

2026 Strategic Planning Work Session: Key Takeaways

Review of Mission, Vision, and Values

Mission Statement

Core Takeaways

- The current mission needs to be clearer, more compelling, less mechanical.
- It should better reflect:
 - Our active role in improving community health
 - A community-centered approach
 - The intentional use of resources
 - A focus on measurable health improvement

Key Themes to Incorporate

- We actively drive and support community health
- We are community centered in all decision making
- We are purposeful in how and why resources are deployed
- We are committed to improving population outcomes

Vision Statement

Core Takeaways

- The vision should be:
 - Aspirational and forward-looking
 - Engaging and easy to connect with
 - Focused on what success looks like for the community

Key Themes to Incorporate

- “Good health fuels a good life”
- Creating a community that “thrives in good health”
- Building:
 - A strong healthcare system
 - A healthy, thriving community
 - Promoting healthy habits and lifestyles
 - Access to supportive resources
 - Commitment to improving outcomes to meet or exceed State averages, and addressing social determinants of health

Alignment of Mission and Vision Statements

Core Takeaways

- The Mission and Vision should work together to create one cohesive story:
 - Mission – What we do and why
 - Vision – Where we are going

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Values

Core Takeaways

- Preserve TLHD acronym
- Update “Loyal” acronym
- Add descriptive tagline to each
 - A clear meaning
 - A behavior statement (what each value looks like in action)

Strategic Plan Review (Additions/Notes)

1.2 Develop a Community Education Plan

- Educational Programs at Evolutions
- Highschool Pathway/collaboration with pre-med program
- Collaboration with local schools

1.3 Participate in Healthcare Provider Recruitment and Retention Efforts

- MOB for Specialists

1.5 Explore Opportunities to Utilize Evolutions Fitness & Wellness Center for Community Health

Initiatives

- Nutrition program
 - Classes
 - Nutrition fair/event
- Youth Athletics
 - Collaboration with school districts/teen center
- Preventative Health/Healthy Lifestyle programs
 - Collaboration with senior centers/adult programs
- Weight Loss program

3.0 Improve Community Outreach & Communication

- Website Campaign
- Engage with social media “local information” pages
- Look into purchasing advertising space/publishing newsletters in local magazines
- Use social media post boosts/sponsorships to promote key messages
- Implement Tower Construction Communications Strategy
- 75th Anniversary Celebration

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5.1 Pursue Performance Excellence

- Addition of ACHD Certification Checklist to the strategic plan - This is already being pursued in practice however it needs to be documented in the strategic plan as an initiative for pursuing performance excellence.

6.0 Leverage New and Established Facilities to Sustain and Enhance Hospital Services

- Consider expanding the objectives/initiatives of *6.1 Maximize Investment in Tower Completion* to include investment into the existing facility, including seismic compliance efforts.

New Priorities

- Conduct research to evaluate South County needs/access
- Look into how we can support local Medical Transportation options for the community

Review Plan Structure

- Produce visual aide/organization chart of the Strategic Plan