

Strategic Planning Agenda – August 2021

8:30 am – 8:45 am Overview of the day – Identify Specific 2021/2023 Adjustments to Strategic Plan and Operations

Background Review

8:45 am - 9:00 am

Vision: To provide the best patient-centered care in the Pacific Northwest.

Mission: United Community, Empowered People, Exceptional Health

Review Key Strategic Objectives and Targets 2021 – 2023

Review Performance to These Targets in 2021 - 2023

Environmental Assessment

9:00 am – 10:30 am **Healthcare Industry Analysis** - Identify Healthcare Industry Trends That Will Impact Mason Health in next few years

- **AHA Environmental Scan 2021**
 - Identify the critical few most important issues (favorable or unfavorable) that may Impact Mason Health's in 2022 and 2024.
- **Most Recent Community Health Needs Assessment**
 - Identify the critical few most important issues (favorable or unfavorable) that may Impact Mason Health in 2022 and 2024. (Focus on pages 21-23)

10:30 am – 10:45 am **Break**

10:45 am – 11:15 am **Competitor Analysis**

- Review, Analysis of Hospital/Clinic Competition
 - Identify the single biggest potential adverse impact to Mason Health from competitor(s) during 2022 and 2024.
 - Identify the biggest potential opportunity for Mason Health in 2022 and 2024.

Strengths, Weakness, Opportunities, and Threats Review

11:15 am - 12:00 pm **Identify the Most Important Strength, Weakness, Opportunity and Threats Analysis (SWOT)**

- Review most significant SWOT from prior SWOT Analysis
- Identify Most Important Strengths and Weaknesses, External Threats and Opportunities that may hinder or help Mason Health achieve its Strategic Plan

12:00 pm – 12:30 pm **Lunch**

12:30 pm – 1:00 pm **Finish Identifying the Most Important Strength, Weakness, Opportunity and Threats Analysis (SWOT)**

Strategic Direction and Dashboard Refresh

1:00 pm – 4:30 pm **Review and Refine Current Strategic Plan Direction, Identify Key Priorities for Change, Review Strategic Objectives and Associated Targets, and Review Key Action Plans, as necessary. (Break from 3:00 – 3:15 p.m.)**