

# Cambria Community Healthcare District Strategic Plan 2020 – 2023



## KEY PRIORITIES AND OBJECTIVES

### • EMERGENCY SERVICES

Deliver the highest possible quality of service as measured by (1) achieving response time of 10 minutes or less; (2) having robust capabilities (personnel and equipment); (3) delivering high quality care onsite and in-transit

### • ACCESS TO CARE

Enhance choice and access for basic medical services, including primary care, after hours/urgent care, ancillary services, and mental health.

### • WELLNESS PROMOTION

In partnership with the SLO Public Health Department and local community organizations, organize and facilitate educational opportunities including virtual or in-person group classes, workshops and guest speakers to address (1) chronic disease and health behaviors, (2) injury prevention, (3) infectious disease, (4) social and emotional health



## A MESSAGE FROM THE BOARD *To our employees and the community...*

2020 has been an incredibly difficult year in Cambria and San Simeon – and throughout the nation – as we have struggled to maintain good health and safety in the wake of the COVID-19 pandemic. While the number of cases within the District remains relatively low, the impact on our residents has been profound. Throughout it all, our dedicated staff of well-trained paramedics and EMTs have served the community without hesitation. For that we owe these health heroes a debt of gratitude.

The Board of Directors of the Cambria Community Healthcare District (CCHD) has been hard at work as well. Since 2018, the District has been able to achieve positive cash flow, enabling the acquisition of a new ambulance in 2019 and a used ambulance in 2020. The CCHD also acquired new state-of-the-art patient heart monitors, and protective equipment for our employees.

The Board of Directors collaborated with the management team to approve a three year strategic plan. The priorities and objectives are highlighted in the green box to the left and can be viewed in greater detail on the District's website. The strategic plan is anchored in three key priorities in providing the highest possible quality of ambulance service, enhancing access to care, and promoting the wellness of our residents and visitors. A new priority has been added for 2020-21 related to the District's continued role in partnering with the County and other agencies in meeting the health-related needs of our residents as it relates to COVID-19 (e.g., mask distribution, local testing and vaccination, communication with community leaders).

The Board welcomes your feedback. On behalf of the entire board I wish you all good health and a safe 2021.

*Iggy Fedoroff*  
President, CCHD Board of Directors