

## WE BELIEVE

We believe that everyone deserves the chance to achieve their best health. We partner with individuals and organizations throughout Northwest Colorado in homes, clinics, and in the community because healthy people and families create a healthy community.

## VISION

Northwest Colorado will be a healthy and thriving community because we provide accessible and comprehensive health resources and services.

## MISSION

Improve the quality of life for all Northwest Colorado residents by providing comprehensive health resources and creating an environment that supports community wellness.

## VALUES

Access to health is everyone's right  
We focus on health, not just healthcare  
Compassionate, personalized care improves outcomes  
We deliver only the highest quality programs and services  
We lead by example



*Your partner for life*

# AGENCY STRATEGIC PLAN JANUARY 2025 - DECEMBER 2027

NORTHWEST COLORADO  
**HEALTH**  
[northwestcoloradohealth.org](http://northwestcoloradohealth.org)

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Craig, CO 81625  
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Steamboat Springs, CO 80487

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## STRATEGY #1: EVOLVE HOW WE SERVE

*We deliver high-quality programs while ensuring they are financially viable, sustainable, and aligned with the organization's mission.*

### OBJECTIVE 1: EXPAND PATIENT AND CLIENT OUTREACH

- Increase awareness of our services across diverse demographics.
- Promote internal referrals between programs to maximize service impact.
- Identify and track populations of focus in each department.

### OBJECTIVE 2: PRIORITIZE PROGRAM QUALITY AND REDUCE HEALTH DISPARITIES

- Enhance quality outcomes to meet or exceed national and state benchmarks.
- Engage in pay-for-performance and value-based payment models.
- Contribute to efforts addressing the social determinants of health.
- Lead efforts to reduce health disparities through innovative solutions.

### OBJECTIVE 3: INTEGRATE CASEY'S POND SERVICES WITH NORTHWEST COLORADO HEALTH

- Integrate systems to improve internal referrals and continuity of care.
- Enhance efficiency and effectiveness across departments.
- Build organizational knowledge in quality standards, regulations, payment structures, and advocacy for service lines.

### OBJECTIVE 4: PLAN FOR FUTURE SERVICE NEEDS

- Monitor demand and adjust access across all service lines.
- Ensure services are culturally responsive and aligned with community needs.
- Enhance infrastructure to support patient experiences.

## STRATEGY #2: SECURE OUR FUTURE

*We build and sustain financial health by diversifying funding sources, optimizing operational efficiency, and fostering long-term fiscal resilience to ensure the organization's growth and impact.*

### OBJECTIVE 1: BROADEN FUNDING SOURCES

- Develop a plan to increase individual donors and engage new residents.
- Enhance unrestricted revenue sources within service lines.
- Strengthen payer base by managing payer mix where possible.

### OBJECTIVE 2: PLAN FOR FACILITY AND EQUIPMENT NEEDS

- Pursue funding for a comprehensive facilities maintenance plan.
- Enhance equipment and facilities based on community need and customer experience.

## STRATEGY #3: SUPPORT WHO DOES IT

*We attract, recruit, and retain top talent while fostering a positive and supportive work culture.*

### OBJECTIVE 1: MODEL LEADING BY EXAMPLE

- Clarify the "why" behind each employee's role and define key accountabilities.
- Reassess the organizational structure to enhance efficiency and effectiveness.
- Foster a diverse and engaged board of directors.

### OBJECTIVE 2: PRIORITIZE STAFF RETENTION

- Strive toward a compensation package that offers competitive and fair pay, recognition, and benefits.
- Create career pathways that encourage long-term growth and retention.
- Continuously refine onboarding process and improve staff training.

### OBJECTIVE 3: CREATE LOCAL RECRUITMENT PATHWAYS

- Collaborate with educational institutions to explore partnerships.
- Assess creative partnerships for recruitment, including AmeriCorps.

### OBJECTIVE 4: INTEGRATE CASEY'S POND STAFF WITH NORTHWEST COLORADO HEALTH

- Work to directly employ staff.
- Strive toward a compensation package that offers competitive and fair pay, recognition, and benefits.
- Align the organizational structure to support operational effectiveness.
- Adhere to the principles of organizational health.

## STRATEGY #4: EXPAND WHO KNOWS IT

*We strengthen relationships and forge strategic partnerships to foster growth and collaboration.*

### OBJECTIVE 1: TRANSFORM PROVIDERS INTO PARTNERS.

- Collaborate with community providers to increase awareness of services, secure sustainable funding, and explore new business opportunities.
- Integrate provider outreach into the annual marketing plan.

### OBJECTIVE 2: DEMONSTRATE COMMUNITY IMPACT

- Highlight our community impact and cost-saving benefits.
- Actively participate in key collaborative groups.
- Lead advocacy efforts for sustainable funding to support vulnerable populations.

### OBJECTIVE 3: ENHANCE FUNDRAISING OPPORTUNITIES

- Convert community goodwill into sustained donor cultivation.
- Launch an annual campaign to garner support for vulnerable populations.