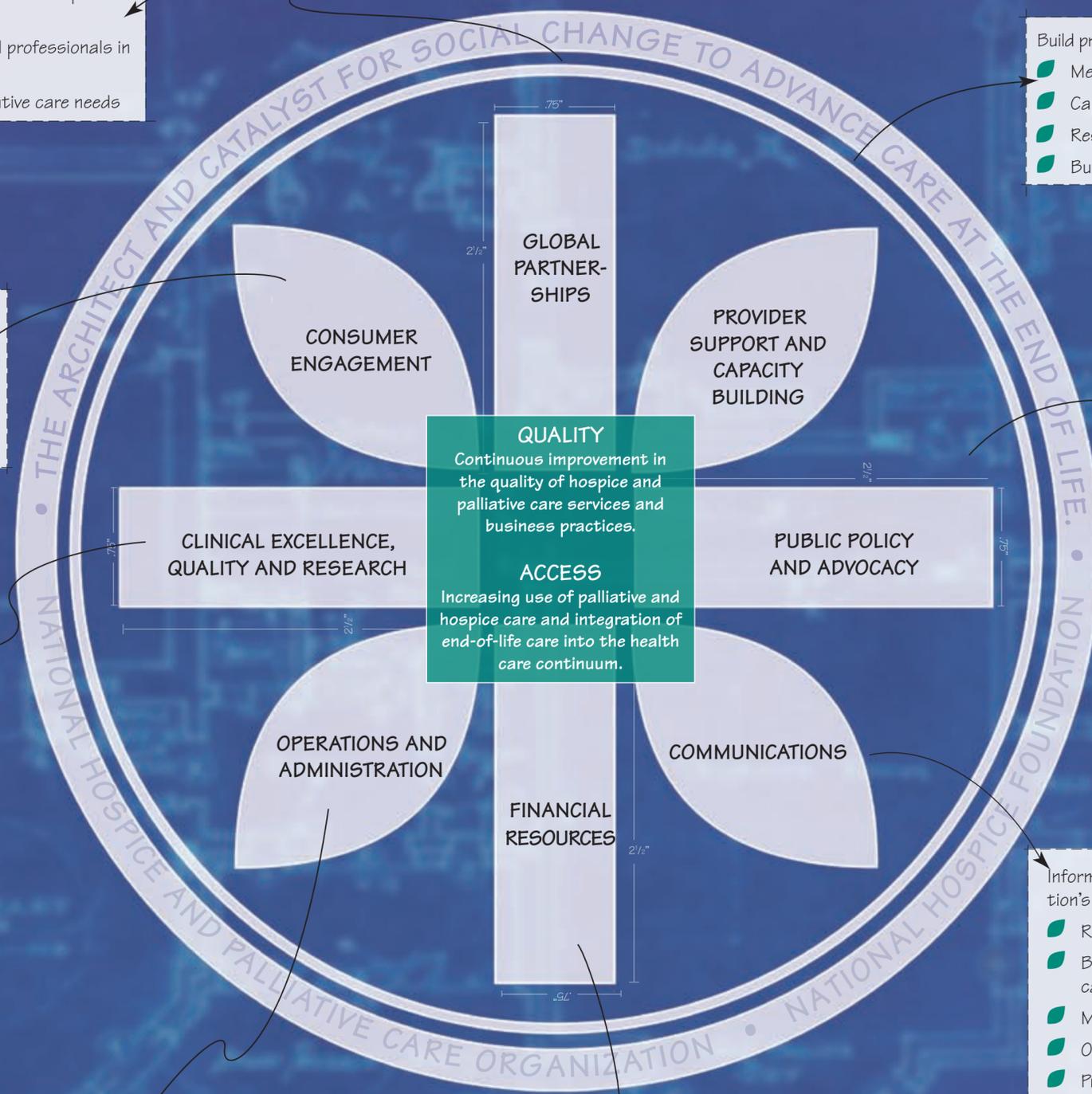


BLUEPRINT FOR QUALITY AND ACCESS

The National Hospice and Palliative Care Organization

Strategic Business Plan 2005-2007



- Ongoing support and mutual advancement of hospice and palliative care internationally
- Support the collection and sharing of information about palliative care services internationally
 - Provide education and support to programs and professionals in other countries
 - Raise awareness about global hospice and palliative care needs

- Build provider capacity to ensure access to high quality end-of-life care
- Member support
 - Capacity building for professionals and providers
 - Resources to ensure continuous learning
 - Building capacity to reach underserved populations and settings

- Empower consumers and caregivers with information and skills for shared decision-making and participation in care
- Consumer capacity building, support and empowerment
 - Provider, community and national partner capacity-building
 - Develop and implement a plan for sustainability of consumer engagement

- Ensure a supportive legislative and regulatory environment for care delivery and reimbursement
- Development and promotion of new legislation
 - Legislative and regulatory monitoring at the Federal and state level
 - Proactive analysis and suggested modification of the CoPs, FI policies and procedures, and other regulations that affect reimbursement and care delivery
 - Develop and communicate NHPCO policy on selected topics
 - Engage stakeholders in public policy initiatives

- Advance the field through quality measurement, application of standards, and research
- Ongoing implementation of NHPCO provider standards
 - Development and implementation of a quality initiative
 - Data collection and benchmarking
 - Development and support of intramural and extramural research
 - Collaboration with strategic partners for building the palliative/hospice care continuum

- Inform all constituencies about end-of-life issues and the organization's programs and products
- Regular outgoing communication with NHPCO members
 - Build Information Central—an accessible library of end-of-life care resources
 - Manage media relations
 - Oversee NHPCO image and branding
 - Provide writing support and communications strategy consultation to all NHPCO departments/offices

- Ensure efficiency and effectiveness of organizational structure and operations
- Human resources and staff development
 - Information Technology
 - Management and staff organization and structure
 - Financial reporting
 - Office operations
 - Governance

- Generate revenue and philanthropic resources needed to reach the strategic goals; maximize the number of supporters and the contributions from each supporter
- Revenue generation—membership dues
 - Revenue generation—non-dues (products and services)
 - Revenue generation—grants and contracts
 - Fundraising via charitable contributions and project underwriting

BLUEPRINT FOR QUALITY AND ACCESS Strategic Business Plan 2005-2007	
VISION	A world where individuals and families facing serious illness, death, and grief will experience the best that humankind can offer.
MISSION	To lead and mobilize social change for improved care at the end of life.