

## STRATEGIC PLANNING SESSION with ROBYN THOMAS

Oct. 20, 2012

Robyn started out by asking each of us what we wanted out of this session and after that what we wanted to achieve as SOHC

1. The SOHC Board wanted to focus on:

- How to work together
- Working cohesively
- Clarity of roles
- Defining end goal, purpose and road map
- Identifying strengths

We discussed

2. Process

3. Accessibility to health care that meets the needs of this community would mean

- 24/7 ER
- equal access to health care for all rural citizens
- transportation to overcome geography
- no financial hardship for anyone

4. Availability of quality services

- doctor shortage/shortage of service
- improve healthcare in rural BC
- hospital expansion

5. Health care management

- ambulance services, hospital doctors (?)
- reverse the trend of regionalization of healthcare as it does not work
- try to influence change in the current hierarchical system of our health care administration as its current state is dysfunctional

6. Visibility, credibility and sustainability of SOHC

- increase membership
- weekly media reporting; news releases
- community involvement through monthly meetings with local organizations and quarterly public forums with one question at its core

7. Lack of unified voice in the community

- lack of support of SOHC from local politicians
- public perception of a rift between SOS and SOHC. Chris suggests that we talk at community groups and make sure that the public knows that there are two different

groups with two different strategies but that SOHC supports the work that SOS is doing

- SOHC needs to clearly communicate its message and goals
- identify local health care needs
- community recognition
- lack of total community inclusion in the discussion

#### 8. Funding for SOHC and the Hospital

9. The guiding principles that the SOHC Board will operate under are:

- transparency
- executive cooperation
- consensus
- inclusion
- clear R & R (?)
- draw on each others strengths
- planned obsolescence - SOHC disbands when sustainable and improved health care model is implemented - our mission is to make ourselves redundant
- the importance of having local input and the co-operation of local politicians to achieve sustainable rural health care model was pointed out

Robyn explained the three pillars People, Tools and Governance

After discussion the Board came up with the following list of goals, who would be responsible for each, and the initial steps to be taken to achieve them:

#### 1. Create a united voice for our catchment area (Spencer)

- identify all the players
- consult all players on what the unified voice is
- create an ongoing communication plan
- create a governance (respectful space) for this subject matter to be discussed with integrity and positive energy
- research methodologies for creating a unified voice

#### 2. Identify and liaise with other interest groups and communities seeking solutions to similar problems (including IHA) (Penny and Nienke)

- identify other IHA hospital communities with similar demographics (size, remoteness, etc.)
- identify other interest groups, province wide
- create an ongoing communications plan (part of all goals)

3. Facilitate the development and implementation of a sustainable and improved health care model for our catchment area (Ed)

- investigate using Princeton as a research project
- meeting with Brown and Cairns
- work with independent researchers, i.e. no IHA affiliation
- develop Discussion Paper v. 2

4. Facilitate the re-instatement of local Advisory Boards (Spencer)

- collect base data on this
- look at other models

Note: It was determined that this might have a lower priority and could be dealt with after other goals have been met.

5. Develop a strong project team (Chris and Ole)

- revisit mission statement
- set up regular meetings
- internal communication plan
- communication plan with membership
- marketing plan about the issue
- concentrate on positive energy

The strategic planning session ended at 6:00 pm. Robyn was thanked for her presentation. It was decided to have a short Board meeting after Robyn left.

Board Meeting Minutes - October 20th, 6:30 pm, Staples/Klaver residence

It was decided we will have meetings the first Tuesday of each month. Next meeting will be on November 6, 7:00 pm at Staples/Klaver residence.

Ed made a motion to purchase a bottle of wine with a value no greater than \$20 to present to Robyn as an appreciation gift, seconded by Chris. Ed and Nienke will take care of this.

Adjournment - meeting adjourned at 6:00 on a motion by Chris, seconded by Spencer.

Respectfully submitted,  
Nienke Klaver (secretary)