

Chief Executive Officer
Ryan Harris



Board of Directors
Jeanne Utterback, President
Abe Hathaway, Vice President
Tami Humphry, Treasurer
Lester Cufaude, Secretary
James Ferguson, Director

Strategic Planning Workshop
Agenda
March 24, 2025 @ 1: 00 pm
Mayers Memorial Healthcare District
Burney Annex Boardroom
20647 Commerce Way
Burney, CA 96013

Mission Statement

Leading rural healthcare for a lifetime of wellbeing.

In observance of the Americans with Disabilities Act, please notify us at 530-336-5511, ext 1264 at least 48 hours in advance of the meeting so that we may provide the agenda in alternative formats or make disability-related modifications and accommodations. The District will make every attempt to accommodate your request.

1	CALL MEETING TO ORDER	Chair Abe Hathaway		
2	CALL FOR REQUEST FROM THE AUDIENCE - PUBLIC COMMENTS OR TO SPEAK TO AGENDA ITEMS			
	Persons wishing to address the Board are requested to fill out a "Request Form" prior to the beginning of the meeting (forms are available from the Clerk of the Board (M-W), 43563 Highway 299 East, Fall River Mills, or in the Board Room). If you have documents to present for the members of the Board of Directors to review, please provide a minimum of nine copies. When the President announces the public comment period, requestors will be called upon one-at-a time, please stand and give your name and comments. Each speaker is allocated five minutes to speak. Comments should be limited to matters within the jurisdiction of the Board. Pursuant to the Brown Act (Govt. Code section 54950 et seq.) action or Board discussion cannot be taken on open time matters other than to receive the comments and, if deemed necessary, to refer the subject matter to the appropriate department for follow-up and/or to schedule the matter on a subsequent Board Agenda.			
3	Strategic Planning			
	3.1	Review Revised FY 25 Strategic Plan	Attachment A	Discussion/ Action Item
	3.2	Review Proposed FY 26 Strategic Priorities	Ryan Harris	Attachment B Discussion
4	Master Planning			
	4.1	MMHD Master Plan Construction Project Management Firm Proposals		Discussion
	4.2	Notice of Intent to Award Construction Project Management Firm		Action Item
	4.3	Phase 1 Update		Discussion
	4.4	Deferred Maintenance Projects		Discussion
	4.5	Other Construction Projects		Discussion
5	Other information/announcements			Information
6	ADJOURNMENT:	Next Strategic Planning Meeting is May 27, 2025 in Fall River		



Mayers Memorial Hospital District

Strategic Plan FY2025 – FY2029

Draft Revision (02/24/25 LN)

Message from the Board of Directors

The Mayers Memorial Hospital District Board of Directors is pleased to present this refreshed strategic plan for 2025-2029, building upon the success of our original plan developed in 2016. Since its inception, we have made significant strides in enhancing our facilities and services, including the addition of a new wing featuring a state-of-the-art emergency room, retail pharmacy, rural health clinic, and a mobile clinic. We have also implemented a new electronic medical record system to improve patient care.

As we look to the future, our commitment to delivering exceptional patient care, fostering a safe and motivated work environment for our employees, and being fiscally responsible remains unwavering. This updated plan serves as a guiding framework for the District Board and administration over the next five years. It outlines our goals, objectives, and strategies to ensure that we continue to meet the evolving needs of our community while maintaining our reputation for excellence in patient care.

Introduction

The purpose of this Strategic Plan is to define the critical objectives that the Board of Directors aims to achieve by FYE 2029. This comprehensive plan serves as a bridge, connecting Mayers Memorial Healthcare District's Mission, Vision, and Values to the daily work of our talented and dedicated staff, providing a clear direction and focus for their efforts.

Mission

Leading rural healthcare for a lifetime of wellbeing.

Vision

Build the healthiest rural community through exceptional and accessible care.

Values

I-RESPECT: Integrity, Reliability, Excellence, Stewardship, Partnership,
Equity, Compassion, Teamwork

This Plan will outline the strategic pillars and the priorities needed to achieve our Mission, Vision, and Values to ensure success toward those objectives, the risks to the objectives, implementation, monitoring and evaluation.

Strategic Pillars

To progress toward the achievement of our Mission, Vision and Values over the next five years, we will work toward the following five (5) strategic pillars:

1. Quality/Service: At Mayers Memorial Healthcare District, we are committed to delivering exceptional patient-centered care, exceeding expectations, and driving continuous improvement. We will achieve this by:
 - a. Providing high-quality, safe, and efficient care that is personalized to the unique needs of each patient.
 - b. Fostering a culture of quality and safety through ongoing education, training, and accountability.
 - c. Collecting and acting on patient feedback to improve the overall patient experience
 - d. Implementing evidence-based practices and guidelines through ACHC to ensure best-in-class care.
 - e. Leveraging technology and innovation to streamline processes and enhance outcomes.

Our goal is to be a trusted and respected healthcare partner in our community, known for delivering care that exceeds patient expectations and improves health outcomes.

2. People: At Mayers Memorial Healthcare District, we are committed to fostering a culture of compassion, inclusivity, and growth, where every employee is valued, empowered, and supported to deliver exceptional patient care and achieve their full potential. We will achieve this by:
 - a. Recruiting and retaining top talent through competitive compensation, comprehensive benefits, and opportunities for professional development.
 - b. Providing ongoing training and education to enhance skills and knowledge.
 - c. Encouraging open communication, diversity, and inclusion across all levels of the organization.
 - d. Fostering a sense of community and teamwork through recognition and rewards programs.
 - e. Embracing innovation and creativity in our work environment.

Our goal is to create a culture that empowers employees to deliver exceptional patient care and achieve their full potential.

3. Growth: At Mayers Memorial Healthcare District, we are committed to driving strategic growth and innovation, expanding our reach and impact, and building a sustainable future for our organization. We will achieve this by:
 - a. Developing and executing strategic plans that align with our mission, vision and values
 - b. Fostering a culture of innovation.
 - c. Investing in cutting-edge technology and infrastructure to drive efficiency and effectiveness.
 - d. Building strong partnerships with community stakeholders, payers, and vendors to advance our goals.
 - e. Attracting and retaining top talent and providing opportunities for professional growth and development.
 - f. Drive consistent departmental growth to achieve a sustainable future.

Our goal is to position Mayers Memorial Healthcare District as a leader in the rural healthcare industry, known for its forward-thinking approach, strategic partnerships, and commitment to driving positive change.

4. **Communication:** At Mayers Memorial Healthcare District, we are dedicated to fostering a culture of transparency, collaboration, and open communication. We believe that effective communication is essential to building trust, driving understanding, and achieving our goals. We will achieve this by:
 - a. Providing timely and clear information to patients, families, and staff about our services, the patient's care, our policies, and initiatives.
 - b. Fostering open and respectful dialogue among team members, leadership, and stakeholders.
 - c. Utilizing multiple channels to communicate with diverse audiences, including digital media, print materials, and in-person interactions.
 - d. Encouraging active listening and feedback from all stakeholders to inform our decisions and actions.
 - e. Celebrating successes and learning from setbacks through regular recognition and continuous improvement.

Our goal is to be a model for transparent and effective communication in the healthcare industry, where information flows freely, concerns are heard and addressed, and everyone feels valued and informed.

5. **Finance:** At Mayers Memorial Healthcare District, we are committed to maintaining a strong financial foundation that supports our mission and enables us to deliver high-quality patient care. We will achieve this by:
 - a. Developing and managing budgets that align with our strategic priorities and goals.
 - b. Analyzing financial performance regularly to identify areas for improvement and make data-driven decisions.
 - c. Maintaining a culture of fiscal responsibility and accountability among all staff members.
 - d. Investing in financial systems and processes that support transparency, accuracy, and efficiency.
 - e. Building strong relationships with donors, philanthropic organizations, and other funding partners to secure necessary resources.

Our goal is to be a financially sustainable organization that can invest in the future of healthcare, drive innovation, and provide exceptional care to our patients

Success Indicators

FY25

To ensure we achieve our strategic pillars by FYE 2029, we will focus on the following priorities in FY 2025, marking key milestones on our journey toward success. Our annual priorities for FY2026-2029 will be reviewed and approved by the Board of Directors annually to ensure alignment with our long-term goals and continued progress toward achieving our strategic vision.

Priority 1. Quality Service

Specific:

- By June 30, 2025, implement and refine the infection prevention program to achieve a minimum hand hygiene adherence rate of 60% among healthcare workers.

Measurable:

- The success of the goal will be measured by tracking and monitoring hand hygiene adherence rates, with a target of at least 60% compliance rate among healthcare workers.

Achievable:

- This goal is achievable through the implementation of staff education and training programs, promoting a culture of hand hygiene, and regular feedback on adherence rates to encourage improvement.

Relevant:

- The goal is relevant to the Quality Service pillar by fostering a culture of quality and safety through ongoing education, training, and accountability in infection prevention practices.

Time-bound:

- The goal must be achieved by June 30, 2025, to ensure that the enhanced infection prevention program is fully implemented and effective in improving hand hygiene adherence rates.

Priority 2. People

Specific:

- By June 30, 2025, a minimum of 13 leadership team members from the Mayers Memorial Healthcare District, comprising a mix of managers and directors, will complete the Healthcare Leadership Institute Management Training program.

Measurable:

- The success of the goal will be measured by the number of leadership team members who complete the program, specifically at least 13 participants.

Achievable:

- This goal is achievable based on the availability of the program and the interest expressed by the leadership team members.

Relevant:

- The goal is relevant to the People pillar by providing ongoing training and education to enhance skills and knowledge.

Time-bound:

- The goal must be completed by June 30, 2025, to ensure timely completion and evaluation of the program's effectiveness.

Priority 3. Growth

Specific:

- By June 30, 2025, each department within outpatient services (Rural Health Clinic, Laboratory, Radiology, Outpatient Medical, Physical Therapy, Cardiac Rehab, Outpatient Surgery, and Respiratory Therapy) will individually achieve a 5% increase in outpatient visits, charges, or procedures year-over-year, contributing equally (12.5%) to the overall target of 100%.

Measurable:

- Success will be determined by tracking and monitoring outpatient visits, charges, or procedure numbers for each department monthly. Each department's ability to achieve a 5% increase compared to the previous year's figures will be assessed individually.

Achievable:

- This goal is achievable through the implementation of targeted strategies such as marketing campaigns, community outreach initiatives, patient engagement programs, care coordination and staff training to improve patient flow and wait times.

Relevant:

- The goal is relevant to the Growth pillar by driving consistent departmental growth to achieve a sustainable future.

Time-bound:

- The goal must be achieved by June 30, 2025, to ensure that the strategies are fully implemented and effective in driving growth and increasing outpatient visits.

Priority 4. Communication

Specific:

- By June 30, 2025, Mayers Memorial Healthcare District (MMHD) plans to launch an extensive patient satisfaction program with the following objectives:
 1. Establish a baseline for patient experience scores in clinics and the emergency room through surveys conducted by June 30, 2024.
 2. Choose a patient satisfaction program and partner by June 30, 2025.
 3. Develop and implement new clinic workflows, covering scheduling through to referrals, by June 30, 2025.
 4. Establish a dedicated care coordination department by June 30, 2025.
 5. Select and implement a new communication platform.

Measurable:

- We will evaluate progress by collecting patient experience surveys, monitoring the rollout of new workflows, selecting a patient experience vendor, choosing a communication platform, and establishing the care coordination department.

Achievable:

- These objectives are realistic, given thorough strategic planning, effective resource allocation, and collaboration among all stakeholders.

Relevant:

- This initiative supports MMHD's commitment to enhancing patient care and satisfaction, ultimately improving health outcomes in the community.

Time-bound:

- The completion of this goal is targeted for June 30, 2025, with key milestones set for achievement by June 30, 2024.

Priority 5. Finance

Specific:

- By June 30, 2025, MMHD will achieve 50% compliance by meeting one of the California Department of Health Care Services (DHCS) Quality Improvement Program (QIP) measures or 100% compliance by meeting two QIP measures and submit accurate and complete data for audit.

Measurable:

- The success of the goal will be measured by achieving the specified compliance rates with the DHCS QIP measures and submitting accurate and complete data for audit.

Achievable:

- This goal is achievable through a focused effort to review and improve processes, train staff on quality improvement strategies, and implement corrective actions to address any deficiencies or gaps in compliance.

Relevant:

- The goal is relevant to the Finance pillar to analyze financial performance regularly to identify areas for improvement and make data-driven decisions.

Time-bound:

- The goal must be achieved by June 30, 2025, to ensure that the necessary improvements are made, and data is submitted in a timely manner for audit.

Risk Management Plan for Mayers Memorial Healthcare District (MMHD) Strategic Priorities

Scope:

This risk management plan addresses the five strategic priorities of MMHD, covering People, Quality Service, Growth, Communication, and Finance. The plan aims to identify, assess, and mitigate potential risks that may impact the achievement of these priorities.

Risk Identification:

1. Quality Service:

- Risk: Technical issues with technology used to track hand hygiene adherence may compromise data accuracy.
- Risk: Cost of hand hygiene tracking solutions may compromise the use of technology.
- Risk: Inadequate staff training on infection prevention practices may lead to decreased adherence rates.

2. People:

- Risk: Insufficient training or lack of buy-in from leadership team members may impact the success of the Healthcare Leadership Institute management training program.
- Risk: Inadequate employee engagement and motivation may hinder the achievement of program goals.

3. Growth:

- Risk: Competition from other healthcare providers in the region may impact MMHD's ability to increase outpatient visits.
 - Risk: Insufficient capacity or resources to accommodate increased patient volume, leading to decreased quality of care and patient satisfaction
4. Communication:
 - Risk: Poor communication between care coordination team members may lead to misaligned goals and ineffective care delivery.
 - Risk: Resistance to change from staff or providers may hinder the implementation of new communication protocols.
 5. Finance:
 - Risk: Failure to meet the minimum patient volume requirements for the DHCS QIP measures, resulting in non-compliance and financial loss.

Risk Assessment and Mitigation Strategies:

1. Quality Service:
 - Conduct regular compliance system checks to ensure data accuracy and integrity.
 - Provide ongoing staff training on infection prevention practices and technology use.
 - Establish regular reporting to quality committee to monitor hand hygiene adherence rates and identify areas for improvement.
2. People:
 - Implement a comprehensive onboarding program for leadership team members participating in the Healthcare Leadership Institute management training program.
 - Establish a mentorship program to provide ongoing support and guidance for participants.
 - Conduct regular feedback sessions to ensure employee engagement and motivation.
3. Growth:
 - Conduct market research to identify competitor strengths and weaknesses.
 - Conduct market research on outmigration of services
 - Develop targeted marketing campaigns to attract new patients.
 - Establish partnerships with local organizations to promote MMHD's services.
4. Communication:
 - Develop clear communication protocols, job descriptions and guidelines for care coordination team members.
 - Provide ongoing training and coaching for care coordination team members.
 - Establish a feedback mechanism for patients and staff to provide input on communication effectiveness.
5. Finance:
 - Regularly monitor patient volume and adjust strategies as needed to ensure compliance with QIP measures.

Responsibility and Accountability

The MMHD Strategic Plan is a five-year roadmap set by the Board of Directors, representing the collective vision of the public's elected representatives. As such, the Board is accountable to its constituents and responsible for ensuring the success of this plan. This accountability is reflected in two key layers:

Layer 1: Board of Directors to the Public

The Board of Directors, elected by the public, is accountable to its constituents for the success of the Strategic Plan. The public can measure the Board's performance by assessing the progress towards achieving the objectives outlined in this Plan. The Board's accountability to the public serves as a fundamental mechanism to ensure transparency and effective governance.

Layer 2: Chief Executive Officer (CEO) to the Board of Directors

The CEO is accountable to the Board of Directors for implementing the Strategic Plan successfully. The Board has entrusted the CEO with the responsibility to manage and execute each objective outlined in this Plan, as well as identify and mitigate risks associated with these objectives. The CEO is responsible for:

- Assigning management tasks to other managers and teams as needed
- Reporting progress to the Board on a regular basis
- Ensuring that management reporting accurately reflects the implementation status of the plan.

While the CEO may delegate tasks further down the organizational structure, they remain ultimately accountable to the Board for the successful execution of this Plan. This dual-layer accountability structure ensures that both the Board and CEO are committed to delivering on the promises outlined in this Strategic Plan, ultimately benefiting the community served by MMHD.

Ensuring Successful Implementation

For the MMHD Strategic Plan to be successful, it is essential that all layers of management and staff are aware of the Plan and work together to achieve its objectives. To achieve this, we will implement the following key strategies:

Alignment and Communication

- Align departmental annual priorities with the strategic pillars to ensure a unified focus on achieving the plan's objectives.
- Regular management/departmental meetings will emphasize the critical role each staff member plays in contributing to the success of the strategic pillars.
- Foster an open-door policy, encouraging top-down and bottom-up communication throughout the organization.

Risk Management and Transparency

- Regularly review and update risk management plans to identify potential obstacles and develop mitigation strategies.
- Encourage a culture of reporting risks, ensuring that concerns are addressed promptly and effectively.

CEO Communication and Oversight

- The CEO will regularly communicate with all staff regarding the progress of the Strategic Plan, keeping everyone informed of our progress towards achieving our objectives.

Effective Monitoring

- Establish a robust monitoring system to track progress against key performance indicators (KPIs) and make data-driven decisions to adjust our approach as needed.

Monitoring

To ensure this Plan is being implemented successfully, it is necessary to have monitoring mechanisms in place. At the Board level, monitoring consists of reporting yearly by each department manager. At the operational level, monthly reporting will take place to discuss progress and monitor issues on the strategic pillars and priorities. These mechanisms are the responsibility of the CEO and/or other management and staff as designated by the CEO.

The monitoring of this Plan will be done in two layers: first, to the Strategic Planning Committee and second, to the Board of Directors. The reporting requirements of each layer are described in more detail below.

Reporting to the Strategic Planning Committee

The CEO will report to the Strategic Planning Committee at least every **other month**.

The CEO will provide the Committee with a written report on the progress of each Strategic Pillar. The report will include:

- Tracking on current success indicator.
- Risk management, including the mitigation strategies for unacceptable risks, any changes in risk and reporting of any emerging risks.
- Issues encountered.
- Relevant documentation.

The Committee will determine whether any specific issues in the report from the CEO need to be reported to the Board of Directors.

Reporting to the Board of Directors

In conjunction with the Strategic Planning Committee Board Members, the CEO will provide an overall report every other month to the full Board following the Committee meeting regarding the progress of the Plan. The report will include:

- Overall progress.
- Changes in risk.
- Issues of note as determined by the Committee.

The Board will determine whether any changes in risk level and/or new risks are acceptable or not.

The Board may request additional reporting on any aspect of the Plan as deemed necessary.

Evaluation

It is the responsibility of the Board of Directors to evaluate the overall success of the Plan. This Plan is not static and as such, the Board must evaluate whether any changes are required. At a minimum, the Board will evaluate this Plan annually to determine whether it still meets the needs of the Board.

At the end of the Plan, in 2030, the Board will conduct a thorough evaluation of the success of this Plan. This evaluation will be included in the next iteration of the Strategic Plan as part of the statement from the President of the Board of Directors. The evaluation will include:

- Statement of successes.

- Statement of unanticipated/poorly managed risks.
- Lessons learned.

In addition to the other elements of this Plan described above, a thorough evaluation will lead to even stronger and more successful Strategic Plans in the future, which will ultimately lead to better services for those in the Mayers Memorial Healthcare District.



FY26 Priorities DRAFT

PEOPLE

By June 30, 2026, a minimum of xx leadership team members from the Mayers Healthcare District, comprising a mix of managers and directors, will complete the Healthcare Leadership Institute Management Training program.

QUALITY SERVICE

By June 30, 2026, the Mayers Healthcare District staff will successfully complete Year 1 of the Service Experience Initiative following our established timetable.

GROWTH

By June 30, 2026, Mayers Memorial Healthcare District will strategically enhance or introduce two new services to support our community's evolving needs.

COMMUNICATION

By June 30, 2026, we will successfully revamp our social media program and website to elevate the visibility and awareness of our services.

FINANCE

By June 30, 2026, we will reduce our overall AR days to 70 or under to strengthen our financial performance.