

Eden Township Healthcare District, dba Eden Health District (EHD)

(Formally adopted by Board: August 17, 2016)

The Next Five Years

Mission:

It is the mission of Eden Health District to improve the health of the people in the communities we serve by investing District resources in health and wellness programs that meet identified goals.

Strategic Goals

The District will achieve its mission in keeping with the following goals:

1. Provide health education programs promoting health and wellness among adults and children; continue to work collaboratively with community organizations and government agencies as “Partners in Health” in providing the above programs;
2. Provide monetary grants through the Community Health Fund to non-profit health care programs specifically focused on services for vulnerable populations of the District;
3. Provide direct health/wellness services as deemed necessary or lacking within the communities we serve, such as urgent care, dental, mental, and senior services;
4. Continue to increase awareness of the District’s purpose and value to the communities we serve through effective communication initiatives;
5. Continue to maintain investment properties that serve a medical or health purpose or provide revenue toward that end;
6. Continue to remain financially sound, managing business operations ethically and conservatively minimizing any risk to the viability of the District.

Strategic Action Plan

for GOAL #1

The District will develop outreach efforts (focus groups) through the Community Health Advisory Committee (CHAC) and EHD staff to identify community health needs and interests; and to determine what health care needs and services are not being met.

The District will identify and reach out to community organizations, government agencies and health-related companies (such as Alameda County Healthcare Services, Novo Nordisk, schools, law enforcement agencies, etc.) to partner with EHD community health initiatives, including community health education and other programs.

The District will develop criteria for EHD sponsorships of local community health-related events.

for GOAL 2

The District will review EHD Community Health Fund grant process including: grant criteria, limiting/expanding number of organizations considered, and assessment process for grantees.

for GOAL 3

The District will identify and prioritize community health/wellness needs and interests, engaging the community in the development of relevant services and/or programs, (i.e., urgent care clinics, mental health services, dental services, children’s services, senior programs, etc.)

for GOAL 4

The District will produce and manage a website, newsletter, and explore other social media opportunities to better communicate its activities and results to the communities it serves. The District will develop a coherent message about the EHD’s purpose and activities.

for GOAL 5

The District will evaluate/substantiate the benefit of providing offices for small (locally based) physician practices or small medical groups and determine the relevance it has to the community’s health and wellness needs.

for GOAL 6

The District will periodically review the financial merit and feasibility of generating District revenues through ownership of medical office buildings vs returns on investments in treasuries and bonds, as permitted by law, based on market conditions.