



**Holland
Christian
Homes
Strategic Plan
2013-2016**



GOALS AND STRATEGIES

Ten high level goals emerged from the process, relating to three key priorities of service, leadership and organizational development

PRIORITY ONE: Grow and enhance our services

- 1.1 Ensure conformance with best practices in all service and therapy areas
- 1.2 Expand assisted living services
- 1.3 Expand services in mental health
- 1.4 Expand services in palliative care
- 1.5 Expand social and recreational programs and activities

On completion of the services goals Holland Christian Homes will be providing a broadened range of quality services based on best practices and generating high levels of resident, tenant and family satisfaction.

PRIORITY TWO: Raise our leadership profile

- 2.1 Increase visibility and awareness of the organization and its services
- 2.2 Advocate on seniors care and services with a focus on issues facing faith based homes.

On completion of the leadership goals Holland Christian Homes will be a preferred destination for Christian seniors primarily of Dutch heritage and a recognized thought leader on seniors care.

PRIORITY THREE: Develop our Organization

- 3.1 Improve, expand and repurpose buildings, land and facilities to support strategic goals
- 3.2 Upgrade information technology and expand administrative and client care applications
- 3.3 Foster a positive and productive organizational culture

On completion of the organizational development goals HCH will be known for its best-in-class human resources practices, state of the art information technology and outstanding facilities.