

HCSS Strategic Plan (high level summary)

October 2016 – October 2019

2016 Strategic Directions

Operational Tactics

Expected Outcomes

New Marketing/Branding

New logo

New website/
Promo materials

Communicating new
brand to others and
using it to promote HCSS

Seen as
community
health leader
– more
referrals

Identifiable
corporate
brand – not
just MOW or
Movin' GB

Approach
corporations
for donations

More Resources
New Partnerships

New Partners
- Service Clubs
- Chambers of
Commerce
- OHT Development
- Hand off Dining
Program

New Resources
- Co-locate new office
space
- Non urgent patient
transfers
- ALC Transitional Care
- Stroke Program
- County transportation
routes

**New Corporate
Partnerships**

More
entrepreneur
-like

More
innovative

Less reliance
on provincial
budget
revenues

Meet more
unmet needs
of clients

Operational Excellence

Update P&P, Align with
Accreditation standards

Complete Accreditation

Clear quality indicators

Seen as excellent at
what we do & trusted
partner

Accredited
organization that can
go to Corporations

Retain and Develop Staff

Hire part-time HR specialist to review HR needs, leadership roles, compensation, training, succession planning

Management
succession
plan

Recruitment,
retention
plan

Dedicated HR
resource

Recruit and Develop
Volunteers

Hire volunteer
coordinator role

Involve volunteers in corporate functions like
marketing, fundraising

25 new volunteers

More outside
financial support