



STRATEGIC PLAN

Washington Rural Health Association



Rural areas are unique and differ from urban areas in their geography, population mix and density, economics, lifestyles, values, and social organization.



Representation

WRHA's Strategic Plan aims to provide guidance to strengthen its leadership capacity to promote enhanced access, quality and stability for rural health services.



Guidance

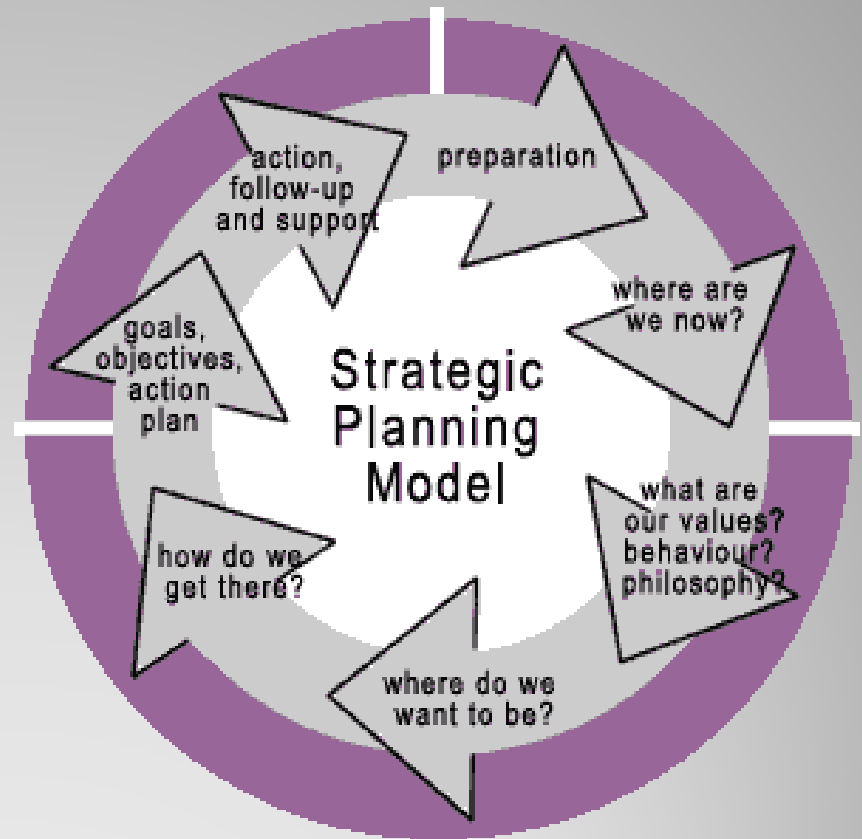
What needs to be achieved?

How will it be achieved?


By when?

By who?

What will it cost?



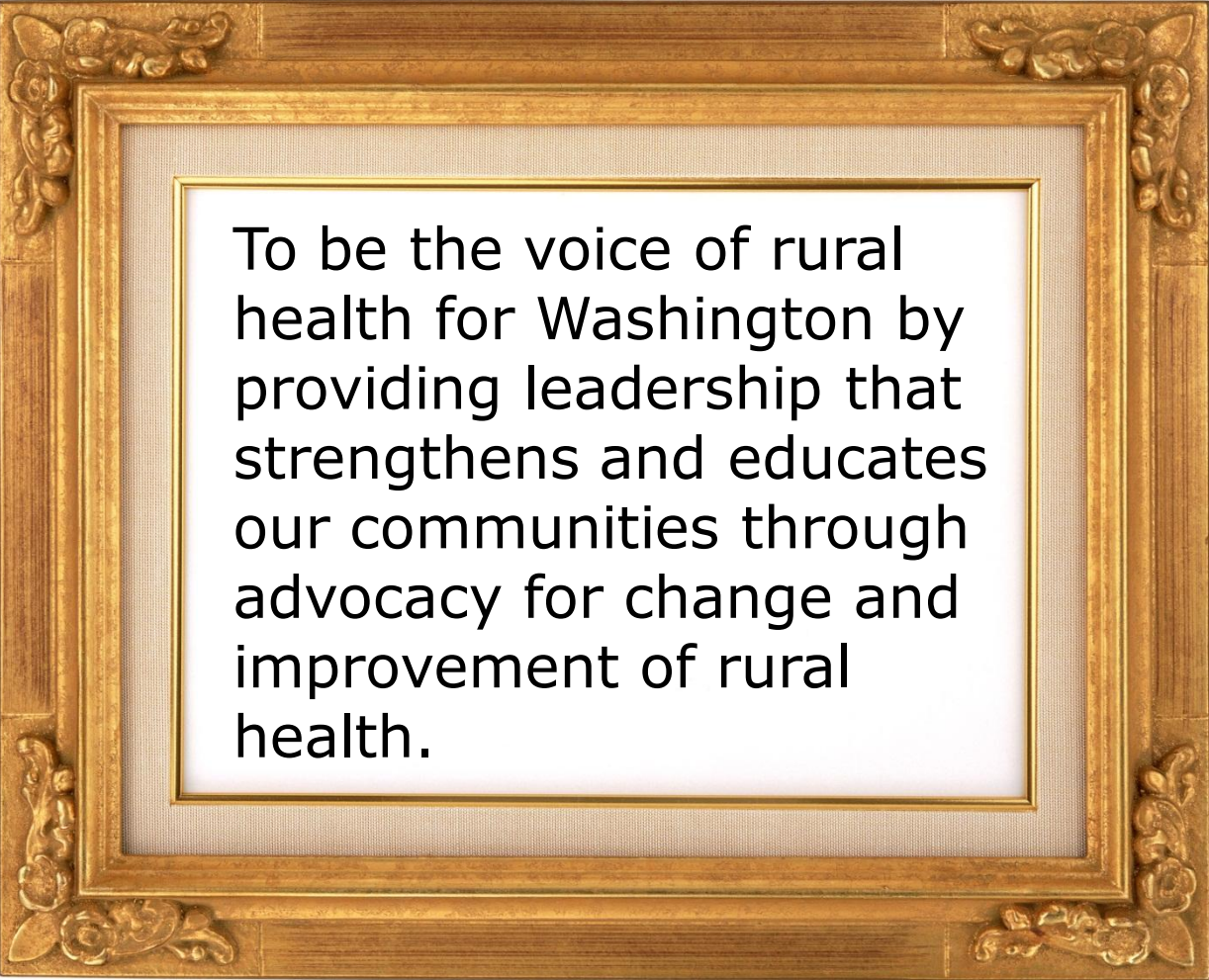
The Strategic Process



**To collaboratively
strengthen and
improve the health
of Washington's
rural communities.**

Mission Statement

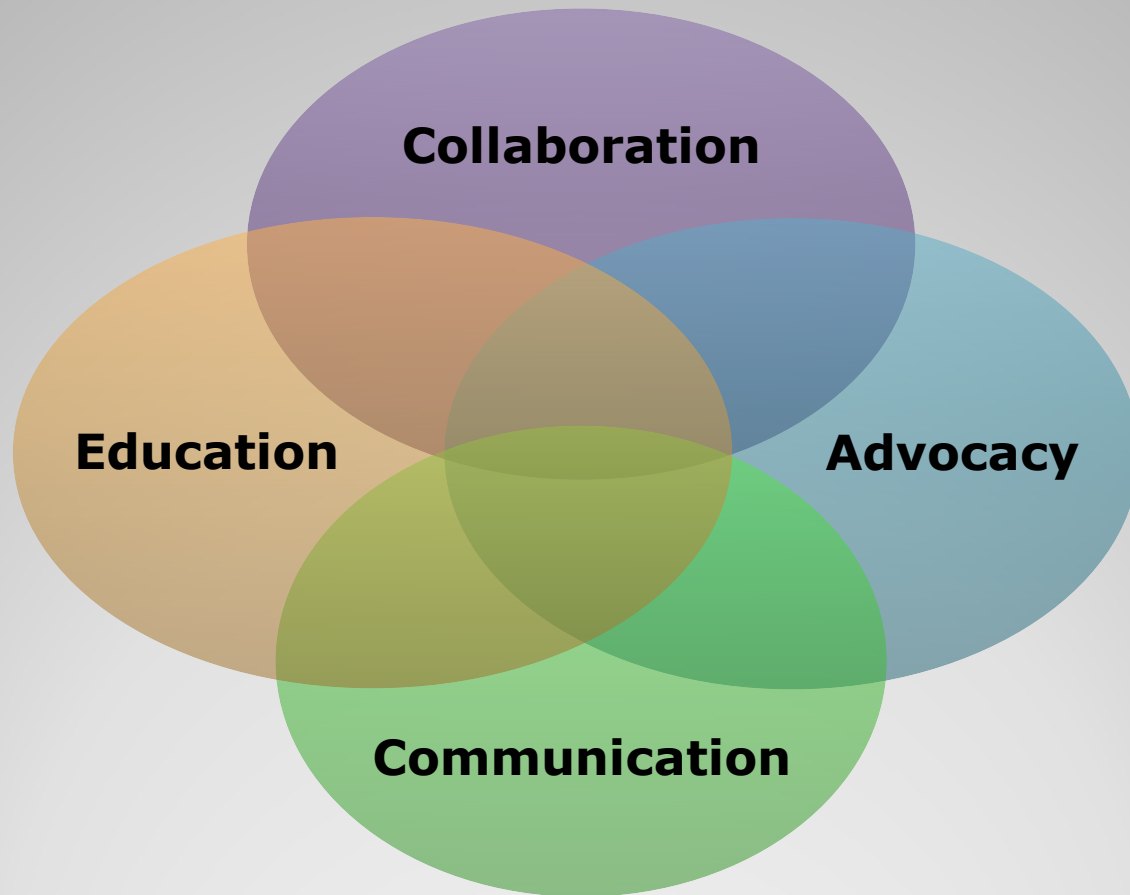




To be the voice of rural health for Washington by providing leadership that strengthens and educates our communities through advocacy for change and improvement of rural health.

Vision Statement

WRHA's Strategic Plan encompasses:



Principles

Serve as an advocate for rural health while promoting excellence in health services for the individual and community.

Promote opportunities for education and training for rural healthcare providers and their support staff.

Facilitate communication and knowledge among individuals and organizations to support collaboration to benefit rural health.

Strategic Goals

Serve as an advocate for rural health while promoting excellence in health services for the individual and community.

1. Develop and disseminate timely, relevant information.

2. Local, regional, state, and national advocacy.

3. Expand knowledge base to define rural needs.

4. Increase access to regional health system/services through collaboration with urban partners.

Serve as an advocate for rural health while promoting excellence in health services for the individual and community.

5. Educate and mobilize rural community leaders.

6. Adopt discipline focused philosophy.

7. Expand and enhance membership base.

Goal 1 (continued)

Facilitate communication and knowledge among individuals and organizations to support collaboration to benefit rural health.

1. Expand the awareness and accessibility of distance education.

2. Increase awareness and participation in educational opportunities /CMEs.

3. Promote educational/outreach designed to meet the needs of new and/or expanded membership.

Facilitate communication and knowledge among individuals and organizations to support collaboration to benefit rural health.

1. Foster partnerships that prioritize the exchange of information to support existing or new areas of focus.

2. Develop reciprocal partnerships to expand knowledge base and resources for membership.

3. Expand the use of technology as a tool for broadening and engaging membership..

WRHA Board Members:

Nancy Nash-Mendez

Vicky Brown

Norm Passmore

John Hanson

Kris Sparks

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Barbara Lingo

Chuck Baker

Charlene Brush

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Bill Plummer

And a Huge Thank You to our AHEC Support

Gary Smith

Myah Houghten

And to our Facilitator:

Sue Dietz

Thank you...