

2024-27 STRATEGIC PLAN

GOAL 1 Advocate for the rights of all people to health and advocate opportunities for all community residents to "attain their full health potential".

#	STRATEGY
1	Build relationships with elected/appointed officials to help advance health equity by advocating for policies at the local, county and state level that address disparities in healthcare coverage, access, and affordability within the health care system.
2	Reduce disparities in health care through focus on the Social Determinants of Health on a local level.
	2a. Ensure community residents have equitable access to care at the Hi-Desert Medical Center.
	2b. Increase use of the oral health system.
	2c. Increase the number of adults, and adolescents that receive a preventive health visit each year.
	2d. Increase the number of individuals in our community with health care insurance.
3	Collaborate with Hi-Desert Medical Center to conduct a physician needs assessment to identify current and future needs.
4	Collaborate with County of San Bernardino to bring additional health resources/programs to our District.
	4a. County Mental Health Services including Substance Use Disorder available locally.
5	Recruit 3 additional providers to the community health center to expand hours of operation (walk-in / after-hours clinic).

2024-27 STRATEGIC PLAN

GOAL 2	Collaborate with other organizations to support community initiatives that enhance the general education and health literacy of the District's residents.
#	STRATEGY
1	Collaborate with other organizations to improve health literacy in our community and education on the health of our residents. Be a catalyst for community organizations that champion this cause.
	1a. Education and training provided by SBCo on Obesity, Diabetes, Nutritional Counselling, & other chronic diseases.
	1b. Leverage Community Health Workers (CHW's) to educate and address issues around accessing healthcare and other health barriers.
	1c. Increase public awareness of healthcare services provided locally including through our health centers.
2	Increase educational opportunities through school programs in the Morongo Basin.
	2a. Partner with MUSD and CMC to develop curriculum for programs that enable students to find viable jobs locally (i.e. medical and dental assistant; community health worker, cyber security, trades).
	2b. Provide a job shadowing program to high school and college students that provide opportunities to see firsthand what career options may interest them.
	2c. Collaborate with Inland Empire Health Plan to provide scholarships for healthcare careers to local residents.
	2d. Promote tuition reimbursement programs through the Bureau of Health Workforce (BHW)

2024-27 STRATEGIC PLAN

GOAL 3	Collaborate on initiatives to proactively improve or enhance the economic stability of our District residents.
#	STRATEGY
1	Poverty and its impact on health.
2	Collaborate with community food support programs that help encourage healthier food choices, including farmers markets and access to local grocery markets.
	2a. Work with FIND Food Bank to ensure that our community continues to receive needed food resources.
	2b. Increase CalFresh enrollment in the community.
3	Partner with community organizations to implement solutions to address homelessness, domestic violence and youth programs.
	3a. Collaborate with local homeless advocacy initiatives by focusing on healthcare access for the unhoused .
	3b. Work with the cities and local government to help provide Youth Programs to encourage positive, community experiences, and civic engagement.
	3c. Partner with other organizations to educate the community on domestic violence issues and promote organizations that support victims.
	3d. Collaborate with local youth advocacy programs to determine how we can support improving youths' lives (including health education opportunities such as vaping, STI and HIV).

2024-27 STRATEGIC PLAN

GOAL 4	Advocate for interventions and policy changes at the local, state, and federal level that help reduce health and safety risks and promote health by enhancing the built environment in the District’s service area.
#	STRATEGY
1	Identify opportunities to collaborate on establishing community wellness parks to increase access to outdoor exercise to improve health in our communities.
	1a. Support initiatives that would encourage bike paths throughout the communities.
	1b. Collaborate with Joshua Tree National Park administration to identify and implement improvements for our residents, (i.e. moving the park entrance away from homes).
	1c. Expand the “Take a Hike” program to promote healthy activity.
	1d. Education on the dangers of our harsh desert climate. (i.e.Sunscreen, hats, water).
2	Investigate sustainability opportunities (i.e. green initiatives) and advocate for policy and infrastructure changes within our community that promote healthy environments.
	2a. Develop a Drug Disposal Awareness Program to address the impact of improper disposal on water and landfills.
	2b. Collaborate with SBC to address lead levels in community children.
	2c. Develop a carpool /rideshare program to promote to improve the quality of life and reduce emissions.
	2d. Ensure that green/sustainable options are used whenever possible in construction/building on our own envision.
GOAL 5	Proactively improve the financial viability of Morongo Basin Healthcare District to sustain the organization for our residents’ health needs.
#	STRATEGY
1	Identify new opportunities for funding through local, state and federal grants.
2	Ensure that our community health centers “break even” yearly to ensure sustainability of FQHC services.
3	Increase payments to the health centers from all payors.
	3a. Identify opportunities to capture additional revenue through appropriate coding.
	3b. Increase quality payments through managed care organizations.
	3c. Reduce service line dependence on MBHD support by increasing service line profitability.
	3d. Review and revise collections policy to decrease financial write-offs.
4	Conduct yearly Employee Engagement Survey and Implement reasonable improvements to ensure that MBHD is the Employer of Choice in the community.