TRANSITIONING TO A CPD ORGANIZATION THROUGH A HYBRID STRATEGIC PLANNING METHODOLOGY

Michael Hite, President and CEO, Annenberg Center for Health Sciences at Eisenhower

BACKGROUND
The Annenberg Center for Health Sciences was founded in 1960 by U.S. Ambassador Walter H. Annenberg with a dual mission to meet the educational needs of clinical clinicians at Eisenhower Medical Center and the Candler Valley, as well as national and international clinicians and to serve as a center for discussion on current areas in health care delivery and trends. In 2016, the Annenberg Center’s Board of Directors determined to undertake a strategic planning process to strategize the organizational mission and strategy by aligning the organizational strategic initiative into operational terms for continued improvement in current and future health care delivery environments.

PURPOSE
A need emerged to engage our learners more fully, using a hybrid CPD model to allow clinical clinicians and their continuing professional development the ability to approach the mission-driven needs of participants. The hybrid approach to traditional CPD models enables individuals to engage in an approach that is meaningful and relevant to their daily practice.

METHOD
• Utilized Survey Monkey
• Client stakeholder
• Open-ended comments
• Adoption of new innovation

SWOT ANALYSIS
• STRONGS
  - Advanced curriculum and outcomes
  - Strong internet
  - Long tradition

• WEAKNESSES
  - Not an academic institution
  - Limited resources

• OPPORTUNITIES
  - National reputation
  - Current changes

• THREATS
  - Competition
  - Financial constraints

GOALS & OBJECTIVES
• Three Legs of Organizational Stool
  - Mission
  - Leadership
  - Reporting & Evaluation

THREE LEGS OF ORGANIZATIONAL STOOL
• One to One
  - Consulting
  - Financial
  - Leadership

GOALS & OBJECTIVES
• Strategy
  - Three strategic themes
  - Nine objectives per goal

TEAM LEADERSHIP
• New entrants
  - New members

FUTURE DIRECTIONS
The hybrid strategic planning methodology positions the organization to continuously evolve in strategic imperatives, building on its current strengths and opportuni ties, while focusing on the organizational mission and strategy by aligning the organizational strategic initiative into operational terms for continued improvement in current and future health care delivery environments.

REFERENCES

www.annenberg.net