

## FCOM Strategic Plan: July 2019 - June 2022

The plan is divided into 5 Focus Areas with Desired Outcomes and Annual Action Steps in each Focus Area. Focus Areas and Desired Outcomes remain constant through the three years while Annual Action Steps are identified each year.

Focus Area	Desired Outcomes: To be accomplished by 6/2022	Annual Action Steps, July 2019-June 2020	R1
<b>A. FCOM Development</b>	1. Increase FCOM membership to 45 clinics	a. Contact every free clinic not a member of FCOM	
		b. Establish quarterly communication to each clinic informing them of FCOM activities	
		c. Establish a regional liaison from the board for each potential clinic member	
	2. Establish and/or strengthen partnerships	a. Meet with Primary Care Network to discuss partnerships with hospitals and legislative activities	
	b. Meet with BCBS Safety Net to discuss legislative activities		
3. Establish a paid Executive Director position for FCOM	a. Create a position description based on other State Associations.		
	b. Research potential funding sources		
4. Establish membership standards	a. Adapt NAFC standards		
	b. Circulate standards to membership for feedback		

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<b>B. Resources for Clinics</b>	1. Develop resource and training center	1. Identify clinic training needs	
		2. Increase resources available to clinics identified on the FCOM website	
	2. Establish services, discounts, and products available to FCOM members	1. Identify insurance carrier for members	
		2. Provide information to members regarding carrier, policies, and costs	
		3. Identify one vendor willing to give discounts to member clinics directly or through volume purchase by FCOM	
	3. Provide state legislative updates to members	a. Establish communication method of updating members	
		b. Identify resource for information	
	4. Provide technical assistance to member clinics	a. Assist member clinics with establishing a data collection system	
		b. Provide clinical guidelines and best practices	
<b>C. Clinic Funding</b>	1. Increase State funding to \$9 million available to Free Clinics	a. Members of the board meet with state legislators	
		b. Identify a legislative advocate	
	2. Establish private state wide funding sources for FCOM and clinics	a. Research possible grant opportunities	
		b. Meet with potential funding sources	
	3. Establish funding relationships with all major health insurance companies	a. Identify potential insurance companies	
		b. Have initial meetings with identified reps	

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<b>D. Advocacy</b>	1. Increase awareness of FCOM and charitable clinics throughout the state	a. Train members on using Infographic & power point b. Provide members with information on how to meet with legislators c. Research the possibility of establishing a "lobbying" day	
	2. Stabilize and/or increase insurance coverage and rates for residents of Michigan	a. Identify legislative committee and members that can influence insurance decisions b. Receive consultation from partners regarding advocacy plan	
	3. Advocate for equitable health policies and legislation	a. Identify health issues being brought before the legislature b. Identify a legislative "champion" for health care issues	
<b>E. Service Development</b>	1. Identify best practice model of care	a. Establish a taskforce to research and develop model b. Establish a plan for training clinics throughout the state	
	2. Strengthen statewide service delivery system	a. Identify counties that do not have charitable clinics b. Research telehealth systems	
	3. Increase medical, dental, and behavioral health specialty services available throughout the state	a. Identify current gaps in resources throughout the state for uninsured and low income families b. Identify associations and groups that could be potential partners for information and advocacy	