



Bridging into the Community

The Foundation for Healthy Communities’ 2020-2022 Strategic Plan, *“Bridging into the Community,”* embraces FHC’s priority to improve connections and collaborations between health care systems and community partners that impact upstream social determinants for better, and more equitable, health for all in New Hampshire.

PROGRAMMATIC STRATEGIC PRIORITIES

Expand and strengthen community connections	Build upon the impacts of ongoing programs	Identify and address opportunities to advance health equity	Convene partners on emerging health issues
GOALS	GOALS	GOALS	GOALS
<p>Build upon existing community relationships and create partnerships with other community-based organizations</p> <p>Deepen/extend partnerships with funders, insurers and other members of the New Hampshire healthcare landscape</p>	<p>Continue to deliver and advance existing programs</p> <p>Cultivate spirit of nimble innovation to be responsive to health needs in the state</p>	<p>Utilize Community Health Needs Assessments and local and state health data to identify opportunities to advance health equity</p> <p>Solicit and respond to input from other partners working to promote equity</p>	<p>Gather partners for discussion of needs and gaps in the state</p> <p>Provide trusted environment for diverse organizations to partner on common issues</p>

OPERATIONAL STRATEGIC PRIORITIES

Clarify market positioning and build awareness	Diversify revenue, funders, membership	Support professional development for staff	Update key operational processes and systems	Explore risks/rewards of differentiated data services
GOALS	GOALS	GOALS	GOALS	GOALS
<p>Consider refresh of branding elements so constituents and the healthcare sector better understand FHC role and value-add</p> <p>Prioritize strategic communications to tell the FHC story of impact</p> <p>Standardize metric reporting across programs</p> <p>Maintain open communication streams with current and former stakeholders</p>	<p>Improve engagement with insurers, endowments, and other funders</p> <p>Expand technical assistance offerings</p>	<p>Support ongoing facilitation skill excellence</p> <p>Organize “Sales Opportunity Listening” training for Board and staff</p> <p>Solicit and respond to staff-identified professional development opportunities</p>	<p>Consider technology tools for efficiency</p> <p>Introduce operational metrics and build alignment</p> <p>Enhance institutional flexibility and memory by cultivating a team-based, cross-training culture</p>	<p>Along with the New Hampshire Hospital Association, conduct a full analysis of the costs, benefits, risks, and rewards of developing robust data collection and analytic service capabilities</p> <p>Determine best role for FHC in the market</p> <p>Explore collaborations with partner organizations to provide capacity for data services</p>