proposition statement.
- Assess and strengthen the regional structure by creating peer support opportunities.
- Assess formal communication methods for effectiveness and efficiency.
- Engage and charge board committees with reviewing and revising the bylaws.

STRATEGIC GOAL #7:

Showcase Primary Care and Community Health Center Expertise

- Develop an educational series for MPCA senior leaders to offer their expertise, as well as provide technical assistance support in each of the regions.
- Focus technical assistance on billing and financial issues, as well as health center branding and the development of grass-roots advocacy strategies.
- Develop a dynamic policy guidebook and standard operating procedures manual.

WHO WE ARE

MPCA is the voice of community health centers. We advocate to influence and advance health policy in Lansing and Washington, D.C., and we offer operational support and training to our health centers to enhance the delivery of integrated care inclusive of primary care, dental, vision and behavioral health.

WHO WE SERVE

Today, we serve 45 Michigan health centers that provide care to over 700,000 patients at more than 300 sites statewide.



West Lansing Office

7215 Westshire Drive | Lansing, MI 48917 | 517.381.8000

Downtown Lansing Office

101 South Washington Square, Suite 820 | Lansing, MI 48933 | 517.381.8000

www.mPCA.net