



Strategic Plan 2022-2024

Strategic Intent: To create a transparent, collaborative, supportive and accountable culture; so we can fulfill our mission and engage our staff in serving our communities equitably and respectfully.

Mission

Planned Parenthood of Central and Western New York protects and provides health care and education that empowers individuals and families. With respect. Without judgment. No matter what.

Vision

Planned Parenthood of Central and Western New York envisions a community where everyone has autonomy over their bodies and choices as a basic human right. We will welcome everyone to enter safely through our doors and leave emotionally and physically healthier.

Values

Just-culture
Inclusion
Dignity
Compassion
Equity
Patient- and
client-centered



KRA 1

We are able to hire and retain top talent.

STRATEGY 1: Deploy values-based recruitment strategy to better achieve desired staffing levels and diversity goals.

STRATEGY 2: Expand outreach by leveraging employees, partners and education institutions in recruitment.

STRATEGY 3: Investigate and pilot flexible work arrangements that offer employees more choice while balancing organizational needs.

STRATEGY 4: Invest in efforts to further transform the organization to a values-driven culture.



KRA 2

We are intentionally improving access to care and health outcomes for those that need it most.

STRATEGY 5: Align on PPCWN Y's goals and create the internal structures needed to make sustainable progress towards population health and value-based reimbursement (VBR).

STRATEGY 6: Enable the use of population health to improve service delivery and health outcomes with a priority on health equity.

STRATEGY 7: Invest in the training, tools, and workflows needed to improve efficiency and quality of care.

STRATEGY 8: Close the gaps for current and prospective PPCWN Y service recipients by regularly assessing needs against PPCWN Y service offerings and quality referral options.

STRATEGY 9: Develop and communicate multiple pathways to services for those who have the greatest barriers.



KRA 3

Community support enhances our impact.

STRATEGY 10: Develop a segmented engagement strategy for volunteers, advocates, supporters, and donors to maximize support.

STRATEGY 11: Build a major gifts and “Moves Management” fundraising models to address significance of current funding needs.