



Cambria Community Healthcare District Strategic Planning

Revised 2023

July 25, 2023

Our Community



- A combined population of over 7,000 residents.
- An economy dominated by tourism -- 1.5 – 2 million visitors per year
- Median resident age of 61.7 years*
- 50-minute drive to San Luis Obispo and 40-minute drive to Paso Robles
- Cambria has one 65-year-old family physician, as well as a Federally Qualified Health Clinic (FQHC) staffed by a nurse practitioner serving low income individuals. The nearest hospitals are in Templeton and San Luis Obispo.

*American Community Survey 2018

To improve the health of District residents and visitors by providing emergency services, promoting wellness, and advocating for improved access to care.



What does success look like?

“What” are we trying to do?

Emergency Services

- Delivering the highest possible level of service as measured by:
 - Response times
 - Robust capabilities
 - Quality of care onsite and in-transit
- Collaborating with other local agencies to meet the EMS needs of District residents and visitors



Advocating for Access to Care

- Advocating for access to services to meet basic medical needs locally, if possible
 - Primary care
 - After hours/urgent care
 - Ancillary services (e.g., lab testing)
 - Behavioral health and substance abuse
- Partnering with other organizations and agencies to meet these needs



Wellness Promotion

- Facilitate educational opportunities aligned with key components of the SLO County Public Health Department Community Health Improvement plan:
 - Access to Care
 - Social Determinants of Health
 - Maternal, Child and Adolescent Health
 - Infectious Disease
 - Chronic disease & Health Behaviors
 - Injuries
 - Social and Emotional Wellness
 - Environment

What strategies will we need to deploy?

“How” are we going to succeed? (SMART – Specific, Measurable, Achievable, Realistic and Time Based)

Emergency Services

- Maintain response time at or less than 10 minutes
- Maintain robust capabilities (personnel and equipment) by (1) identifying and filling gaps in personnel training, and (2) ensuring that the CCHD capital plan includes modern equipment
- Deliver high quality care onsite and in transit by adhering to established protocols, measuring performance against quality standards, and soliciting feedback from local hospitals
- Develop modern facilities in compliance with standards set for essential services

Access to Care

- Advocate for and partner with others to create better access to needed services.
- Complete community survey and review SJO County community needs assessment to identify high priority needs including primary care, ancillary care (e.g., lab) chronic disease management, behavioral health and wellness

Wellness Promotion

- In partnership with the SLO County Department of Public Health and local community organizations, organize and facilitate educational opportunities including virtual or in-person group classes, workshops and guest speakers to address the components of the SLO County Community Health Improvement plan:
- Develop resource guide to better inform local residents of available services



People

- Effective mechanisms for employee feedback
- Recruiting and Retention
- Continuous Education
- Competitive Compensation and Benefits
- Safe and comfortable facilities



Financial

- Achieving budgeted cash flow
- Timely budget and audit
- Prudent level of financial reserves
- Maintaining effective financial controls
- Pursuing any and all grant and philanthropic opportunities



Data/ Information

- Community Survey
- Patient care quality data onsite and in transit (Image Trend)
- Feedback from local hospitals



Enabling Strategies

Tactical Implementation

Emergency Services

- Maintain Response Time < 10 minutes
- Fill Gaps in Personnel Training
- Meet Modern Equipment Needs and fulfill Need for Modernized Facility
- Report and Improve Quality Metrics

Laurie Mileur/
Tim Benes

Care Advocacy

- Complete Community Survey and Identify Priority Needs (e.g., Primary Care, Lab, Chronic Disease Management, Behavioral Health and Wellness)
- Advocate for and Partner with Others to Improve Access to Care in these Areas

Dawn Kulesa/
Laurie Mileur

Wellness Promotion

- Partner with County and others to facilitate educational opportunities to address components of the SLO County Community Health Improvement Plan
- Develop Resource Guide to Better Inform Residents of Available Services

Dawn Kulesa/
Laurie Mileur

Support Employees

- Recruit and Retain
- Provide Feedback and Continuous Education
- Offer Competitive Compensation and Benefits
- Provide Safe and Comfortable Facilities

Cecilia Montalvo/
Tim Benes/
Linda Hendy

Financial Stewardship

- Complete Budget and Audit in a Timely manner
- Achieve budgeted performance
- Maintain Prudent Level of Financial Reserves and Effective Financial Controls
- Pursue all Grant and philanthropic Opportunities

Bruce Mumper/
Iggy Fedoroff/
Linda Hendy

Data and Information

- Community Survey
- Patient Care Quality Data with Benchmarks
- Feedback from Local Hospitals

Dawn Kuleasa /
Tim Benes

Strategic Planning is Continuous

