

# President's Commentary

*Johna Easley*

*President & CEO*



**“To serve our communities’ pre-hospital needs through value-driven, compassionate, and clinically superior care.”**

# Strategic Planning Overview

Wendy Thomas

with Leadership Tulsa/Wendy Thomas LLC



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# Process Overview



History and data review



Focus group with EMSA Senior Leadership Team



Interviews with Trustees



Surveys of supervisor/manager/position of influence level team members



Two-day planning retreat



Multi-level review of draft plans



Today: Recommending adoption of final plan



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# Summary of SWOT

## STRENGTHS

- The public/private model
- Overall quality of care
- Resilience of organization
- New workforce development initiatives

## WEAKNESSES

- Lack of alignment among board members
- High levels of stress and burnout among team members
- Response times, meeting them, and that being the sole measure of performance



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# Summary of SWOT

## Challenges/Threats

- Industry-wide issues impacting healthcare delivery and workforce management
- City relations and political pressures
- Public understanding of where EMSA fits in the emergency service ecosystem
- Rising costs of running a high-volume, high-performance system

## Opportunities

- Innovation
- Collaboration
- Community Engagement



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# The Plan



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- **GOAL ONE:** Clarify and expand the ways we measure and communicate EMSA's impact and value in our communities.
- **GOAL TWO:** Partner with the OMD and others in the healthcare system to advocate regulatory change and find innovative ways to get people the care they need to reduce unnecessary healthcare expenditures in our communities.
- **GOAL THREE:** Build a team culture that is innovative, inviting, and safe.
- **GOAL FOUR:** Diversify our financial model to enhance EMSA's ability to provide exceptional care to our patients for years to come.
- **GOAL FIVE:** Develop an engaged, informed, and resilient board that can be EMSA's champions.



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# Next Steps

- Board approval
- EMSA Senior Leadership Team creates departmental and annual action plans
- Reporting mechanisms



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# EMSA



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