



## **CRCH Strategic Planning Framework July 2023-June 2026**

### **Definitions/Approach**

Mission statement – Why we are here, who we are

- Vision statement – Our highest aspirations, our definition of success
  - Strategic pillars – How do we get there

### **Mission statement**

Charles River Community Health's mission is to partner with individuals and families so they can thrive and lead healthier lives by delivering the comprehensive, integrated, and equitable primary healthcare that matters most to them.

### **Vision statement**

By 2030, CRCH will be a recognized leader in providing top quality primary healthcare and patient experience, and substantially increase health equity for the patients and communities we serve. CRCH will also be a recognized employer, providing a top quality employee experience and substantially increase staff engagement and retention.

### **Strategic pillars & directional statements**

#### **Demonstrating Value**

We embrace and become experts delivering a model of care that emphasizes efficiency, equity, best outcomes, care coordination, and integration among all services CRCH provides.

#### **Best Care Experience**

We develop and support methods, policies, processes and our staff to provide a superior experience for every person and family served.

#### **Financial Excellence**

We achieve and maintain an operating margin and key financial indicators that ensure our sustainability and growth.

#### **Workforce Excellence**

We select, develop, retain and recognize a workforce representative of the communities we serve where every person can achieve their highest potential and well-being in service of our mission.

#### **Growth & Collaboration**

We seek and execute on stand-alone, partnership and collaborative opportunities that allow us to grow our patient base, services, service area, funding and fundraising support.