# EXCEPTIONAL CARE; WITHOUT EXCEPTION





# MISSION

We are the community-owned source of compassionate, high quality and integrated healthcare for residents and visitors of Whidbey Island.





# VALUES

- I. Integrity: We are honest with our patients, their families, and each other in all that we say and do.
- **C. Compassion:** We are empathetic with our patients, their families, and each other. We practice patient-centered care as the cornerstone of our compassion.
- **A.** Accountability: We are accountable to each other and to the community and patients we serve. We are responsible in our use of resources to sustain and grow WhidbeyHealth for generations to come.
- **R. Respect:** We honor and value the diversity, dignity, and choices of all persons.
- **E. Excellence:** We follow the highest standards of quality and safety in providing care to our patients and their families.





#### **GOAL #1: SERVICE**

Consistently deliver the safest and highest quality care to every WhidbeyHealth patient

## **Objectives to achieve Goal #1:**

- Achieve nationally recognized benchmarks for clinical quality and safety performance
- 2. Optimize processes and workflows to continuously improve operating efficiencies
- 3. Develop a stable workforce committed to continuous improvement in all service areas

## Initiatives to achieve these objectives:

- Maintain existing accreditation and pursue additional certifications/accreditations
- 2. Adopt technology and infrastructure innovations which improve care delivery
- 3. Implement process improvement strategies to streamline work in all areas
- 4. Establish meaningful measurement, analysis and reporting to inform and encourage continuous improvement and achievement of industry-specific key performance indicators (KPI's) in every department
- 5. Create and sustain a culture of life-long learning and professional development

#### **Achievement milestones:**

- ✓ Create comprehensive skills-based education and leadership training
- ✓ Achieve & report continuous improvement in patient experience scores
- ✓ Achieve & maintain ISO-9001 Certification
- ✓ Obtain and maintain Rural Health Clinic (RHC) accreditation.
- ✓ Achieve & maintain pharmacy accreditation



# GOAL #2

# **PEOPLE**

Provide an environment where patients, employees and providers are valued partners in healthcare delivery





#### **GOAL #2: PEOPLE**

Provide an environment where patients, employees and providers are valued partners in healthcare delivery

## **Objectives to achieve Goal #2:**

- 1. Attract and retain the highest-level talent
- 2. Deliver a consistently excellent patient experience across the continuum of care
- 3. Empower patient engagement in their healthcare
- 4. Create a high-performance culture where employees thrive, and community trust is increased
- 5. Enable providers to create and nurture strong relationships with their patients

### Initiatives to achieve these objectives:

- 1. Foster a culture of continual learning, improvement, safety, and quality of care, in a supportive and fair environment
- 2. Improve care delivery and promote strong patient-care team relationships through the innovative use of technology
- 3. Promote healthy lifestyles for patients, staff and providers
- 4. Develop a focused approach to employee engagement
- 5. Create a talent development and retention program

#### **Achievement milestones:**

- ✓ Employee engagement mean > 4.00
- ✓ Increased use of patient portal
- ✓ Increased participation in employee wellness programs
- ✓ Employee retention rates exceed industry average
- ✓ Implement 360-degree evaluation process
- ✓ Implement a new performance review process



#### **GOAL #3: SUSTAINABILITY**

Drive financial stewardship, strategic growth, and innovation

## **Objectives to achieve Goal #3:**

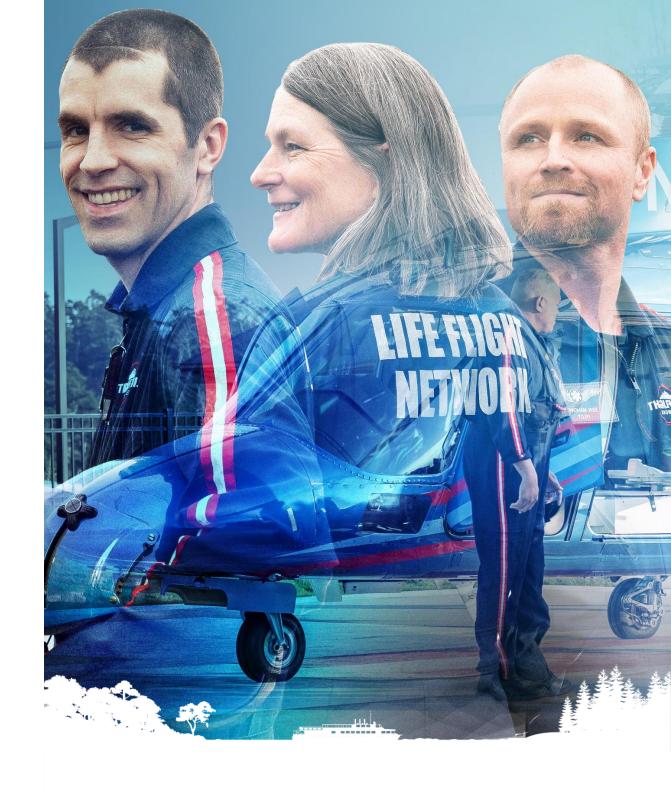
- 1. Develop financially astute leadership
- 2. Optimize service lines and strategic partnerships to support community needs and drive growth
- 3. Manage resources to ensure long-term financial health and agility
- 4. Leverage technology and facility solutions to advance clinical care and business operations

#### Initiatives to achieve these objectives:

- Design and implement meaningful measurement, analysis, and continuous improvement of industry-specific, departmental financial KPIs
- 2. Build financial knowledge and capability in our leadership teams
- 3. Participate in a Community Health Needs Analysis
- 4. Optimize data analytics and reporting systems

#### **Achievement milestones:**

- ✓ Meet or exceed our operating margin
- ✓ Generate greater than 90 days cash reserves to assure financial stability
- ✓ Maintain insurance denials at or below 6% of claims
- ✓ Maintain public transparency and accountability by completing financial reporting timely
- ✓ Accounts Receivable of 45 days





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