

# OUR GOALS



THE OUTCOME:  
**GROW TO IMPROVE  
CHILDREN'S HEALTH**

**Increase inpatient tertiary care in programs** (e.g. neurosciences, ortho, cardio, neonatology, GI) that have reimbursement potential and that will support other hospital programs.

**Expand research institute**

**Increase philanthropic donations**

**Expand education programs:** Increase number of residents per year to address shortage of pediatricians nationwide.

A BUILDING BLOCK:  
**PROVIDE HIGH  
QUALITY CARE**

**Improve our clinical and operational performance.** Quality influences customer decisions; for our patient families, quality includes clinical outcomes, safety and service standards.

A BUILDING BLOCK:  
**ACHIEVE FINANCIAL  
SUSTAINABILITY**

**Improve reimbursement:** Renegotiate commercial contracts via gov't relations and public policy work.

**Establish sound financial stewardship:** Includes: managing expenses; optimizing payer reimbursement; balancing payer mix; leveraging gov't relations.

**Revitalize/expand facilities.** Develop a master facilities plan for short- and long-term organizational needs.

THE FOUNDATION:  
**TREAT PHYSICIANS  
AS PARTNERS**

**Physicians are a key customer for Children's.** We will focus on our accessibility and processes so that we are the hospital of choice for staff and referring physicians.

**Design new models of care to meet the changes in healthcare reform** (e.g. integrating services with community health clinics).

THE FOUNDATION:  
**SERVE OUR  
COMMUNITY**

**Expand advocacy efforts:** by being a prominent voice at the national, state and local levels.

**Strengthen Boards:** New board members will bring their business/ organizational acumen. Board will reflect cultural/ geographic diversity.

THE FOUNDATION:  
**CARE FOR  
OUR STAFF**

**Provide a vibrant work environment that attracts and retains the best:**

- Engage our workers and reward/recognize performance;
- Managers receive guidance to become better leaders;
- Increase diversity in the workforce to reflect the community we serve.