

**LEADING FROM WITHIN:
DNP USE OF STRATEGIC PLANNING
CAN CREATE POLICY INFLUENCING
OUTCOMES – A CASE ANALYSIS**

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Washington, DC, August 7, 2019
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ACKNOWLEDGMENTS



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GETTING TO KNOW YOU

INTRODUCTION

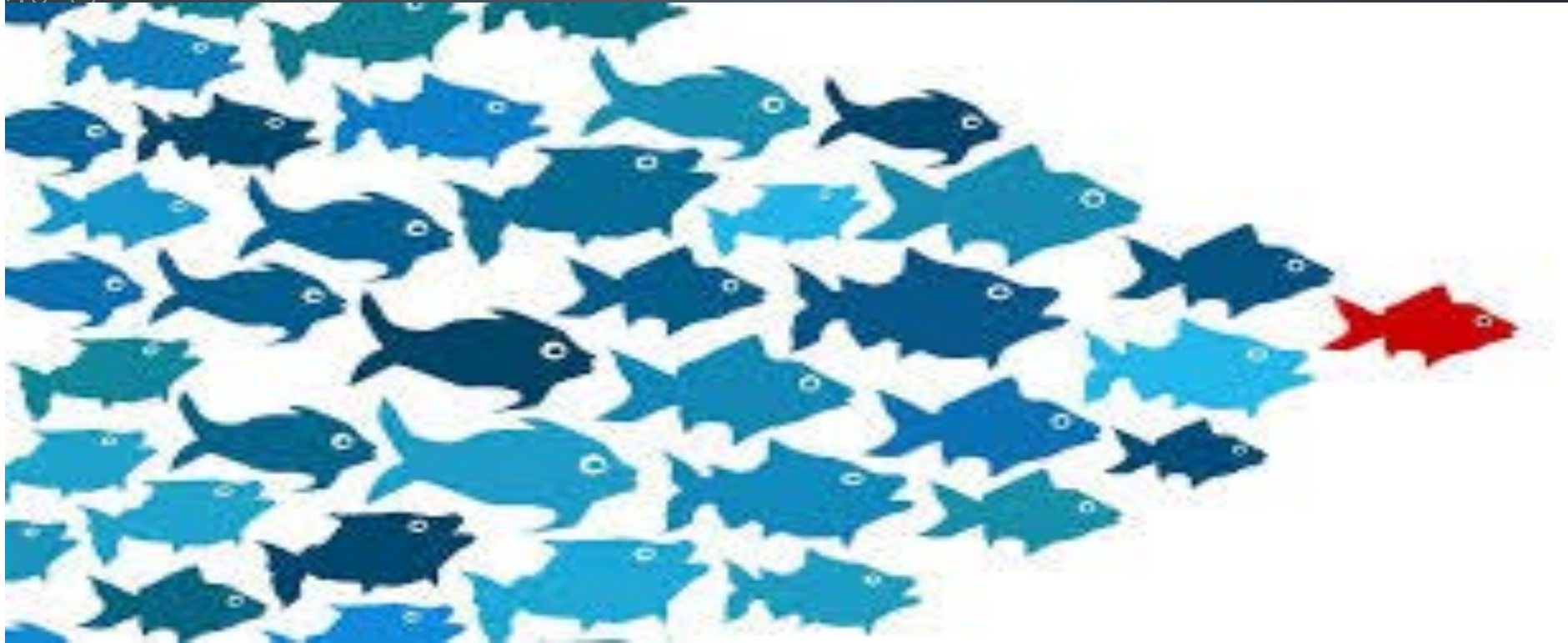
This Workshop seeks to educate, equip and update the Doctor of Nursing Practice by providing a basic understanding of strategic business plans and how they are collaboratively developed with reference to outreach programs, the populations that they serve, and the political sphere of influence and policy that impact their improved healthcare outcomes.

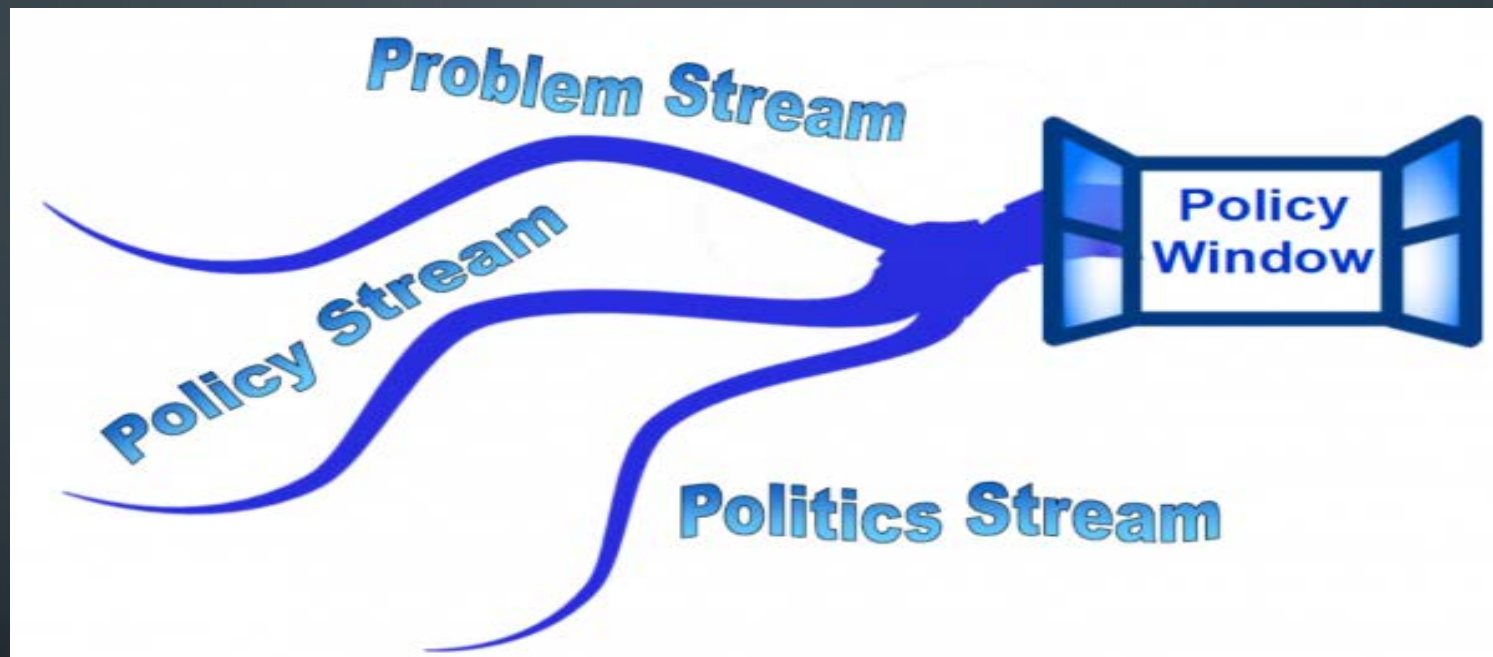


SET GOALS WHICH WILL IMPROVE HEALTHCARE OUTCOMES



LEADING FROM WITHIN





KINGDON'S THREE STREAM POLICY WINDOW MODEL
CAN PROVIDE A TANGIBLE FRAMEWORK FOR SUCCESS

PROBLEMS

(homeless, addiction, lack of resources, financial, healthcare, infrastructure)

POLICIES

Current outreach policies, organizational policies, state/local policies, Impact of the Affordable Care Act

POLITICS

Partnerships and alliances

OPEN POLICY WINDOW

Agenda, mission, vision, policy formation

POLICY ADOPTION





THE PROBLEM STREAM



THE PROBLEM STREAM



THE PROBLEM STREAM



THE PROBLEM STREAM



THE PROBLEM STREAM





QUICK STATISTICS RELATED TO THE PROBLEM STREAM

- MOST DENSELY POPULATED CITY IN AREA (144,900 as of 2019)
- ONLY TWO HOSPITALS WHICH ADMIT ALMOST 40,000 PATIENTS PER YEAR
- A CURRENT CRIME INDEX RANKS THE CITY AT 15 OUT OF 100 (with 100 as safest)
- FBI RANKED 5TH AS MOST DANGEROUS CITY IN NORTHEAST
- TOP 10 STATE FOR ILLICIT DRUG DEPENDENCY 18-22: HEROIN TOP CHOICE

THE POLICY STREAM

- Current outreach policies (PCMH and MLP)
- Organizational policies,
- State/local, Federal policies,
- Impact of the Affordable Care Act (ACA – in flux) on policy formation

PICKING THE BEST MEDICAL MODEL THAT WILL PROMOTE OPTIMAL HEALTHCARE OUTCOMES THROUGH COLLABORATION

PATIENT CENTERED MEDICAL HOME (PCMH)

- PCMHs use an inter-disciplinary team approach to healthcare.
- Patient treatment is coordinated through their primary care physician to ensure they receive the necessary care when and where they need it, in a manner they can understand.
- The objective is to have a centralized setting that facilitates partnerships between individual patients, and their personal physicians.
- Found within and without a healthcare setting.

MEDICAL-LEGAL PARTNERSHIPS (MLP)

- MLPs use a multi-disciplinary team approach to healthcare.
- MLPs embed lawyers as specialists in health care settings.
- MLPs consult with clinical and non-clinical staff about system and policy barriers to care.
- MLPs leverage their considerable knowledge and expertise to advance local and state policies that lead to safer and healthier environments.
- Found within and without a healthcare setting.



STAKEHOLDERS

- CASE STUDY - THE PARISH (ALSO CAN BE CLIENT/PATIENT)
- DIVERSE POPULATION BEING SERVED
- COMMUNITY AT LARGE (CITY IN CASE STUDY ALSO SERVES MIDDLE CLASS AND AFFLUENT POPULATIONS)
- COLLABORATIVE EFFORT - DNP_s/APRN_s/PHYSICIANS/NURSES/OTHER HEALTH PROFESSIONALS
- LAWYERS
- SOCIAL WORKERS
- LAW ENFORCEMENT
- GOVERNMENT
- HOSPITALS
- INSURANCE CARRIERS

THE POLITICAL STREAM

- CASE STUDY - IDENTIFY PARTNERSHIPS (COLLABORATIVE PARTNERSHIPS, AGREEMENTS AND IMPACT OF SCOPE OF PRACTICE LAWS)
- IDENTIFY ALLIANCES (APPLICATION OF FUNDING)
- IDENTIFY PERSONNEL (OUTREACH VOLUNTEERS)
- CONDUCT SWOT ANALYSIS (A STRATEGIC PLANNING TOOL USED BY AN ORGANIZATION TO IDENTIFY INTERNAL STRENGTHS, WEAKNESSES AND EXTERNAL OPPORTUNITIES AND THREATS).

OPEN POLICY WINDOW: AGENDA, MISSION, VISION,
POLICY FORMATION





TYPES OF STRATEGIC PLANS CUSTOMIZED TO YOUR CLINICAL AND/OR ADMINISTRATIVE NEEDS

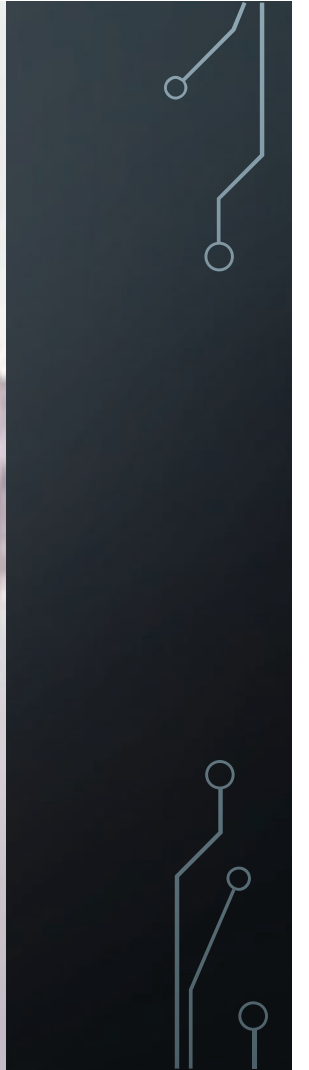
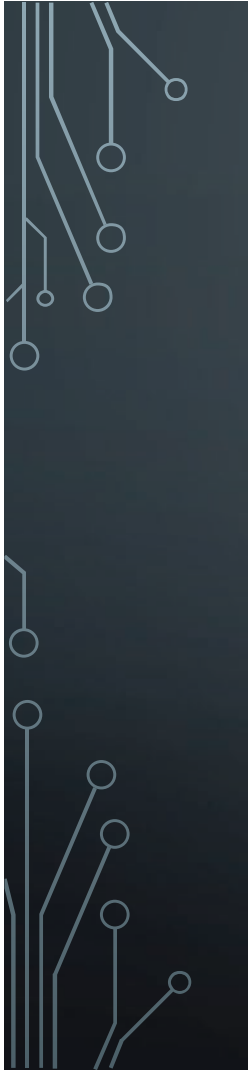
- A business plan sets short-term or mid-term goals and defines the steps necessary to achieve them.
- A strategic plan is focused on mid-term to long-term goals for a business and identifies strategies to achieve them.

STEPS TO CREATE A BUSINESS PLAN

- Gather the facts and set the agenda.
- Develop a vision statement.
- Develop a mission statement.
- Identify strategic objectives.
- Formulate tactical Plan and phase strategic action plan by year.
- Conduct performance management.
- Revise plan as needed

POLICY ADOPTION







STEPS FOLLOWING POLICY ADOPTIONS

- SHIFT FROM STRATEGIC PLAN TO STRATEGIC IMPLEMENTATION
- OUTREACH ADMINISTRATION
REORGANIZATION TO ALIGN WITH PLAN
- DEVELOP BUDGET
- SCOUT PROPERTY FOR OUTREACH

STEPS FOLLOWING POLICY ADOPTIONS

- SECURE FINANCING
- CONSULT ATTORNEY REGARDING LEGAL ISSUES
- ASSESS AND PROMOTE COMMUNITY-WIDE COALITIONS AND PARTNERSHIPS
- INITIATE RECRUITMENT OF EXPANDED OUTREACH MEMBERS

STEPS FOLLOWING POLICY ADOPTIONS

- REORGANIZE FUNDRAISING EFFORTS TO ALIGN WITH STRATEGIC PLAN (ESTABLISH OUTREACH ENDOWMENT FUND, ASSET FUND)
- START BUILDING RESOURCE EFFORTS, INCLUDING TECHNOLOGY
- EVALUATE SUCCESS OF PHASE I STRATEGIC PLAN, ADJUST PLAN AS NECESSARY

*I have a
good*



DNPS CAN DO ANYTHING IF THEY LEAD
FROM WITHIN, SO GO FOR IT!





I Appreciate Your Kind Attention!

ComPletely
TotaLly
Proud of
you

Questions and Comments



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