**Our Mission**

Bring healthcare to students.

**Our Core Values**

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

**Competitive Advantages**

**What We Do Best**

1. Innovative in translating healthcare jargon to target audience communication
2. Out-of-the-box marketing strategies
3. Make data-driven decisions, as well as instinct risk-taking
4. Thought leadership and idea creation
5. Listen to the target audience
6. Incorporate evolution with tradition
7. 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

**Financial**

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

**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

**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

**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**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Target</th>
<th>Secondary</th>
<th>Overall perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure</td>
<td></td>
<td>65%</td>
<td>40%</td>
</tr>
<tr>
<td>Email open rates</td>
<td>65%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Email click-through</td>
<td>100%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Social media engagement</td>
<td></td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td># of social media 'likes'</td>
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<td>10%</td>
<td>40%</td>
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<tr>
<td># of social media 'shares'</td>
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<td># of new social media</td>
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<tr>
<td># of 'saves' on social media</td>
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<td>5%</td>
<td></td>
</tr>
<tr>
<td># of event participants</td>
<td></td>
<td>5%</td>
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</tr>
</tbody>
</table>

**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