

# 2021-25 STRATEGIC PLAN

**Sunshine Coast Health Network**

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CENTRAL QUEENSLAND,  
WIDE BAY, SUNSHINE COAST

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An Australian Government Initiative



# 2021-25 STRATEGIC PLAN

Now more than ever we recognise the importance of good health and wellbeing to our quality of life, and the central role played by primary health care in keeping our communities strong and resilient.

The response to COVID-19 and the impact of climate change has challenged all of us and shown our strength as a community. We have also found new ways of delivering health care that open up new opportunities to tackle persistent challenges.

The Sunshine Coast Health Network has worked with our communities and primary health care providers to grow resilience and to improve health outcomes. To do so we have built a team that delivers for the community and is both engaged and innovative. As a result, we are trusted to get the job done. We are recognised as leaders in delivering efficient health care solutions and for our agility in getting services to the community where they are needed most.

With our reach extending from country to coast in Central Queensland, Wide Bay and the Sunshine Coast, we truly are in the heart of Queensland.



**RIGHT:**  
Aboriginal and Torres Strait Islander Partnership Roundtable.

**RIGHT:**

SCHN board members Dr John Menzies, Dr Peter Dobson, David Conry and John Woodward with PHN CEO, Pattie Hudson



To meet the challenges of the changing public health environment we are ready to embrace new ideas, new investment and the technological changes that are within our reach. We recognise the Sunshine Coast Health Network needs to ensure our health system focuses on disease prevention, intervention and health maintenance outside of the current over-burdened health system to meet the primary health care needs of the future.

To realise these ambitions, we need to build our capability to ensure we have the right tools and resources in place. We will also need to seek new investment, research and community partners beyond our existing contracts and relationships.

**This Strategic Plan sets out a clear path for our organisation to:**

- continue to build healthier communities through primary health outcomes
- build the tools and resources we need for the future
- meet emerging challenges through innovation, new investment and new partnerships.

**BECAUSE EVERYONE'S HEALTH MATTERS.**

# 2021-25

## OUR STRATEGY

The health of our communities is steadily improving. But we are facing new and persistent challenges arising from COVID-19, climate change, social inequality and economic disadvantage. At the same time, we have an unprecedented opportunity to benefit from the innovation and focus sparked by these challenges.

### OUR VISION

Healthy, resilient, connected communities – country to coast.

### OUR MISSION

Responsive and effective solutions that optimise population health and wellbeing.

### OUR PLAN

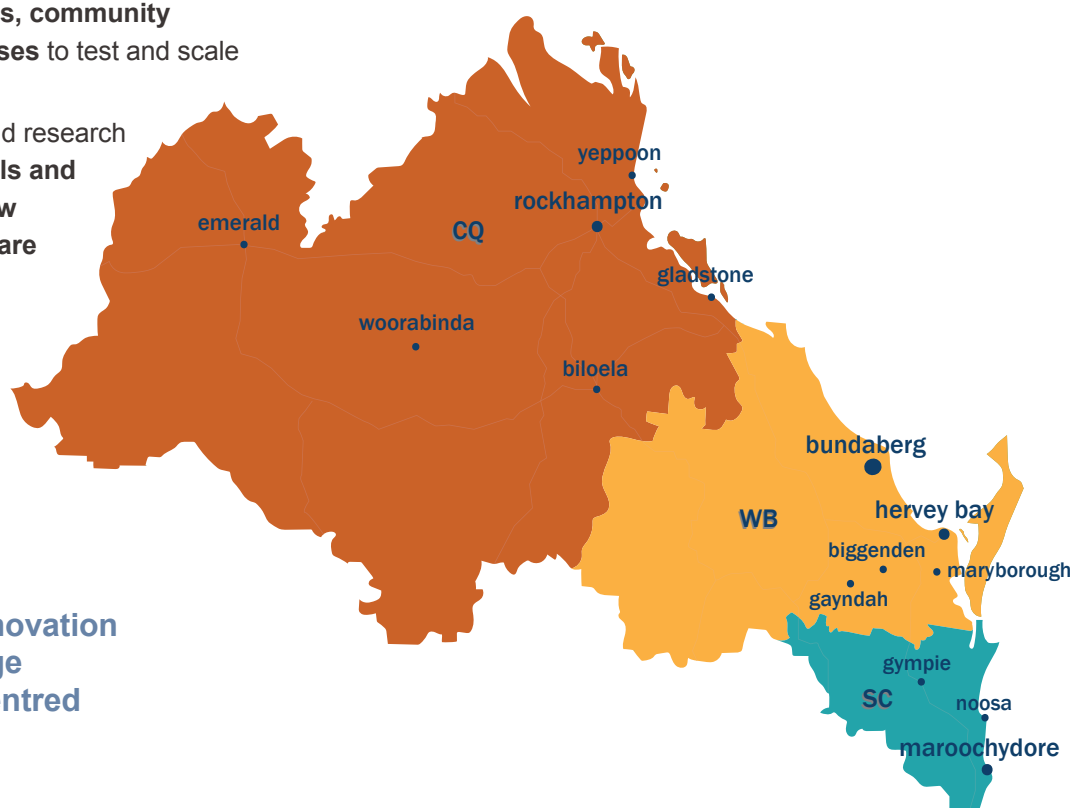
We will meet today's primary health priorities and future challenges through agile commissioning and delivery, by embracing new ideas and attracting new investment and partnerships.

#### We will:

- work closely with **communities and consumers** to co-design integrated and innovative responses
- partner with primary care providers, governments, **hospital and health services, community organisations and businesses** to test and scale up new approaches
- collaborate with academic and research partners, our **clinical councils and other bodies promoting new models of primary health care** to drive change and partner on our progress.

### OUR VALUES

Respect • Diversity • Innovation  
• Collaboration • Courage  
• Excellence • People centred







## OUR PRIORITIES

### **Build healthier communities through primary health outcomes**

**Together with our service delivery partners and communities we will:**

- connect young people to trusted services that set them up for healthy lives
- connect older people to services that keep them healthy and active at home
- give babies a healthy start in the first 5 years
- improve primary health care access for people with disabilities
- improve mental health and wellbeing
- contribute to meeting the primary health needs as determined by Aboriginal and Torres Strait Islander people.

### **Build the tools and resources we need for the future**

**We aim to:**

- be recognised for our PHN agile commissioning and delivery
- build workforce capability
- move to measuring outcomes and mobilising data intelligence.

### **Meet emerging challenges through innovation, investment and partnerships**

**To identify and meet emerging challenges we aim to:**

- co-design integrated and innovative ways to provide more effective primary care solutions
- secure new investment partners and collaborators to support research and implementation of new models of primary health care.

# 2021-22

## DELIVERING ON OUR STRATEGY

PRIORITIES	STRATEGIES
Build healthier communities through primary health outcomes	<b>We will continue to meet current priorities</b>
	Connect young people to trusted services that set them up for healthy lives
	Connect older people to services that keep them healthy and active at home
	Give babies a healthy start in the first 5 years
	<b>We are working on emerging priorities</b>
	Enable people with disabilities to take control of their primary health care needs
	<b>We will begin building our future now</b>
Build the tools and resources we need for the future	Improve mental health in the community
	Contribute to meeting the primary health needs as determined by Aboriginal and Torres Strait Islander people
	<b>We will continue to meet current priorities</b>
	Be recognised for our PHN agile commissioning and delivery
	<b>We are working on emerging priorities</b>
Meet emerging challenges through innovation, investment and partnerships	Build workforce capability
	Move to measuring outcomes and mobilising data intelligence
	<b>We will begin building our future now</b>
	Co-design integrated and innovative ways to provide more effective primary care solutions
	Secure new investment partners and collaborators to support research and implementation of new models of primary health care



## 2021-22 ACTIONS

- Leverage existing funding to deliver:
  - Mental health
  - General practice improvement

- Realign investment in maternal and child health services to:
  - Focus on primary care support on priority issues
  - Align implementation with regional hospital and health services

- Begin delivery of Primary Care Enhancement for People with Intellectual Disability program
- Benchmark numbers of people with an intellectual disability accessing primary health care (year 1)

- Implement Mental Health, Suicide Prevention and Alcohol and Other Drugs Joint Regional Plan to enhance innovative, integrated and co-designed models of care

- Develop Aboriginal and Torres Strait Islander strategy
- Build on role of Aboriginal and Torres Strait Islander Partnership Roundtable
- Commit to Reconciliation Action Plan activities

- Deliver on end-to-end commissioning improvement plan to ensure timely execution of services to community
- Review projects to ensure value for money
- Implement quality improvement processes through ISO preparation

- Build relationships with investment partners
- Scope seed funding sources
- Create internal business development capability

- Develop outcome-focused program logic for all portfolios
- Begin commissioning for outcomes
- Begin establishing baseline datasets against commissioned services

- Implement Engage Platform
- Undertake needs and opportunity analysis through business development lens
- Develop and implement an Innovation Strategy (including integration) to drive investment in new models of care

- Define our products and services (differentiators)
- Develop wide engagement strategy: identify and segment current partner organisations, actively seek potential new collaborators, external influencers and power brokers
- Develop a Strategic Partnership Plan
- Grow our engagement with local universities on primary health care leadership and research



## CONTACT US

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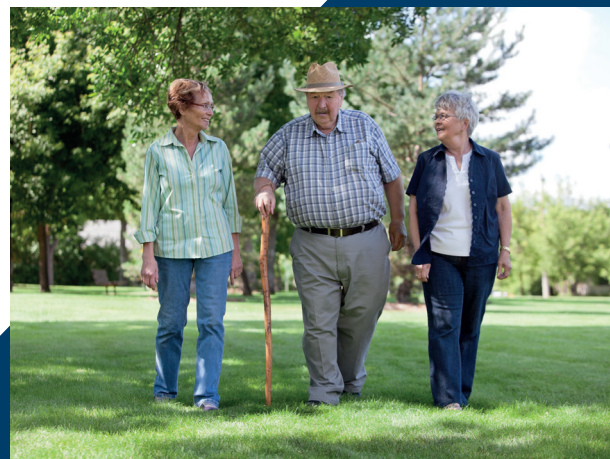
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## ACKNOWLEDGEMENT

Central Queensland, Wide Bay, Sunshine Coast PHN acknowledges the traditional Custodians of the land on which we work and live, and recognises their continuing connection to land, waters and community. We pay our respect to them and their cultures; and to Elders both past and present.