

STRATEGIC PLAN 2023-25 SUMMARY UPDATE

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:

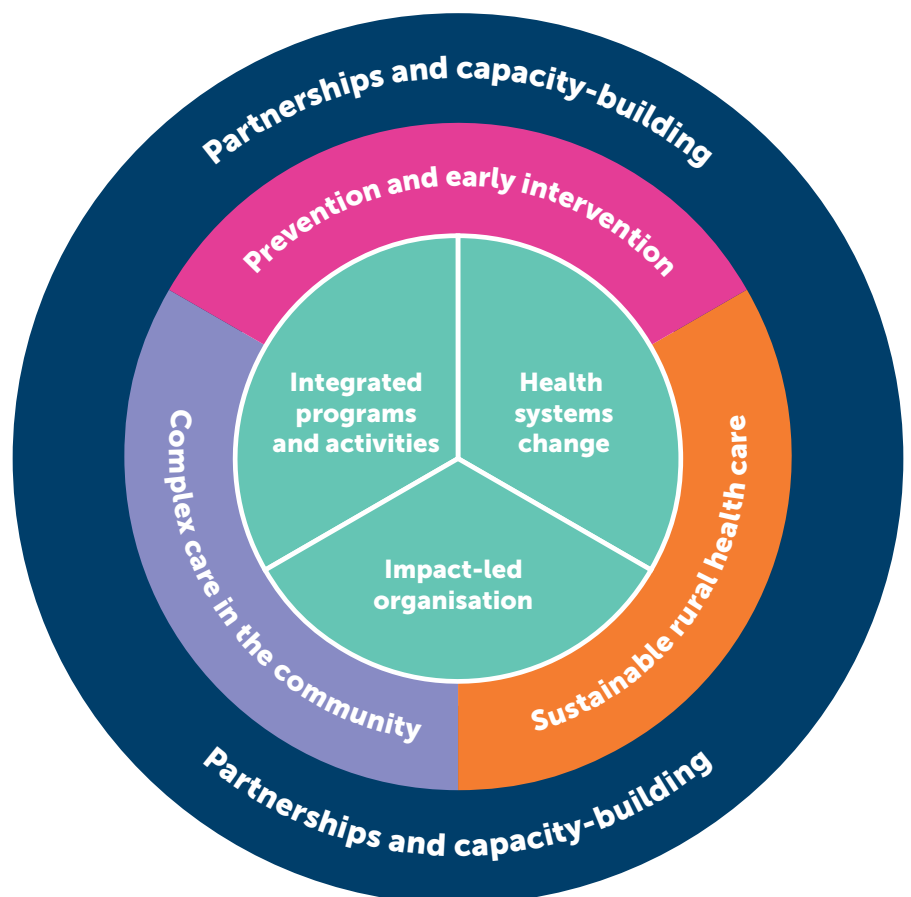
We foster new and better ways to improve health outcomes

Our 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

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PRIORITY AREA 1: INTEGRATED PROGRAMS AND ACTIVITIES

We are committed to fostering effective collaboration among primary healthcare services in our catchment. Our focus lies in commissioning, coordinating and capacity building through programs and activities that address population needs, supported by the best available evidence. By scaling innovation, we strive to enhance the quality, sustainability, and value generated by our regional primary healthcare system. These efforts align with the quintuple aims of national primary healthcare reform: better care, efficiency, equity, improved population health, and provider working conditions.

- 1.1 Keep informed about rural and regional primary healthcare needs.
- 1.2 Regularly review primary healthcare activity and performance to deliver our strategy and objectives.
- 1.3 Build partnerships and models of care based on trust and collaboration to advance regional primary healthcare as part of national reforms.

PRIORITY AREA 2: HEALTH SYSTEMS CHANGE

Murray PHN does not operate in isolation. We must engage and influence a diverse range of stakeholders, including partners who collaborate with us and influencers in our region's primary care system, both inside and beyond our immediate catchment area. This engagement ensures that we incorporate their interests into all our activities, aiming for transparency and accountability. By doing so, we enable effective collaboration with stakeholders to achieve shared outcomes, ultimately leading to improved population health and a robust, sustainable primary care system in our region. This will directly benefit communities within the Murray PHN catchment area and beyond.

- 2.1 Advocate for the needs of our communities and primary healthcare system at regional, state and national levels.
- 2.2 Collaborate with partners for shared and sustainable investment in our regional primary care system.
- 2.3 Advance anti-racist, culturally responsive policy and practice within the primary healthcare system.

PRIORITY AREA 3: IMPACT-LED ORGANISATIONAL DEVELOPMENT

Our people make us unique. To enable our teams to do their best work, we are committed to building a resilient, agile organisation with a shared focus on performance, outcomes and impact. This means making sure our infrastructure, technology and processes are fit-for-purpose. Above all, it means making sure each of us feels 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 Use our data and outcomes-focused approach to drive decisions, increasing our impact and accountability to funders and our community.
- 3.4 Enhance our systems technology and processes to support strategy implementation.
- 3.5 Increase our financial sustainability and resilience.