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