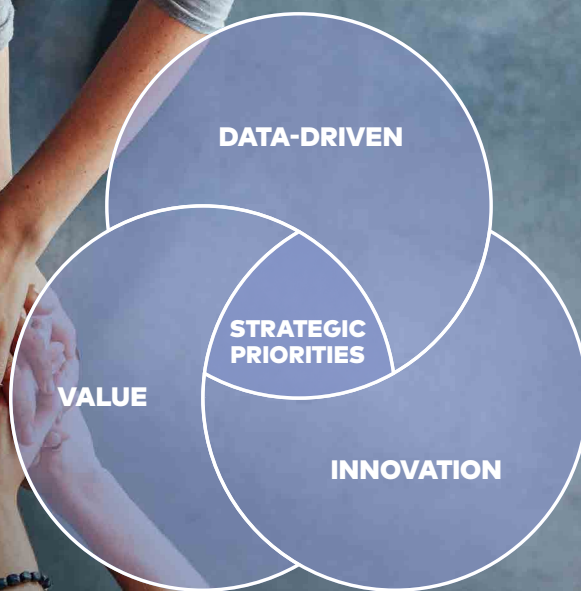


NHPCO's Strategic Priorities

2020-2021

Leading
Person-Centered
Care



Priority 1 – Policy and Advocacy

Expand influence with policymakers and shape legislative and regulatory policies that impact access to and payment for hospice and palliative care, innovative care model design, and strengthen program integrity.

- Execute an effective advocacy strategy and grassroots mobilization.
- Rely on our deep expertise, strong networks, and creativity to achieve desired legislative and regulatory outcomes.
- Lead in the delivery of accurate, timely, and relevant information about existing and future policies impacting our provider community.
- Give a voice to our members to inform legislation and policies impacting the provider community.

Priority 2 – Education

Improve hospice and palliative care professional development learning opportunities and methods to closely align with member needs, wants, and preferences.

- Prioritize target audience and build education to support the target audience.
- Improve the quality, content, and value of education offerings.
- Provide consistent, meaningful learning opportunities, and expand formats for ease of access.
- Align and integrate key educational priorities with policy, advocacy, quality, and regulatory priorities to enhance the learning experience.

Priority 3 – Quality

Enhance quality assessment and performance improvement initiatives to support safe, effective, and timely care outcomes for patients and families.

- Develop and maintain tools and resources to guide hospice and palliative care programs in delivering safe and effective hospice and palliative care services.
- Participate in the development of select quality measures for palliative care.
- Provide data collection, reports, and benchmarking tools to hospice and palliative care programs.
- Develop and maintain a new quality initiative for members, Quality Connections, that is designed to support hospice and palliative care programs.

Priority 4 – Growth

Expand business initiatives to increase NHPCO's value proposition through strategic partnerships, membership retention/growth, and non-dues offerings.

- Develop customer service standards and protocols to improve the customer experience and increase brand loyalty to NHPCO.
- Develop technology and data strategy to improve business priorities and decision making in alignment with organizational needs.
- Prioritize, partner, and align with external organizations to strengthen the member experience, offerings, and value in NHPCO membership.

Priority 5 – Employee Engagement

Improve employee satisfaction and engagement by developing a workplace culture based on purpose, opportunity, success, appreciation, well-being, and leadership.

- Foster organizational transparency by developing processes that improve inter and intradepartmental communication for all levels in the organization.
- Elevate the value of the staff by creating a retention and recognition strategy that focuses on opportunity, success, and appreciation.
- Develop guidelines and processes that define and clarify professional development, advancement opportunities, and career progression at NHPCO.
- Develop structured onboarding, orientation, and training programs, both organization-wide and departmental, that integrate the cultural priorities throughout the organization.

Priority 6 – Consumer Awareness and Outreach

Refine and improve consumer messaging to increase earlier engagement, preparation, and expectations for timely, comprehensive palliative and end-of-life care.

- Establish NHPCO as the trusted source for information and create and/or adapt resources geared for specific audiences that will meet them where they are.
- Develop and refine community engagement tools, resources, and information for our members to use in their community outreach efforts that are on message and accessible.
- Cultivate consumers and like-minded associations as advocacy partners working on behalf of consumer needs.