

# Overall Objectives, Goals & Dreams...

- **Focus on Continuous Quality Improvement.**
- **Recruit primary care physicians, specialists and mid-level providers to support patient care and enable growth.**
- **Develop collaborative relationships with valued members of our medical staff.**
- **Provide coordinated and efficient care.**
- **Deepen and coordinate service lines to improve quality and enhance care.**
- **Build new access points and expand outpatient care.**
- **Evaluate and explore new care delivery models, such as Accountable Care Organizations, Bundled Payments and engage in population health management.**
- **Deploy capital strategically to enhance services, quality and grow market share.**
- **Re-invigorate the Palo Pinto Area Foundation to drive hospital awareness and capital funding opportunities.**
- **Embrace price transparency and be a leader in high quality cost effective care.**

# Primary Care Growth

Item #	Action	Responsible	Due Date	Comments	Status
1	Recruit Primary Care Providers to support our community.	Senior Admin	FY20	Family Medicine Physician started May 18th and Pediatrician starts September 14th.	Completed
2	Expand PCP access points - Evaluate current and future clinic locations - Gordon, Santo & PK Lake Area.	CEO/COO	Q3	PK Lake clinic agreement reached, planning for August ground breaking. Evaluating additional clinic locations.	Progressing
3	Increase Preventative Care Visits - Medicare Annual Wellness visits.	CEO/Clinic Director	Q1	Have not started pushing this yet.	Progressing w/ Issues
4	Evaluate the need for Occupational Medicine - Workers Comp	CEO/Clinic Director	Q2	Have not analyzed this yet.	Progressing w/ Issues
5	Improve School Engagement - offer sports physicals, engage school nurses, other opportunities.	CEO/Marketing Director	Q2	Implementing Tele-Medicine program Palo Pinto Cares for Kids for all schools in the county and offering sports. physicals for \$25.	Completed
6	Bridge to Health Bus (visit location analysis) and evaluate pediatric visits.	CEO/Clinic Director	Q1	Completed- We will be staying with current schedule for now. Using the Bus for drive through COVID Testing and we are discussing the future of the Bridge to Health Bus.	Completed
7	Increase Strategic Marketing - Hotels, Chamber, Businesses, clinic branding, provider and clinic specific marketing.	Marketing Director	FY20	Launched new website, Doc Talks, FB Live, YouTube videos, Radio Ads, new billboards, Google Listings, working on improving online reviews and expanding digital marketing.	Completed