



Cambria Community Healthcare District Strategic Planning

Discussion Draft

May 15, 2020

Our Community



- A combined population of over 7,000 residents.
- An economy dominated by tourism -- 1.5 – 2 million visitors per year
- Median resident age of 61.7 years*
- 50-minute drive to San Luis Obispo and 40-minute drive to Paso Robles
- Cambria has one 65-year-old family physician, as well as a Federally Qualified Health Clinic (FQHC) staffed by a nurse practitioner serving low income individuals. The nearest hospitals are in Templeton and San Luis Obispo.

*American Community Survey 2018

To improve the health of District residents and visitors by providing emergency services, enhancing access to care and promoting wellness



What does success look like?

“What” are we trying to do?

Emergency Services

- Delivering the highest possible level of service as measured by:
 - Response times
 - Robust capabilities
 - Patient satisfaction
 - Patient outcomes
- Preparing our community for potential disasters (e.g., CERT) and assisting in disaster response (e.g., COVID)



Access to Care

- Ensuring basic medical needs can be met locally, if possible
 - Primary care
 - Mental health
 - After hours/urgent care
 - Ancillary services (e.g., lab testing)



Wellness Promotion

- Advocating for and facilitating availability of wellness enhancing services
 - First aid training, CPR, etc
 - Wellness education (e.g., fitness, nutrition, stress reduction)
- Reducing health disparities (economic, racial, etc)

What strategies will we need to deploy?

“How” are we going to succeed? (SMART – Specific, Measurable, Achievable, Realistic and Time Based)

Emergency Services

- Maintain response time at or less than 10 minutes
- Strategy #2
- Strategy #3
- Strategy #4



Access to Care

- Partner with third party to bring primary care, ancillary care and after hours to Cambria – New provider by 2021
- Identify needs and potential solutions for mental health service access
- Strategy #3
- Strategy #4



Wellness Promotion

- Train XXX high school students and community residents in various areas of first aid
- Offer/arrange for xx wellness programs
- Complete study of health disparities
- Strategy #4



People

Employee Satisfaction

Recruiting and Retention

Continuous Education

Competitive Compensation and Benefits



Financial

Maintaining an Operating Margin of XX%

Maintaining a Reserve Account of \$XX

Securing Access to Needed Capital



Data/ Information

Response Times

Community Needs

Patient Satisfaction

Patient Outcomes

Health Disparities



Enabling Strategies

Completing the Plan

- Objectives and strategies should be assigned to individual leaders
- Deadlines should be established
- Resource requirements should be identified and brought back to the Board
- The strategic plan should then be integrated with a financial and capital plan
- There should be continuous monitoring
- The strategic planning process is continuous

	Objectives ("What")	Strategies ("How")	"When"	"Who"
Emergency Services				
Access to Care				
Wellness Promotion				
People				
Financial				
Data				