

The Strategic Plan is based on Gateway Health's vision, mission and values.

VISION:

People living well

MISSION:

Gateway Health provides primary health care and support to all in our community and focuses on providing services to those with the highest risk of poor health.

VALUES:

- We care
- We achieve
- We work together
- We learn
- We innovate

Gateway Health's Strategic Plan 2017-2020 identifies the future strategic priorities for Gateway Health over the next three years, and provides a strong framework for the development of services to meet the needs of the communities we serve.



OUR SITES

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Wangaratta, VIC 3677
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MYRTLEFORD
32 Smith Street, Myrtleford, VIC 3737
T: (03) 5731 3500

2017-2020 Strategic Plan

THE PLAN IS BASED ON 5 KEY AREAS FOR ACTION:

1

FOSTER INDIVIDUALISED CLIENT DRIVEN SERVICES

- Support empowerment of informed and pro-active patients, clients and carers by adopting health literacy and self-management principles and practice; actively engaging consumers in goal directed care planning; and providing opportunities to participate in service design, co-design and evaluation.
- Support client choices by clearly describing our products and services.
- Develop and implement an Outcomes Framework across all services and programs to inform continuous improvement in client directed care.
- Better refine our models of care to reflect principles of client directed care; trauma informed practice; recovery focussed and strength based care and service design that enables streamlined transitions of care and "No wrong door" in access to services.
- Adapt Gateway Health systems to enable effective operation and safe quality care for all, including NDIS clients.

2

ENHANCE AND NURTURE A STRONG, RESILIENT AND ENABLING CULTURE

- Develop and implement a "Living the Values" program that recognises and builds on the strong and vibrant values based culture already in place.
- Nurture and foster an achievement culture that encourages research, professional development, innovation and learning

3

DEVELOP SERVICES TO MEET COMMUNITY NEED

- Develop and implement a Service Plan for Gateway Health that considers evaluation of current services and potential for growth; and unmet community needs and opportunities to address them.
- Develop and implement a settings approach to Gateway Health's vision of People Living Well
- Develop a financial sustainability plan focused on ensuring viability and sustainability of services; diversifying income streams; ensuring re-investment of surplus towards self-funded service development priorities; strengthening system efficiencies and infrastructure; and reducing waste.

4

DEVELOP OUR WORKFORCE

- Design and implement a staff engagement program that supports organisational values.
- Create a strategic workforce plan that positions Gateway Health to respond flexibly to changing patterns of workforce supply, career expectations and work settings.
- Implement a leadership development program that strengthens and supports individual and organisational growth.
- Develop a suite of Workforce Metrics that is regularly monitored and analysed to inform improvement.

5

BUILD GATEWAY HEALTH BRAND AND PRESENCE

- Develop a marketing plan including a social media plan; a quarantined marketing budget; education and capacity building in marketing techniques; and internal staff communication.
- Develop and implement an effective Community Engagement Plan that considers the needs and experiences of the diverse communities served by Gateway Health.

STRATEGIC PLAN
2017-2020