



# Strategic Planning in the Bridges Collaborative Care Clinic: Connecting Problems to Solutions



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## Objectives

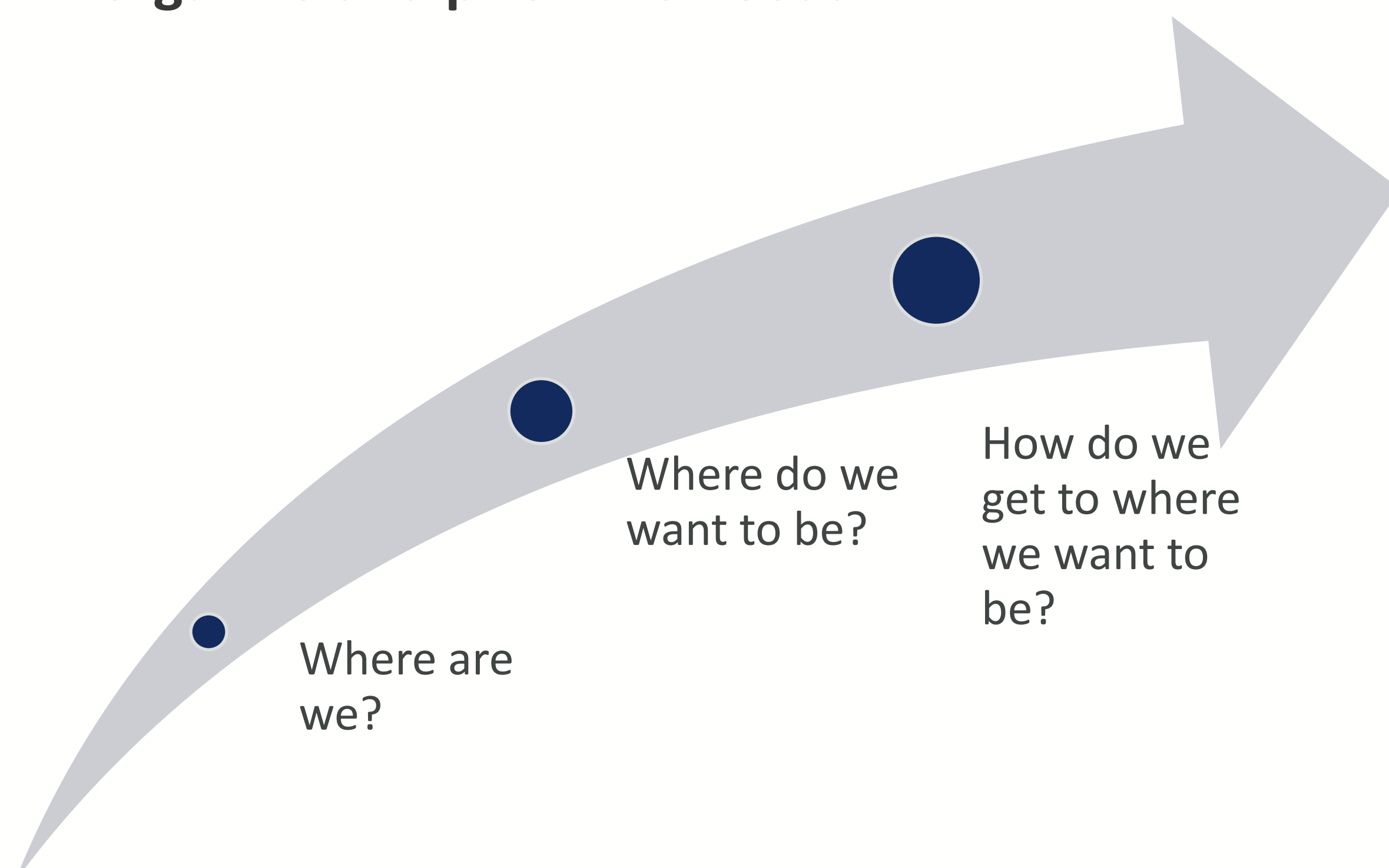
1. Describe the methodology of strategic planning and its application to Bridges Collaborative Care Clinic.
2. Illustrate strengths and weaknesses that were uncovered.
3. Share our experience with other organizations seeking systematic development.

## Background

- Bridges Collaborative Care Clinic (BCCC) is Oregon's first **interdisciplinary student-run clinic** for underserved communities that partners with **Transition Projects Inc. (TPI)**.

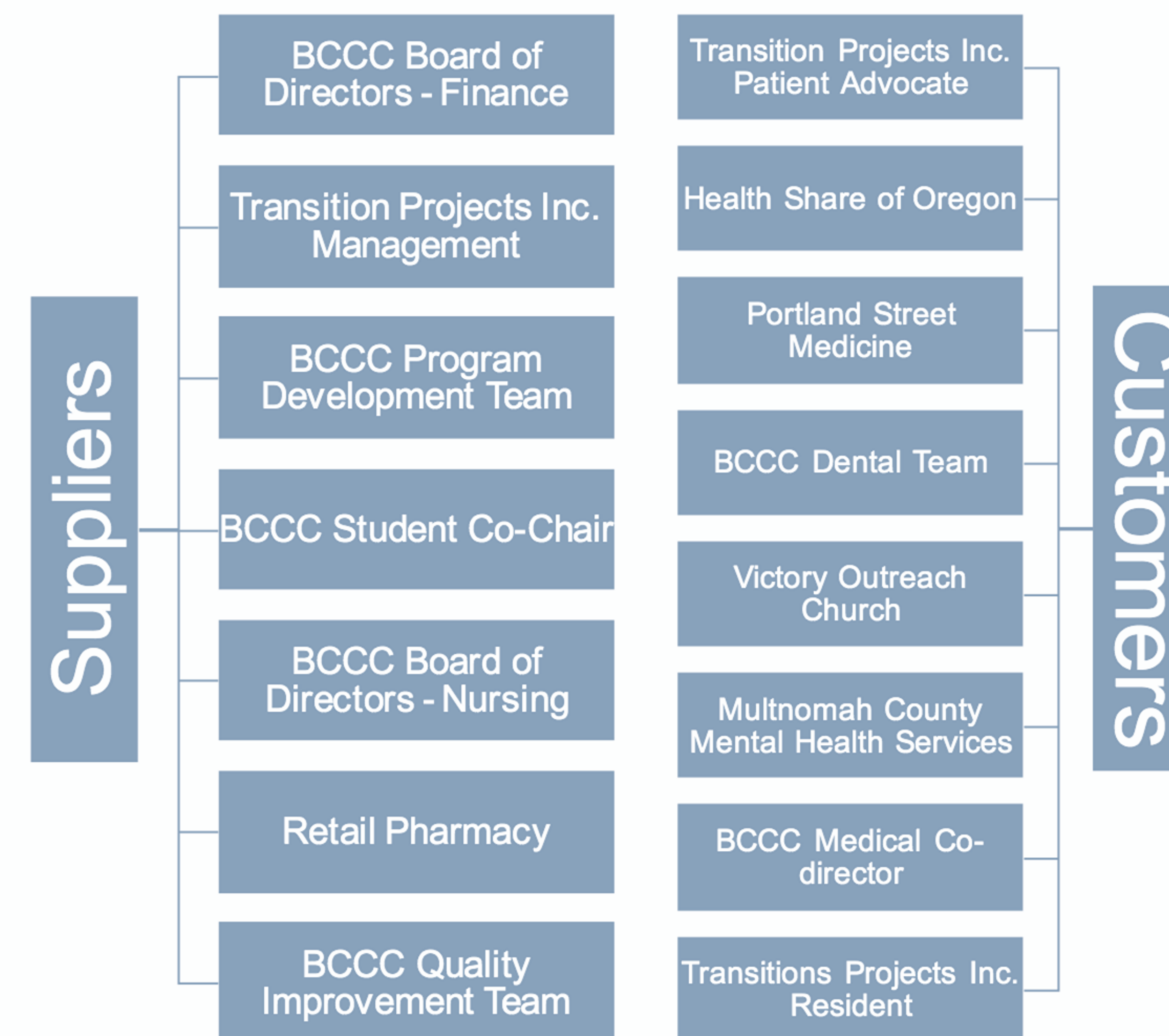
- Medicine
- Nursing
- Public Health
- Pharmacy
- Dentistry

- **Growing complexity** exposed major inefficiencies:
  - Current distributive leadership model (Snowflake) siloed responsibilities.
  - Increasing need for clinical expansion projects and administrative organization.
  - Inefficient communication.
- Solution: **Implement a strategic planning process to organize and prioritize needs.**

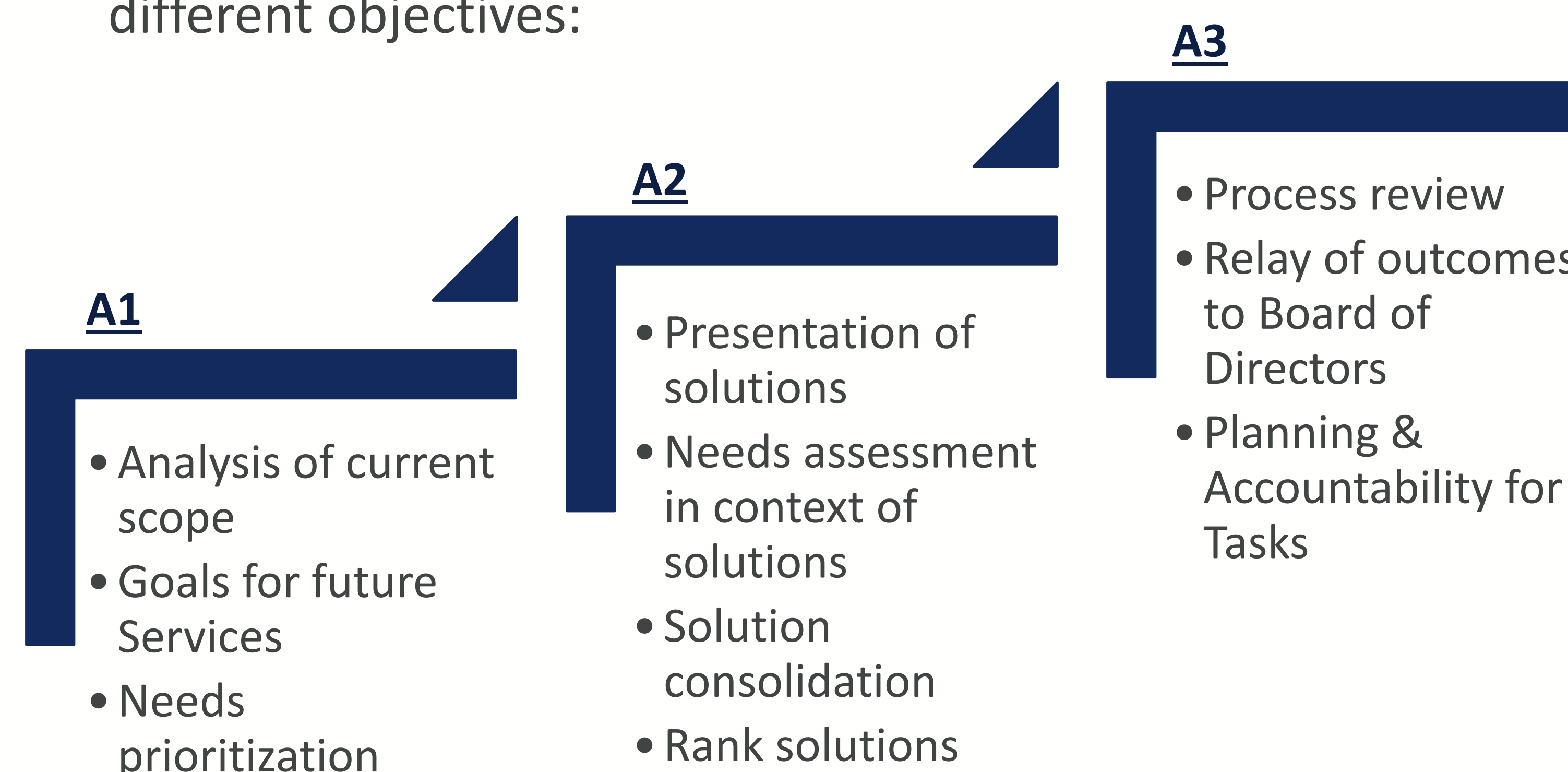


## Methods

1. Interview and select diverse team of community experts to function as **customers**.
2. Invite stakeholders directly involved with BCCC to represent the **suppliers**.



3. BCCC's Strategic Planning consisted of **3 meetings**, each with different objectives:



## Results



## Discussion

- Traditionally defines customers as participants of the clinic, but BCCC serves **three types of customers**:
  - Participants
  - Students
  - Supporting faculty.
- Skew towards the prioritization of clinical needs instead of also emphasizing internal organizational needs.
  - **Most prominent needs identified were incongruent with internally defined needs.**

## Conclusion

- Strategic planning provides valuable discussion and insight
- Organizations must define all customers of a service and consider them throughout the process.
- With multiple customers, must implement each strategic planning step separately in order to clearly define goals.