



# Strategic Plan 2022-2024

## CORE PURPOSE

Champion choice and access to person-centered, interdisciplinary care for those who need it through end of life.

## MISSION STATEMENT

To lead and mobilize the transformation of care delivery to ensure equitable access to high quality interdisciplinary, person-centered care for those living with serious illness.

## CORE VALUES

**SERVICE:** ENGAGING CUSTOMERS | **RESPECT:** HONORING OTHERS | **EXCELLENCE:** EXCEEDING EXPECTATIONS | **COLLABORATION:** FOSTERING PARTNERSHIPS | **STEWARDSHIP:** MANAGING RESOURCES

## STRATEGIC GOALS

### GOAL

NHPCO is acknowledged as setting the gold standard for hospice and palliative care.

### GOAL

NHPCO serves as the unified voice that transforms the Medicare hospice benefit into one that is more equitable and sustainable and recognizes compliant and high-quality providers.

### GOAL

Providers engage with NHPCO because, through its leadership, we advance the interdisciplinary, holistic framework of serious illness care.

### GOAL

Through informed choice, NHPCO empowers all seriously ill individuals to access high quality equitable, seamless, and compassionate interdisciplinary care throughout the healthcare continuum.

## ENVISIONED FUTURE

As the respected authority on hospice and palliative care, NHPCO is the leader in advancing public policy and quality programs that improve access to high quality, person-centered interdisciplinary care when and where people need it.

## KEY DRIVERS OF CHANGE

- **Dynamic industry changes:** Consolidation, Mergers & acquisitions; New entrants, Innovating and owning upstream models
- **Access to care:** Technology, Workforce shortage, Reimbursement, Diversity/Inequity, Variability of Quality
- **Legislation/regulation:** Reimbursement, Benefit reform; Increasing levels of oversight