

SHP Strategic Alignment Process Template

2024-2026

Aligning with Forging Ahead & Growth with Purpose

VISION, MISSION AND VALUES

Vision: Improving the health and well-being of people everywhere through exceptional, collaborative, and innovative teaching, research, and service.

Mission: To be recognized as a global leader in teaching, research, and service that develops new scientific knowledge, removes barriers and disparities, and develops leaders who help individuals, organizations, and communities to achieve their highest potential in a changing world.

Values:

SHP Shared Values

- Collaboration
- Compassion & Caring
- Inclusive Community
- Excellence & Achievement
- Integrity
- Respect
- Service
- Social Responsibility
- Stewardship

DRAFT

Clinical Enterprise

Strategic Goal: SHP will forge partnerships to enhance service delivery, innovate healthcare offerings, and expand clinical reach in underserved areas.

Strategic Objective 1

Establish and strengthen partnerships for innovative service delivery and community engagement.

Activities:

1. Create structure for contracting with clients and subcontracting with faculty.

a. Examples of projects that help achieve this activity include:

- i. Develop standardized contract templates for various types of partnerships, including terms for revenue sharing and liability protection.

2. Forge new partnerships and develop strategies with local healthcare providers (like UAB Medicine, Cooper Green and St. Vincents)

a. Examples of projects that help achieve this activity include:

- i. Collaborate with UAB Medicine to establish a joint preventive care or immediate care clinic that offers services such as health screenings, falls screening/prevention and for recommendations for therapy and home exercise programs.
- ii. Develop shared clinical practice and scholarship with Cooper Green to meet the patients' holistic needs.
- iii. Partner with health centers or hospital systems to offer specialized services (e.g., physical therapy, occupational therapy, nutrition counseling) on a rotating basis, incorporating student shadowing opportunities while covering our cost.

3. Actively participate in initiatives to expand offerings in underserved communities and partner with SHPs Community Engagement team.

a. Examples of projects that help achieve this activity include:

- i. Explore mobile health clinic partnerships.
- ii. Collaborate with Live Healthsmart Alabama to help staff their existing mobile clinic with SHP professionals and students, offering services like PT and OT screenings, and nutritional counseling in rural areas.
- iii. Conduct a needs assessment of underserved employees working at UAB enterprise sites.

Strategic Objective 2:

Develop and implement signature treatments & services, and infrastructure to meet diverse healthcare needs.

Activities:

1. Complete Certificate of Need for therapy services.

a) Examples of projects that help achieve this activity include:

- i) Prepare and submit a Certificate of Need application to establish an outpatient rehabilitation center offering physical, occupational, and speech therapy services.

2. Implement an electronic health record system across all SHP clinical services to ensure data consistency and facilitate research, billing and collections.

a) Examples of projects that help achieve this activity include:

- i) Example: HelloNote, Faxage, etc.

3. Develop a roadmap for new products and services that are distinctive and generate prestige and non-competitive with alumni and collaborative partners.

a) Examples of projects that help achieve this activity include:

- i) Create a 5-year plan that outlines the launch of new services such as telehealth for remote consultations.
- ii) Neuroplasticity Service, Metabolic Health, CBIT
- iii) Develop or Deploy technologies, such as apps, to provide behavioral interventions for wellness and functional activity.

4. Develop plan for contracting with insurance companies and federal payors.

a) Examples of projects that help achieve this activity include:

- i) Create a billing department or partner with a medical billing service to handle insurance claims and Medicare/Medicaid billing for SHP clinical services.
- ii) Evaluate enrolling in Medicare as a provider.

Strategic Objective 3:

Enhance clinical excellence through organizational capacity, professional development, and student integration.

Activities:

1. Market and sell the programs developed.

a) *Examples of projects that help achieve this activity include:*

- i) Develop websites for each of the clinical programs and make prominent on SHPs home page.
- ii) Create a social media campaign that highlights clinical programs and the benefits to clients, students and faculty.
- iii) Conduct regular market analysis to identify emerging healthcare needs
 - (1) Engage students in conducting bi-annual surveys and focus groups with community members to identify unmet healthcare needs and preferences.

2. Create an advisory board, inclusive of faculty, staff, and students, for clinical enterprise initiatives.

a) *Examples of projects that help achieve this activity include:*

- i) Form a board of faculty, staff, and student representatives to provide input on new clinical services, identify opportunities for student engagement, and to receive expert guidance.

3. Implement interprofessional education opportunities within clinical settings.

a) *Examples of projects that help achieve this activity include:*

- i) Organize regular case conferences where students from various health disciplines (e.g., physician associate, physical & occupational therapy, nutrition) collaborate to develop comprehensive care plans for complex patient cases.
- ii) Ensure that clinical faculty are fully prepared to deploy into a clinical environment from a HIPAA, medical record use, compliance, and regulatory perspective.
- iii) Increase the number of professional development opportunities for clinical faculty/staff (shadowing, new skills, workshops, etc.).

4. Develop and implement a comprehensive Faculty Practice Plan document.

a) *Examples of Process steps that help achieve this activity include:*

- i) Form a task force to draft the Faculty Practice Plan, addressing governance, operating policies, and financial arrangements.
- ii) Conduct stakeholder consultations to ensure the plan aligns with faculty needs and institutional goals.
- iii) Develop clear guidelines for faculty participation, time allocation, and revenue sharing within the practice plan.
- iv) Establish a review and approval process involving key leadership (e.g., Department Chair, Dean, Provost, Legal, President) to ensure compatibility with institutional missions.

In Process - SMART Criteria for Dashboard Metrics for Clinical Enterprise – By 2026:

1. Increase patient visits across all clinical programs by 15% (baselines vary by program).

- | |
|---|
| 2. Complete, submit and gain approval from the Certificate of Need Board to deliver PT, OT and Speech services to clients in the Neuroplasticity Program. |
| 3. Develop a comprehensive Faculty Practice Plan document by the end of 2025 and gain approval by the end of 2026. |

NOTE: SHP Strategic Alignment metrics are intended to be key, high-level metrics; additional data and metrics will be tracked as appropriate to support our strategic plan goals.

DRAFT