

**Priority Area:**

**Summary of SBHC’s current situation (practice, role, and/or involvement) in priority area:**

**Desired Goal or Milestone:**

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| --- | --- | --- | --- | --- | --- |
| **Business Plan Area for Improvement** | **Objective** | **Activities/Strategies** | **Date / Timeline:** | **Key Person(s) Responsible** | **Evaluation Indicator(s)** |
| Needs statement from business plan | Update SBHC needs statement by April 30, 2015 | * Collect data on population health status /needs of community and school * Collect community demographics * Collect school demographics * Report data on SBHC outcomes * Collect satisfaction data from students, parents/ guardians, and school personnel |  |  | Data collected on population health status, community demographics, school demographics, SBHC outcomes, satisfaction of target audiences  Needs statement updated |
| SBHC business overview | Complete or update business overview | * Update SBHC description, history, vision, mission, values, and program goals |  |  | Business overview is updated |
| Operations and Management Plans | Complete or update operations or management plans | * Update information on: locations and facilities, *MOU, advisory committee,* operating procedures, *policies and procedures, and* SBHC services |  |  | Operations and management plans are updated. |
| Personnel and Resources | Complete or update personnel and resources | Update information on staff member roles and responsibilities, job descriptions, and staffing structure.  Describe SBHC partnership relationships and community engagement strategies.  Assess SBHC Strengths, Weaknesses, Opportunities, & Threats |  |  | Information on personnel and resources is updated or completed. |
| Market Strategies | Complete or update market strategies | Update information on product, service delivery, pricing, messaging, and advertising |  |  | Market strategies section is updated or completed. |
| Niche Analysis | Complete or update niche analysis | Update or complete information on: SBHC competition, key assets of competitor and SBHC, and the plan for addressing competition. |  |  | Niche analysis updated or completed. |
| Financial Analysis | Complete or update financial analysis | Update or complete financial analysis |  |  | Financial analysis updated or completed. |
| Risk management | Complete or update risk management strategy | Update information on anticipated risk situations, and the strategy for reducing the risk. |  |  | Risk management strategy updated or completed. |
| Exit strategy | Complete or update SBHC exit strategy | Describe how your exit strategy will consider, and be communicated to staff, partners, patients, the school district, parents /guardians, community, debtors, funders, excess cash reserves and assets. |  |  | SBHC exit strategy is updated or completed. |