

## MISSION

Be the thought leader & innovative influencer of change in the primary care marketplace, informing & inspiring our members & partners to enrich the patient experience & improve the human condition.

## VISION

We serve as the nexus for our members and partners to transform primary care through the power of innovation & collaborations.

By 2020, HCP will be perceived as a vital & relevant health care resource to members & external audiences

### EXTERNAL AFFAIRS



Strengthen relationship with elected officials to promote opportunities for collaboration

Ensure that health center issues are communicated to elected officials to influence decision-making

Mobilize & engage key stakeholders to advocate on behalf of health centers

### POLICY, ADVOCACY, COMMUNICATION



Monitor the health care regulatory environment to identify changes to state & federal regulations

Ensure that health centers stay abreast of regulatory & legislative requirements

Influence regulatory decisions to benefit health centers

Engage members, staff & stakeholders on advocacy efforts benefitting health centers

Enhance the member experience with customized human capital, operational, & programmatic resource needs

### MEMBER EXPERIENCE



Gauge member needs & satisfaction through member surveys & field visits

Identify & implement innovative training opportunities that are staff- appropriate & relevant to current needs

Provide growth & development opportunities for member health center staff & leadership

By 2020, position the enterprise to grow, while preserving the legacy, to ensure the ongoing viability of the HCP Family of Companies

### SUSTAINABILITY & GROWTH



Ensure financial sustainability with the acquisition of real property & prudent investment management

Maintain & grow reserves to ensure long term stability & vitality

Foster continual operational innovation to effectively support staff & members

Ongoing governance engagement & support

## STRATEGIC DRIVERS

To address members' needs by building excellence.  
To build members' knowledge, to learn & innovate.  
To transform our organization & deliver on our brand promise.