



Strategic Plan Updates

OneLCHD: Forward Focused

Buddy Hargett

Director, Organizational Effectiveness and Development

What to Expect

What this presentation is and what it is not

one LCHD

“A system must have an aim. Without an aim, there is no system”

-W. Edwards Deming

one LCHD STRATEGIC PLAN



ANNUAL ACTION PLANS

2023 Accomplishments

Let's Celebrate!

Advancing Health Equity

- Implemented PRAPARE tool
- Completed Community Health Needs Assessment (CHNA)
- Created an action plan to address a health disparity in BH
- Implemented a health equity training plan
- Launch of Access Lake to assure specialty care for the uninsured

Be a Trusted Public Resource

- Materials Management team streamlined contract and asset management process

2023 Accomplishments

Let's Celebrate!

Be a Recognized Leader in Quality

- Completed Value Based Care deep dive with HMA
- Earned HRSA Clinical Quality Leader and PCMH badges
- Improved identified quality metrics-
 - Colorectal Cancer Screening increased from 39.3% to 49.4%
 - Breast Cancer Screening increased from 46.5% to 56.5%

Foster an Engaged and High Performing Workforce

- HR team completed an onboarding/offboarding process improvement
- Administered Employee Engagement survey
- Developed People Strategy
- Developed trauma-informed training plan

2023 Accomplishments

Let's Celebrate!

Assure an Excellent Client Experience

- Implemented Prevention and EH client experience surveys
- Increased client experience survey responses in BH programs from **248** responses in 2022 to **854** responses in 2023, a **244% increase!**
- Piloted QR code client experience survey collection in health centers
- Making strides toward sustaining reduced no-show rates

2024 Action Plan

FOCUSED



Value-Based Care: Redesigning our system to enhance focus on quality of care, provider performance and the client experience. This will also include creation of a Health Center Operational Strategic Plan.

Opioid Prevention: Agency wide strategy and coordination to prevent opioid misuse and overdose across Lake County.

People Strategy: Compensation Study, Leave-a-Palooza, Recruiting Pipeline Development, Leadership Development, Clinical Onboarding, New County ERP

Marketing and Communications Strategy: Assuring two-way engagement with residents and clients to promote services and prevention messaging.

2023 People Strategy

Progress and Challenges

Stabilizing our Public Health Workforce

Vacancy almost 25% in March 2022.

Dropped to 18% in February 2024 (only 14% for Full-time positions).

Getting People Here

Time-to-fill reduced from average of 168 days in 2022 to 85 days in 2023.

Over 20 school agreements and 160+ contingent workers in 2023 to supplement services or create pipelines.

Developing Leaders

77% Internal fill rate for leadership positions in 2023 (17 positions).

31% of positions overall were filled internally (109 positions).

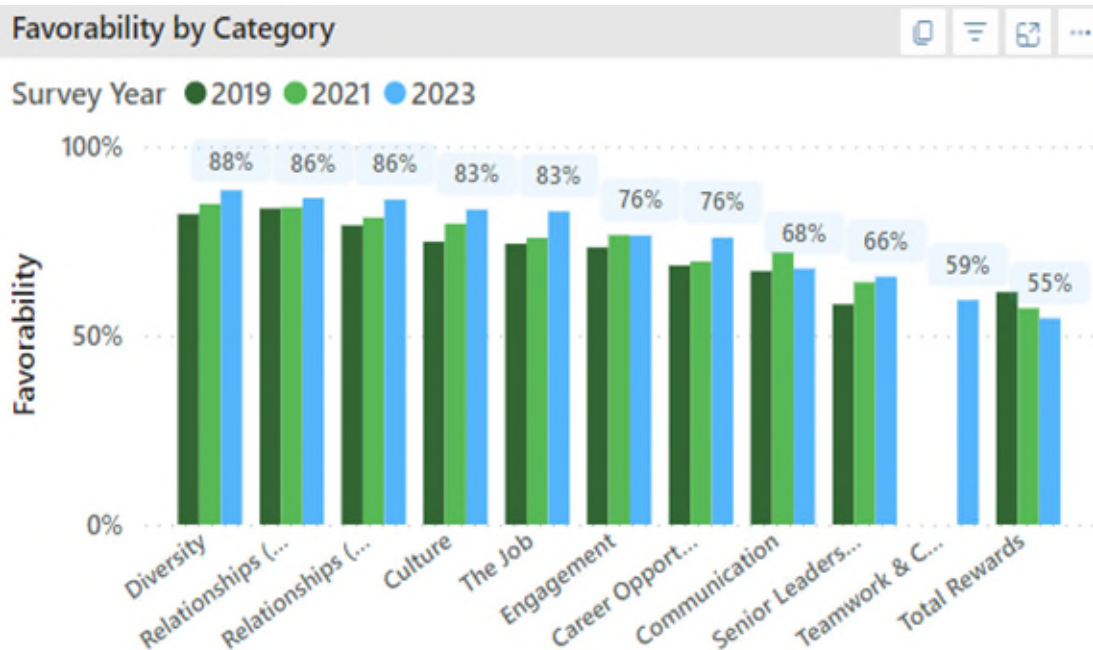
Ongoing Challenges

Turnover in first two years accounts for 50% of turnover. Most in Medical Assistants, Clerks and Counselors.
(Compensation study and potential grade changes may improve this issue in 2024.)

31% of senior leadership eligible for retirement.

2023 Engagement Survey

Trends and Analysis



Highlights

- Increased each cycle in 8 out of 10 categories (all but Total Rewards and Communication)
- Meet or exceed aspirational norm in Diversity and Relationship with Supervisor
- 72% response rate and representative across all Service Areas and demographics

Growing our Reach, Building Trust

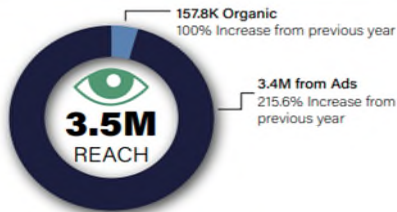
Golden Post Submission

2023 Insights

At the Lake County Health Department, our mission is to promote the health and well-being of all who live, work, and play in Lake County. As a result of our commitment to meet the community where they are, 2023 saw a renewed effort in our social media communications.

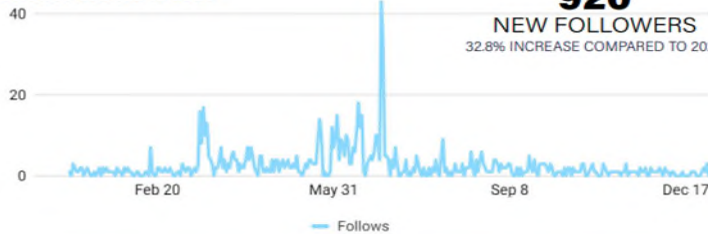
Thanks to our comprehensive Facebook strategy, we saw not only quantitative success, such as an increase in follower count and engagement metrics, but also qualitative improvements in content and tone, leading to increased virality and saliency across the platform.

Our focus in communications was to both educate and inform the public through entertaining content tailored to a variety of pop culture trends. Our creativity-focused organic strategy was also bolstered by several successful paid campaigns to form an effective two-pronged approach.



183.8% INCREASE COMPARED TO 2022

Follower Growth in 2023



207.3K LINK CLICKS

327.5% INCREASE COMPARED TO 2022



20.1K INTERACTIONS

154.3% INCREASE COMPARED TO 2022



920

NEW FOLLOWERS

32.8% INCREASE COMPARED TO 2022

Lake County Naloxone Paid Campaign

June 2023 - September 2023

Through both grant and program funding, the Lake County Health Department ran a "Naloxone Saves Lives" advertising campaign. Using diverse, creative, and compelling messaging, we successfully drove residents to order free naloxone through a bespoke [Naloxone Saves Lives](#) webpage.

5.3M Impressions | 1.03M Reach | 315K Engagements | 955 Shares | 646 Comments



4,099 Naloxone orders filled during 2023

Organic Naloxone Posts

Click each image for the full post.



Naloxone Nick FAQ Series



Taylor Swift Movie Release Day



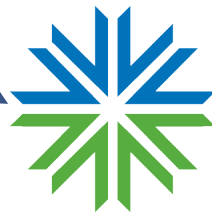
Bright Future: Naloxone

17.7K Impressions | 16.5K Reach | 234 Reactions | 10 Comments*

Aligned for Success



Live Well Lake County



LakeCounty

Health Department and
Community Health Center

Access Lake / Hospital Systems
Community Partners
Regional, State and Federal Partnerships



LakeCounty

Health Department and
Community Health Center



3010 Grand Avenue, Waukegan, Illinois 60085
(847) 377-8000
health.lakecountyil.gov



HealthDepartment



@LakeCoHealth



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