

Foundation

Our Mission

Bring healthcare to students.

Our Core Values

- Purpose & Growth** - passion for UMN public health and students' healthcare
- Patient Focus** - Listen to patients and understanding their needs
- Integrity** - to have honesty and respect for all individuals
- Leadership** - to empower and inspire decision-making at all levels
- Professionalism** - to be professional in our actions to our clinics, patients and each other
- Learn** - to encourage chance taking; failure is a learning opportunity
- Fun** - to have enjoyment in our work

Competitive Advantages

What We Do Best

- Innovative in translating healthcare jargon to target audience communication
- Out-of-the-box marketing strategies
- Make data-driven decisions, as well as instinct risk-taking
- Thought leadership and idea creation
- Listen to the target audience
- Incorporate evolution with tradition
- Have fun at work

Organization-Wide Strategies

How we will get there

Organization-Wide Focus
 2021 - Identify priorities
 2022 - Analyze employee perceptions. Address inadequacies to create the culture desired
 2023 - Assess patient perceptions. Train employees to align with mission and vision
 2024 - Create organization-wide marketing strategies around mission and vision

Strategic Objective

Financial

1 Organization-Wide: Optimizing Utilization
 1.1 Assuring Boynton Health is meeting demand
 1.2 Operate at full capacity

2 Patient Experience Improvement
 2.1 Data-driven adjustments to patient experiences and interactions
 2.2 Everything done ties into the mission, vision and values
 2.2 Enhance the patient experience, increasing word-of-mouth marketing

Customer

3 Clinic Services: To be the healthcare provider of choice
 3.1 Increase Boynton Health's in-network, Primary Care Provider insurance company changes
 3.2 Boynton Health as desired provider, regardless of other options

4 Expand Patient Base
 4.1 Listen to customer base to determine service improvements
 4.2 Analyze marketing strategies to research more of the UMN community
 4.3 Expand the reach to garner a larger sample of the target audiences

Internal/Operational

5 Innovation/Technology/Medium Platforms
 5.1 Launch enhanced digital media that aligns with the target audience needs
 5.2 Define mediums and assess utilization based on demographics

6 Develop and maintain an infrastructure that allows growth and evolution
 6.1 Re-evaluate technology and resources every two years to stay abreast with technology

People and Learning

7 Training: Actively help our team to develop and grow professional and personally by supporting a flexible work life, providing intellectually engaging work
 7.1 Train marketing and communication team in best practices
 7.2 Develop better communication and project management to increase ability to work with and assist clinics and programs

8 Organization-Wide Training: Introduce and communicate mission, vision and value -based work
 8.1 Train all staff on balancing workflow that aligns with the direction and culture
 8.2 Implement communications throughout the organization to speak as one voice

Key Performance Indicators

How we measure success

Measure	Target
Email open rates	65%
Email click-through	40%
Social media engagement	30%
# of social media 'likes'	100 per post
# of social media 'shares' following	20 per post
# of 'saves' on social media	10% weekly increase 40 per post
Secondary	
# of event participants	5% increase per event
Overall perception	Increase (after year one)

Vision

What we will look like

To be known as marketing and communication experts and resource center for promotional needs of Boynton.

Provide state-of-the-art and revolutionary collateral that is easily digestible with our target audience.

Promote a fun workspace

Implementation

How we make strategy a habit

- Marketing and communication team serves as strategic plan management
- Hold team members accountable
- Coach for achievement
- Empower every team member
- Hold effective strategy meetings - monthly
- Hold annual retreat - February
- Have fun