

1. CONSUMER CENTRED

We invite and engage consumers to help us understand their needs and expectations. We want consumers to be at the centre of everything we do.

HOW:

- › **Understand** the current and future consumer need across their lifespan by listening to them about what they value.
- › **Communicate** clearly with existing and potential consumers and referrers in ways that enable them to make choices on their terms.
- › **Provide easy access** by delivering our services where it is most convenient for our consumers – in the community, at home or online.
- › **Create and improve** services alongside our consumers to better meet current and future needs and expectations.

SUCCESS IS WHEN:

- › **Consumers recommend us.**
- › **No wait for an appointment.**
- › **Fewer consumers miss appointments.**
- › **Consumers with choice move to our services.**
- › **A diverse group of consumers use our services.**
- › **High consumer satisfaction ratings.**

2. CHRONIC & COMPLEX CARE EXPERTS

We use coordinated and effective care, to support those with or at risk of chronic and complex conditions to stay healthy in their community.

HOW:

- › **Deliver and expand** our coordinated care services so we can help more people who are living with or at risk of chronic and complex conditions.
- › **Gather evidence of what works** through research and evaluating our services and their outcomes.
- › **Share insights and successes** so that our referrers and funders see evidence of our positive impact, and this influences their investment in us.

SUCCESS IS WHEN:

- › **Consumers self-report improvements.**
- › **More consumers receive coordinated care.**
- › **We see measurable improvements in consumer health.**
- › **Our quality processes show we deliver best practice evidence-based care.**

OUR PURPOSE

We provide coordinated care when and where needed so our consumers can achieve their health and wellbeing goals.

HEALTH & WELLBEING FOR ALL

Strategic Plan 2018-2021



StarHealth
First for your Health & Wellbeing

WE VALUE

Inclusion, empowerment, equity, social justice, human rights, accountability, learning and innovation.

3. HEALTH EQUITY CHAMPIONS

We build partnerships and influence decision makers to help reduce the health inequity in our community.

HOW:

- › **Champion the importance of community health** and influence government investment in the sector.
- › **Develop an external policy agenda** informed by the unique perspectives of our consumers and staff.
- › **Build health promotion and prevention partnerships** in the community.

SUCCESS IS WHEN:

- › **Consumers and staff shape policy priorities.**
- › **Strong partnerships deliver greater impact.**
- › **A growth in media coverage of policy priorities.**
- › **We have strongly advocated for and had input into the development of a Community Health policy and supporting infrastructure.**

4. ENABLING CULTURE

We foster a consumer centred, empowered and engaged culture.

HOW:

- › **We continue to** attract, retain and motivate a values aligned, high-performing, consumer centred workforce of staff, students and volunteers.
- › **Invest in training and development** to grow our workforce's ability to meet our consumers' needs.
- › **Support our workforce** with simple, consistent and effective systems and processes.
- › **Empower our workforce** to be innovative and responsive to the needs of our community.

SUCCESS IS WHEN:

- › **We continue to attract and retain a values aligned, high performing workforce.**
- › **Our workforce recommends us.**
- › **Our workforce is trained and skilled to deliver consumer centred care.**
- › **Our workforce feels empowered to bring progressive thinking to us.**
- › **Consumers tell us our workforce delivers the kind of service they seek.**

5. SUSTAINABLE GROWTH

We ensure Star Health can deliver support to consumers in the long-term.

HOW:

- › **Implement new ways to meet growing demand** by expanding our services through innovation, efficiency, strategic alliances, and mergers and acquisitions.
- › **A business model that supports diverse funding streams** including fee for service.
- › **Reinvest surplus** in areas that improve our services and benefit our consumers and community.
- › **Unlock innovation** and discover new ways to deliver a better experience for our consumers.
- › **We continue to run** an environmentally sustainable organisation.

SUCCESS IS WHEN:

- › **Our surplus grows and is invested in meeting consumer needs.**
- › **Transparent service investments and cost recovery on other programs.**
- › **Diverse income streams.**
- › **Strategic alliances reduce costs, improve efficiency and improve service options.**