

**Visioneering Wichita  
Health Care Strategic Alliance  
Leadership Retreat**

**Attendees:** Colleen Parker, Kathy Sexton, Denny Bender, Patti Moser, Jessica Tarbell, Mary Fusco, Ron Whiting, Jack Brown, Claudia Blackburn, Susan Bumsted, Doren Frederickson

***Health Care is Our Business, a Healthy Community is Our Goal***

Together, members of the Alliance are working to fulfill the Quality of Life vision, to be a healthy, safe community that has a vibrant recreation, entertainment and arts focus that embraces diversity and builds pride.

The Alliance has identified four action areas:

- Promoting disease prevention by encouraging healthy lifestyles, wellness, and fitness and education programs (including addressing tobacco, obesity, drug, alcohol and violence issues)
- Having comprehensive coordinated health care, including mental, dental, and medical care for all people
- Ensuring the availability and adequate supply of qualified health care professionals
- Communicate and promote existing health services

Among the benchmarks for success will be keeping average annual health expenditures below the projected growth trend line.

**Guiding Principles:** To guide us in our work, we use these principles:

- We define our work in terms of health – not just health care. We believe in the prevention of disease, promotion of healthy activities and access to quality care for all
- Our work will have an impact on our community because a healthy workforce is a key factor in job growth and development
- We will use social marketing and other strategies to provide the information and tools necessary for people in our community to make healthy decisions that will improve their health and quality of life. Under Development of Health Care Alliance Guiding Principles: Consider adding "skill development" after appropriate information under bullet point 3, as this is key to adoption of new behaviors. Awareness is the first step (including social marketing and other strategies), step 2 is education, step 3 skill development and step 4 adoption of new behavior as maintenance.
- Business and health care are interconnected and we recognize and respect this relationship, including the fact they share common concerns about access, quality and costs
- The business of health care: We promote effective and efficient (medical? best?) practices
- We can't forget those who need us most: Special consideration will be made for activities that reach the indigent population, as they will increase our overall quality of care and access in the community
- Everyone needs a home: We endorse the concept of a medical home, or a single place where individuals and families can access care when needed

- No more health disparities: We must reduce health disparities in each of the focus areas (described below)
- A regional approach is best and we will promote regional partnerships to achieve our mission

In addition, measuring our activities and evaluating their impact are key components to our planning. As such, any activity undertaken by the Health Care Alliance will demonstrate a measurable return on investment, and all efforts will be evaluated to determine effectiveness and impact on the community.

**Health Focus Areas** – Nine priorities will help us focus our future efforts of the Health Care Alliance:

- Asthma
- Unintentional and Intentional Violence (Injury)
- Oral Health
- Drug/Alcohol
- Physical Activity
- Nutrition
- Tobacco Use
- Palliative Care
- Mental Health

**Strategies to help us get there.** In order for us to achieve our goals, we will follow these initial strategies:

**Strategy 1.** The Health care Alliance will support/engage/assist those working in the nine health focus areas, especially as their efforts relate to costs, access, and quality.

**Strategy 2.** The Health Care Alliance will identify and apply for funding that can help build the capacity of health in the community.

**Strategy 3.** The Health Care Alliance will measure and track progress on the nine health areas to determine the extent to which progress is being made on each.

**Strategy 4.** The Health Care Alliance will engage partners who are in a position to address health and health care concerns for the Wichita MSA. The Alliance will facilitate discussions on what & what does not work for businesses, highlighting the needs of businesses (i.e., community needs a healthy workforce).

**Strategy 5.** The Health Care Alliance will engage those working on health and health care policies/advocacy to support efforts that improve costs, access, and quality.

**Strategy 6.** The Health Care Alliance will utilize social marketing techniques to help address and support the nine health areas.

**Accomplishments to date** – In its first year, the Health Care Alliance (1) conducted quarterly Health Care Forums, (2) identified several benchmark subcommittees regarding quality, accessibility, and cost, (3) identified four priority action areas, and (4) coordinated a successful legislative effort through Visioneering Wichita's Unified Legislative Alliance with state support for 25% expansion in the capacity of nursing programs in existing post secondary public education institutions in South Central Kansas.