

STRATEGIC PLAN 2023-25 SUMMARY

Our vision

HEALTHY RURAL AND REGIONAL COMMUNITIES WITH TIMELY ACCESS TO THE PRIMARY CARE THEY NEED

Our vision is our ultimate aspiration. It articulates what all our efforts are working towards. For us, this is about all people in our catchment being healthy and well and having access to high-quality primary health care which meets their needs and prevents disease.

Our purpose

WE STRENGTHEN PRIMARY HEALTH CARE TO KEEP PEOPLE WELL AND OUT OF HOSPITAL

Our purpose communicates, at a high level, where we will focus our efforts to achieve our vision. We strengthen primary health care through integration, coordination and capacity building. Working in partnership is at the heart of our purpose; we cannot and do not want to work in isolation – it simply won't be effective or impactful. By increasing access to high-quality, culturally responsive and sustainable primary health care services, we support our communities to manage and improve their health and wellbeing so that fewer people need to seek acute health care and more care can be provided closer to home.

Our values



LEADERSHIP:

We commit to lead effective change in primary health care and the broader health system



COLLABORATION:

We build enduring relationships that lead to better health outcomes



RESPECT:

We value the voices and participation of every individual and respect the knowledge and wisdom our communities hold about their health needs



ACCOUNTABILITY:

We are accountable to our communities, partners, funders and co-workers

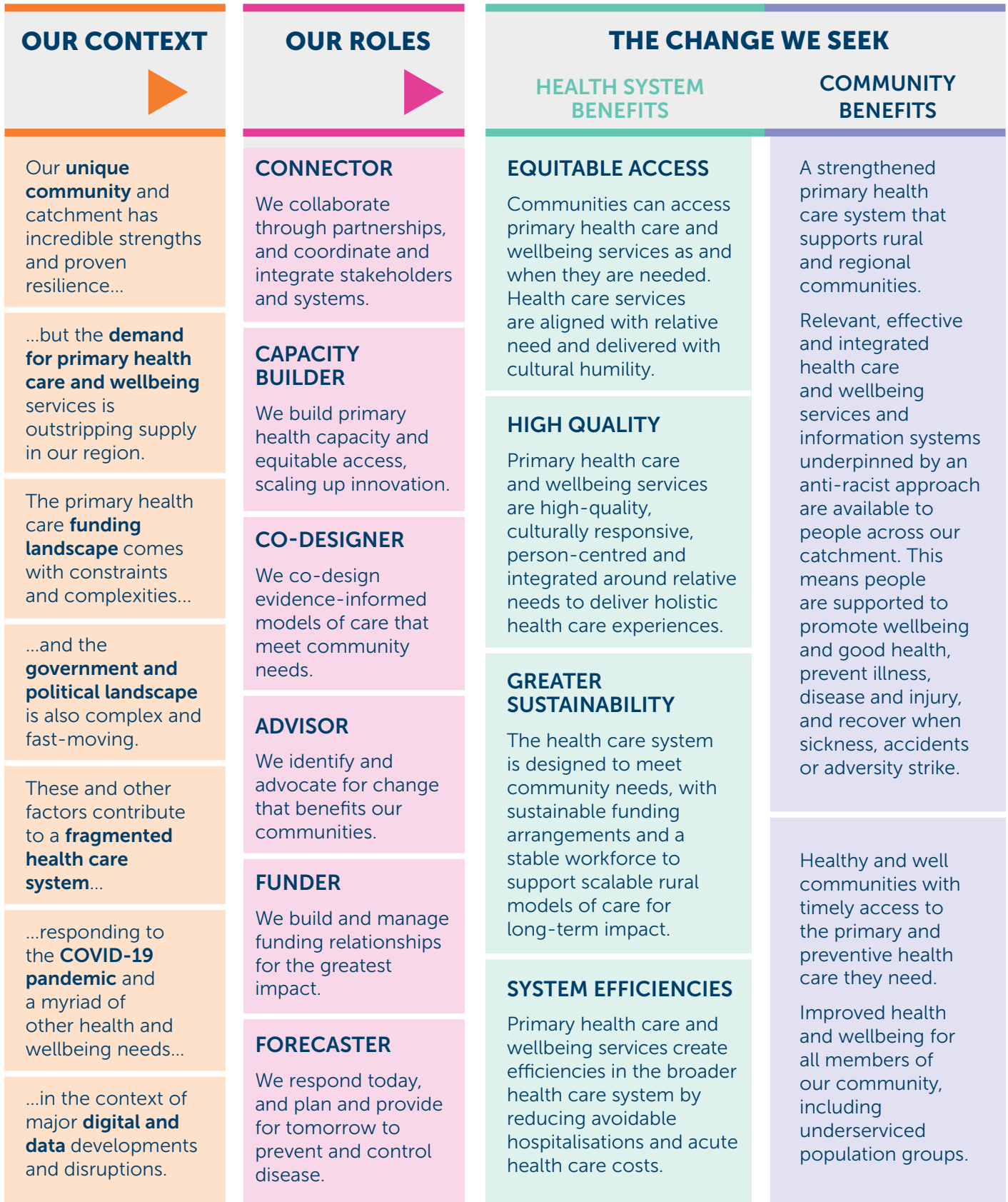


INNOVATION:

We foster new and better ways to improve health outcomes

Our story of change

Our story of change diagram describes the impact we seek to create with and for our communities. It shows how we seek to make change happen in the context of broader health care sector trends and disruptions, from the prevention of disease or illness, through to better health outcomes in our communities.

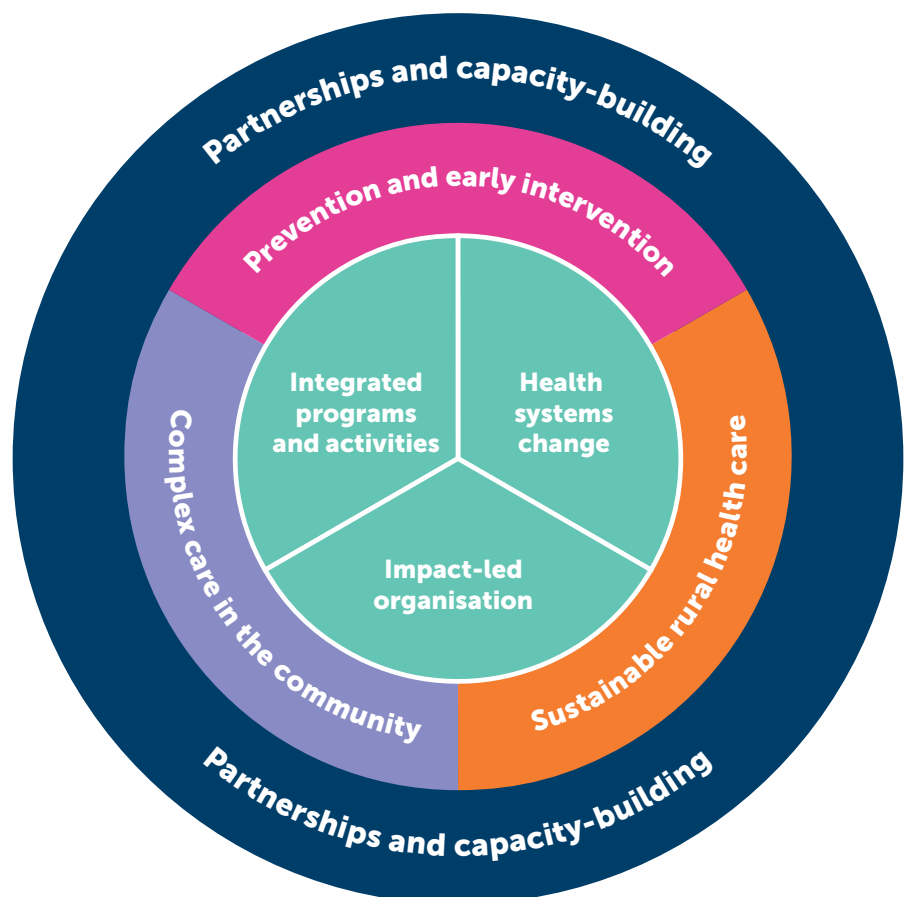


Our roles

	CONNECTOR We collaborate through partnerships, and coordinate and integrate stakeholders and systems
	CAPACITY BUILDER We build primary health capacity and scale up innovation
	CO-DESIGNER We co-design evidence-informed models of care that meet community needs
	FUNDER We build and manage funding relationships for the greatest impact
	ADVISOR We identify and advocate for change that benefits our communities
	FORECASTER We respond today, and plan and provide for tomorrow

Our inside-out change model

Through sustained focus on our three organisational priorities (represented in the green circle left), we aim to support development of projects and initiatives that respond to need in the three thematic streams of health and wellbeing represented in the coloured segments of the circle. We deliver to our communities through partnership and collaboration.



Our strategic priorities

Through sustained focus on our three organisational priorities, we aim to support development of projects and initiatives that respond to need in the three thematic streams of health and wellbeing represented in the coloured segments of the circle. We deliver to our communities through partnership and collaboration.

PRIORITY AREA 1: INTEGRATED PROGRAMS AND ACTIVITIES

A critical focus for us is ensuring primary health care and wellbeing services in our region are integrated and effective. We will focus on supporting co-design and development of needs-driven, evidence-informed programs and activities. The sub-priorities in this section can collectively be described as our approach to “relational commissioning”. This strengths-based approach is underpinned by principles of mutual respect, anti-racism, trust and co-design. Building capacity and scaling innovation are equally important if we are to achieve quality, sustainability and value in rural and regional primary health care.

- 1.1 Maintain an informed position on the needs and gaps in rural and regional primary health care and wellbeing service provision in our catchment.
- 1.2 Undertake regular, comprehensive reviews of current investment priority areas to ensure activities remain strategic, integrated, evidence-informed and outcomes-based.
- 1.3 Develop a trust-based partnerships and co-design model that supports long-term capacity building, equity, quality, value and sustainability in models of care delivery.

PRIORITY AREA 2: HEALTH SYSTEMS CHANGE

Murray PHN does not operate in isolation. We must engage and influence a diverse range of stakeholders within and beyond our immediate catchment to increase sustainability of funding arrangements, improve collaboration and coordination of service providers, and leverage innovation that benefits our communities and the broader health system. This represents an overall meaningful change that will directly benefit our communities in the Murray PHN catchment and beyond.

- 2.1 Advocate for the needs of our communities and general practice at regional, state and federal levels.
- 2.2 Collaborate with partners to drive integrated and sustainable co-investment.
- 2.3 Advance anti-racist, culturally responsive policy and practice within the primary health system.

PRIORITY AREA 3: IMPACT-LED ORGANISATIONAL DEVELOPMENT

Our people make us unique. To enable our team to do their best work, we are committed to building a resilient, agile organisation with a collective focus on outcomes and impact. This means making sure our infrastructure, technology and processes are fit-for-purpose. Most of all, it means making sure each and every one of us feel safe, respected and valued as part of a diverse, inclusive and innovative culture.

- 3.1 Develop a capable and engaged workforce.
- 3.2 Advance anti-racism, diversity and inclusion across our team.
- 3.3 Adopt a strategic, purposeful design and outcomes-orientated focus across the organisation.
- 3.4 Enhance our systems technology and processes to support strategy implementation.
- 3.5 Increase our financial sustainability and resilience.