

Casa Esperanza Strategic Plan
Approved by Board of Directors
9/11/2010

12-18 Month Priorities Established by the Board

- Priority A: Outreach Beyond Albuquerque - Partners**
- Identify and develop relationships with referral partners statewide.
 - Leverage 'insiders' contacts statewide.
 - Develop and sustain advocates statewide.
- Priority B: Outreach Beyond Albuquerque – Advocates**
- Reinstate and revitalize Casa Ambassador Program
 - Leverage fundraising outside Albuquerque (Casa Ambassadors)
- Priority C: Income Generation/Sustainability**
- Focus on sustainable income.
 - Develop business plan for Patient Navigator Program as earned income if market research confirms the need.
 - Investigate other sustainable income sources.
- Priority D: Understand and Plan for Impacts of Health Care Reform**
- Federal level changes.
 - Funding impacts.
 - Insurance issues.
 - Treatment options changing.
 - Emphasis on preventive care.
 - Impacts on Casa occupancy – is there a need to change focus?
- Priority E: Enhance Patient Navigator Program/Earned Income/Response to Market Research**
- Base necessary changes on information received from outreach efforts, understanding of impacts of health care reform legislation and emphasis on care plans.

Next Steps

1. Immediate action will be taken on Priorities A & B.
 2. The Board will schedule special informational meetings for Board and Staff to learn about Priority D - the impacts of Health Care Reform
- Priorities C & E will evolve as a result of the actions of Priorities A, B, D.

Summary and Final Thoughts

There was good general discussion about the potential impacts that research into the needs of medical professionals/referral sources and the impacts of changes required by health care reform might have on the current mission of Casa. It was agreed to revisit this after research is completed and special Board and Staff meetings have been scheduled to educate both groups about health care reform, trends, etc.

Clearly, strategic changes in the area of health care (patient centered medical homes, emphasis on preventive medicine, etc.) may result in opportunities for Casa to modify its current focus on cancer patients and their families after diagnosis.