

# **Leading the way in reducing LBGT health disparities Strategic Plan**

**Ochsner is committed to providing equitable, inclusive care for All**

# Ochsner Health System

## I. Objectives

### Mission

*Serve the health care needs of the LGBTQ community by becoming a leader in LGBTQ patient-centered care, education, research and advocacy while fostering a welcoming and supportive environment for all employees.*

## II. Goals

1. Provide equal, unbiased, non-judgmental and high quality healthcare to the LGBTQ community
2. Be the local, regional and national leader in healthcare for the LGBTQ community
3. Provide ongoing education of our staff to provide the highest quality care for the LGBTQ population
4. Provide and support research initiatives advancing LGBTQ healthcare
5. Create a supportive environment for LGBTQ employees to work and be able to give back to their community

## III. Strategy

### Where to Play

#### Geographically:

**Ochsner Health System**

**Channels:** Inpatient, Outpatient and Research

**Target Customers:** LGBTQ community across the entire system

### HOW TO WIN

1. **Patient At The Center** – Exceptional on-demand care EVERY TIME for EVERY PERSON
2. **Execute on Strategic Alignments** – Obtain HEI certification for all regionals
3. **Growth** - Provider of choice for local care
4. **Develop A High-Reliability Organization** – Patient-Centric, Safe, Value-Based, non-judgmental & Timely Care
5. **High Performing Workforce** – Foster a culture of engagement, accountability, teamwork & tolerance
6. **Make Care Affordable** – Operational excellence and elimination of waste

# Strategic Priority 1 : Prove Our Value

**Initiative Leader:** Meredith Miceli

**Initiative Members:** Christine Guillory, Morgan Falgoust

**Strategy Objective:** Provide equal, unbiased, non-judgmental and high quality healthcare to the LGBTQ community

## Strategic Execution Plan

- **System Policy Review and Amendment**
- **Increase awareness of LGBTQ healthcare and workplace disparities**
- **Identify and market providers with interest in LGBTQ health**

## Impact/Measures of Success

- **All Ochsner facilities educated on LGBTQ disparities**
- **All facilities with identification and presence of LGBTQ healthcare providers**

# Strategic Priority 2 : Serve More Patients

Initiative Leader: Colby Danna

Initiative Members: Morgan Falgoust

**Strategy Objective:** Be a local, regional and national leader in healthcare for the LGBTQ community

## Strategic Execution Plan

- Collaborate with community groups on needs/gaps
- External marketing
- Internal marketing/awareness
- LGBTQ-focused questions on patient satisfaction
- Maximize HEI certification
- Expand services to include comprehensive care across the continuum for all LGBTQ patients
- Collaborative meetings with other institutions/societies that are leaders in LGBTQ healthcare

## Impact/Measures of Success

- Formal collaboration with several community groups
- Regional awareness that Ochsner is the LGBTQ provider of choice
- Achieve highest HEI ranking
- Becoming a LGBTQ Center of Excellence

# Strategic Priority 3: Highest Quality of Care

Initiative Leader: Dodd Denton

Initiative Members: PRISM student group, EPIC team

**Strategy Objective:** Provide ongoing education of our staff to provide the highest quality care for the LGBTQ population

## Strategic Execution Plan

- Cultural Competency Training
- Provider Clinical Education
- Medical Student/Resident education
- EHR Clinical Pathways
- Establish LGBTQ quality and safety metrics

## Impact/Measures of Success

- 100% staff trained in cultural competency
- LGBTQ clinical library
- LGBTQ electronic record care pathways
- Maximize results on established care metrics

# Strategic Priority 4 : Shape the Future

**Initiative Leader:** Dodd Denton

**Initiative Members:** Robin Ivester

**Strategy Objective:** Provide and support research initiatives advancing LGBTQ healthcare

## Strategic Execution Plan

- Identify key stakeholders who have interest in LGBTQ research
- Partner with organizations conducting and who have interest in LGBTQ research
- Increase/secure funding for research
- Optimize EHR to identify LGBTQ populations and related subjects for research

## Impact/Measures of Success

- Funding for LGBTQ research
- Published manuscripts for LGBTQ research

# Strategic Priority 5 : Prove Our Value

Initiative Leader: Donald Fontenot

Initiative Members: Christine Guillory, Alton Denson

**Strategy Objective:** Create a supportive environment for LGBTQ employees to work and be able to give back to their community

## Strategic Execution Plan

- Affinity Group
- Charitable Community Outreach
- Amendment of workplace policies
- Analysis and expansion of benefits to mirror those of non-LGBTQ employees

## Impact/Measures of Success

- Equitable policies
- High participation in affinity groups
- Increased Ochsner funding and participation of LGBTQ community outreach programs