

## HCCI: Where Does Our Compass Point Us?

When you are traveling a path that others have been on you use a map. The map tells you what to expect and which way to go. However, when you are exploring uncharted territory, there is no map. Instead, you need a compass. A compass can't tell you what to expect, but it can ensure that you are always headed in your intended direction.



At HCCI we find the metaphor of the compass galvanizing. Our plan to close the home-based primary care gap in this country by increasing awareness of the field and training a new generation of home-based care providers is largely uncharted territory. No one has been on this exact route before, and so no one has drawn us a map. But, we do know where we're going, and we have a compass to help make sure that we're getting there.

Comparing plans, courses, and ideas against our compass headings helps ensure that while we're traveling this unfamiliar territory, we still know where to go.

### **Compass Heading: Mission**

Create universal access to best practice house call programs and make home-based primary care the national standard for treating medically complex patients best cared for in the home.

### **Compass Heading: Vision**

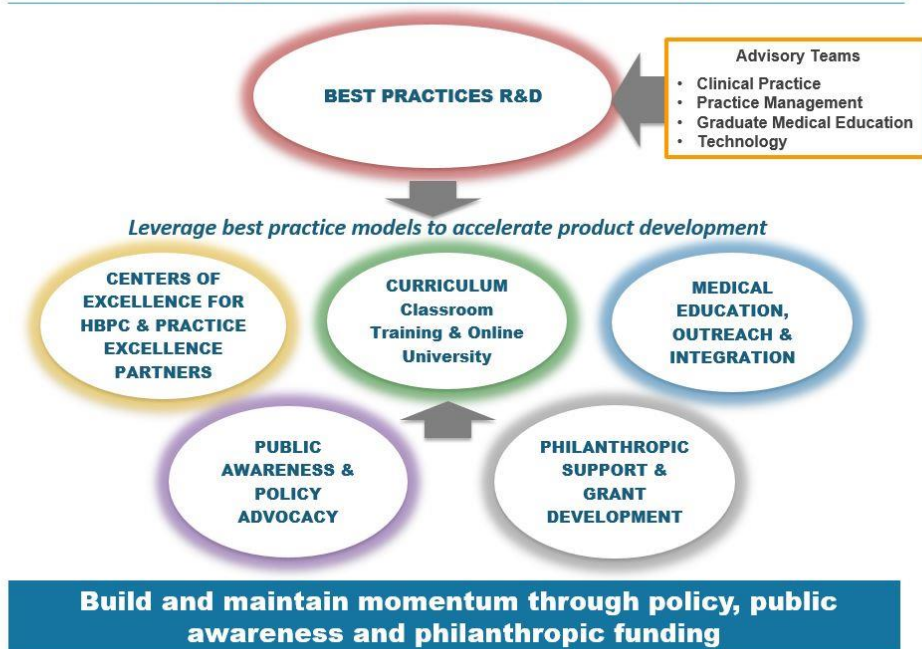
HCCI seeks to ensure that every patient in need has access to quality home-based primary care resulting in a profound improvement in medical outcomes, patient and family experience, and healthcare spending.

### Compass Heading: Values

- Facilitate quick action and drive faster results with our partners by learning by doing and continuously improving.
- Operate as responsible and trusted stewards of our partners' time, expertise, generous donations, and other contributions.
- Promote a culture of trust, transparency, teamwork, and healthy work-life balance.
- Help others understand the need for, and support the transformation to, best practice home-based primary care.
- Keep our eyes on the ultimate goal: To profoundly improve the experience of home-bound patients and caregivers.

We've developed seven *initiatives* to help us reach our compass points.

### 5-Year Strategy Roadmap: Six Key Strategic Initiatives



#### 1. Research

Engage leading experts and supportive organization to identify, develop, validate, and publish house call program practice guidelines. We need to invest in research to further validate quality, patient satisfaction, and cost avoidance benefits of home-based primary care (HBPC).

#### 2. Curriculum Development

Develop a continuous stream of HBPC classroom and online education and training modules for in-person delivery through Centers of Excellence, and online delivery through HCCI's new website and learning management system.

### 3. Centers of Excellence and Practice Excellence Partners

Develop a network of 6-8 Centers of Excellence to provide in-depth classroom training and coaching. Engage 12-25 House Call Programs as Practice Excellence Partners for hands-on learning and mentoring to accelerate workforce development and scale the practice of HBPC.

#### Centers of Excellence for HBPC

##### WHAT'S INSIDE ...



### 4. Medical Education, Outreach, and Integration

Develop standard curricula and public speaking packages to support HBPC talks to the future primary care workforce (students and residents).

### 5. Public Policy/Advocacy

Collaborate with and support AAHCM in advancing legislative/public policy support of HBPC at the federal, state, and local level. Place particular emphasis on moving Medicare and Medicaid payments from fee-for-service to value-based reimbursement for HBPC.

### 6. Public Awareness

Invest in a national public awareness campaign that will put a compelling HBPC storyline in front of key stakeholders, including patients, caregivers, future workforce members, policy-makers, payers, providers, and educational institutions.

## 7. Philanthropic and Grant Support

Develop and execute a fund development strategy that will support the Institute's five-year plan and maintain a sustainable organizational infrastructure.

At HCCI our focus on our “true north” hasn’t changed. Rather, our expanded look at all of the points on the compass, and our development of initiatives work together to make sure that as we travel down this uncharted path with you, we are all walking in the same direction.