



# 2021-2023 Strategic Plan

## Executive Summary



# I: Executive Summary

**NOAH is where healthcare, community, compassion, and possibilities intersect.** As we continue to grow and impact more lives in an ever-changing landscape, NOAH Board of Directors outlined the inclusive 2021-2023 strategic plan - a process that began more than a year ago - to ensure NOAH remains focused on the needs and priorities of all of the individuals and communities that matter to NOAH.

The process began with a SWOT (strengths, weaknesses, opportunities, threats) analysis to better understand needs from patients and from within. From there, the Board of Directors selected three focus areas to target for efficient, positive impact over the next three years. The focus areas are Talent Development, Whole Person Care, and Financial Vitality.

The Financial Vitality and Whole Person Care focus areas were approached initially with a thoughtful vision statement

to detail what that area would become after the three years when all goals are completed. The Talent Development focus area's vision was owned and defined by the staff to better understand what is meaningful to the team and organization.

Members of the NOAH Board of Directors along with members of NOAH's management staff - to bring perspectives and ideas from across teams and services - were divided into groups across the three focus areas to develop strategic goals, measurable and attainable annual objectives, and specific action items for the 2021 - 2023 Strategic Plan.

The details outlined in this thoughtful and thorough strategic plan will guide NOAH intentionally through the next three years and set the tone for many years to come.

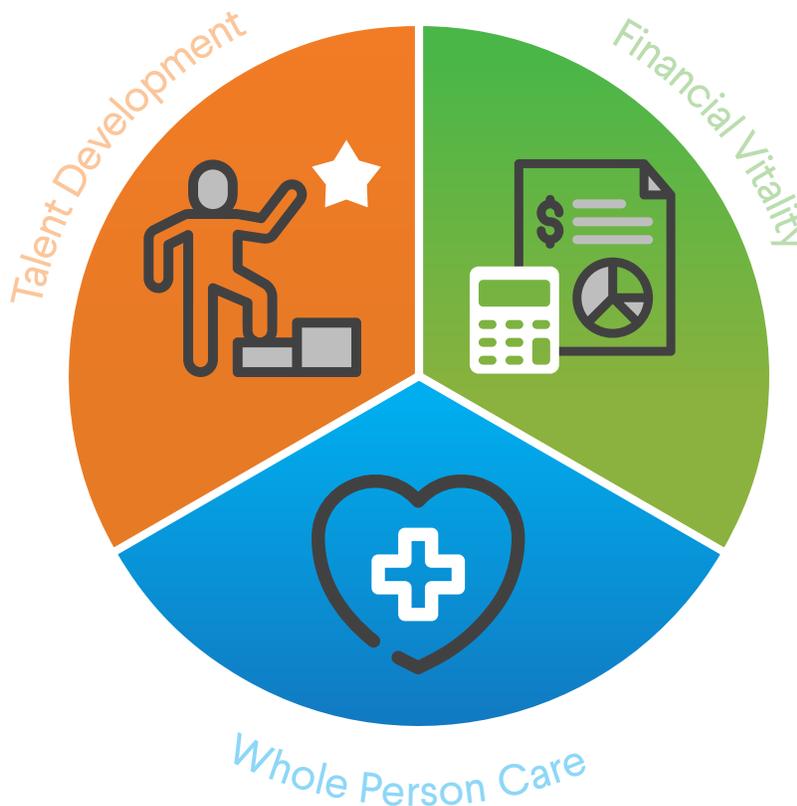
# II: Strategic Plan Focus Area Summary

The format of the 2021-2023 Strategic Plan is aligned in three focus areas that collectively represent all aspects of NOAH's path and impact.

## 01. Talent Development

**Vision** - Building highly engaged and empowered teams that provide quality healthcare in a workplace inspired by collaboration.

This focus area is probably the most valuable because it enables all other areas, goals, and actions. NOAH staff is the heart of the mission and vision of the organization and is the service we provide our patients and community. This area ensures we provide the same focus on our internal teams just as we do for our patients.



## 03. Financial Vitality

**Vision** - Ensuring financial health that supports sustainability and invests in growth and innovation, now and in the future. As a Federally Qualified Health Center, our financial sustainability ensures our patients continue to receive the highest quality, comprehensive, and innovative care for their entire healthcare journey. NOAH remains agile in our operational strategy to ensure we are evolving with market trends and patient needs that support strong financial health.

## 02. Whole Person Care

**Vision** - Providing an equitable, high-quality, and whole-patient experience throughout the healthcare journey.

NOAH patients receive a personalized and comprehensive approach to their healthcare that encompasses an array of services and programs. Healthcare is a journey and NOAH wants to provide a positive, high-quality experience for each patient, no matter their race, ethnicity, age, gender, or financial status.

### III: Strategic Goal Summary

Below is a high-level view of strategic goals aligned with the three key focus areas of NOAH's strategic plan.

#### 1. Talent Development



- a. Increase employee engagement**  
Prioritize efforts that will build a network of meaningful relationships and skillsets.
- b. Employee training and development**  
Improve employee retention, reduce turnover, and increase wellness-focused initiatives.

#### 2. Whole Person Care



- a. Service line growth**  
Support the patients' healthcare journey by improving the patient experience through enhancing and expanding current service lines.
- b. Expanding health equity**  
Achieve greater health equity through outreach, SDOH screenings, and integrated healthcare visits.

#### 3. Financial Vitality



- a. Revenue diversification**  
Realize opportunities that support financial sustainability, growth, and innovation across NOAH.
- b. Increased operational efficiencies**  
Develop a culture focused on reducing waste and inefficiency that spurs additional financial stability, growth, and innovation.
- c. Expand NOAH capabilities**  
American Rescue Plan funding will support the building of NOAH's infrastructure for resources and services by March 2023.



### IV: Annual Objective Summary

The Annual Action Plan will be centered around enhancing and expanding NOAH's internal infrastructure through various methods. There were consistent themes and approaches to objectives across all three focus areas. These include: **1)** employee education and feedback; **2)** development of data-driven interventions; **3)** increased organization and standardization; **4)** innovative service line and technology expansion; **5)** ongoing strategic evaluation and investment in organizational growth.



# NOAH

*Neighborhood Outreach Access to Health*

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