



## FIVE-YEAR STRATEGIC PLAN 2013-2017 EXECUTIVE SUMMARY

### *Introduction:*

The Institute for Rural Health (IRH) is housed within the College of Health and Human Services at Western Kentucky University (WKU). Most people know the IRH for its two WKU Mobile Units: the Mobile Health and Wellness Unit and the Mobile Dental Unit. However, there is more to the IRH than meets the eye.

The IRH is a university-based multidisciplinary unit that collaborates with several academic departments across WKU. The Mobile Health and Wellness Unit is staffed by a Registered Nurse. The Mobile Dental Unit is staffed by a Dentist and Registered Dental Hygienist. Both Mobile Units serve as a platform for educating and providing clinical experiences/internships for nursing, dental hygiene, and public health students, as well as other disciplines at WKU.

A full range of health and wellness screenings and dental services are currently provided to rural residents at no cost through the Mobile Units which travel to selected locations in South Central Kentucky. With a budget provided by WKU's College of Health and Human Services (CHHS), the IRH has been providing services since 2001 to the uninsured, underinsured, and underserved rural populations in South Central Kentucky. The staff of the IRH have a passion for serving the community. As such, the IRH has adopted "Providing Community Stewardship through Education and Service" as its slogan.

In addition to providing health and wellness and dental services in the regional service area of the IRH, the staff at the IRH work daily on community outreach projects, grant opportunities, and research projects. All of the staff at the IRH are very dedicated to providing quality health and wellness services, dental services, and health education to its constituents.

### *Mission:*

To steward a high quality of life for rural populations and underserved areas: by engaging students and faculty in service learning and research; by providing clinical services; and by serving as a global resource for improving health in rural communities.

### *Objectives:*

- A. To participate in the education of future health professionals by engaging WKU students in service learning and multi-disciplinary activities within a diverse patient population.
- B. Improve oral health status of residents living within WKU's regional service area by providing services at selected locations.
- C. Improve health and wellness status of residents living within WKU's regional service area by providing services at selected locations.

The IRH strives to meet its objectives, by delivering services in four main sectors of the community:

- 1. Education
- 2. Business/Industry
- 3. Health Care
- 4. Nonprofit

## Focus Areas:

The focus areas of the IRH will be addressed using a dual strategy: (1) Use expertise of the IRH, as well as CHHS and (2) Collaborate with community partners. By utilizing a dual strategy, the IRH is confident in its abilities to improve the overall health status of its constituents. Moreover, with a strategic focus, services can be delivered efficiently and effectively. The following areas are the strategic focus of the IRH for calendar years 2013-2017:

1. Brand identity
2. Building relationships
3. Sustainability
4. Collection and management of data
5. Resource for mobile providers

### Goal 1: To improve brand identity in the community and on campus.

**Outcomes:** \* Reduce ambiguity with unit name \* New name for unit \* New marketing materials (i.e. brochure, website, news feeds) \* Social media marketing campaign

### Goal 2: To build relationships in the community to address the priority health issues set forth by the Barren River Community Health Planning Council (BRCHPC).

**Outcomes:** \* Increased number of community partners \* Offer services on the Mobile Units focusing on cardiovascular disease, diabetes, and obesity as outlined in the BRCHPC plan. \* Residents will have an improved quality of life \* Community exposure for Mobile Units

### Goal 3: To become sustainable by transitioning from a unit charity model to a nonprofit model.

**Outcomes:** \* Establish fee-for-service schedule for health and wellness and dental services \* Establish Memorandum of Agreements (MOA) for billable health and wellness services \* Become a Medicaid provider for dental services \* Formalize internship/graduate assistant program \* Secure grant funding \* Secure monies from fundraising efforts \* Generate enough revenue to off-set expenditures associated with service delivery \* Generate enough revenue to assume the responsibility to pay for 100% of all non-budgeted staff members' salary and benefits \* Generate income to establish an account for vehicle maintenance and vehicle replacement

### Goal 4: To collect and manage quality data in a user-friendly database for ease of data analysis.

**Outcomes:** \* User-friendly database for collection and management of data \* Reduce redundancies in the collection and management of data \* Use electronic devices for patient registration forms \* Provide data for publications and poster presentations within the CHHS

### Goal 5: To become a major resource for mobile providers in the Commonwealth of Kentucky.

**Outcomes:** \* Enhanced dissemination of IRH expertise with existing mobile unit providers, as well as interested constituents of the mobile health delivery system \* Creation of Kentucky Mobile Health Coalition \* Creation of annual Kentucky Mobile Health Conference

## Conclusion:

The goals set forth in the Strategic Plan require significant monetary resources from the IRH, which includes the operating budget, grant budgets, and Foundation account, as well as a strong commitment from the CHHS. Likewise, the plan requires a substantial amount of time and commitment on the part of IRH staff in making this plan a reality. The outcomes of the plan will be beneficial to the IRH, as well as WKU, but it will also benefit the communities served by the IRH.