

Three-Year Strategic Plan

The three-year strategic plan, covering the 2023–2026 fiscal years, articulates five goals and key strategies that we will accomplish over the course of this plan.

Goal 1

Be a premier service provider to individuals affected by hearing loss and deafness

Strategies

1. Assess, monitor and evaluate client experiences
2. Foster collaboration across disciplines to enhance holistic services to clients
3. Continue to promote clinical excellence by maintaining and strengthening the current portfolio of programs
4. Facilitate excellence through state-of-the art technology and expert services

Goal 2

Elevate CHC's presence as a leader in addressing hearing loss and deafness

Strategies

1. Identify and promote clinical areas where CHC has unique strength and/or differentiation where we are poised to lead
2. Explore the benefits of increasing visibility as an information resource for hearing loss and deafness on a local and national level.
3. Create marketing and communications plan to drive client traffic to CHC programs and initiatives
4. Strengthen existing and establish new partnerships for the work of CHC

Goal 3

Foster excellence, collaboration and inclusion at CHCCHC's presence as a leader in addressing hearing loss and deafness

Strategies

1. Further cultivate a work environment that is supportive, inclusive and collaborative where all people are valued and thrive
2. Continually monitor performance and provide professional development opportunities to promote excellence
3. Reinforce a strategic and proactive approach to staff retention
4. Develop outreach, recruitment, and hiring action plans to attract excellent and diverse talent to CHC

Goal 4

Anticipate and adapt to the changing healthcare environment

Strategies

1. Explore the viability of CHC providing virtual services on a national level
2. Monitor impact of changing technology and treatments for hearing loss and deafness
3. Monitor key financial and policy aspects of hearing health care

Goal 5

Ensure CHC's long-term success

Strategies

1. Increase revenue from clinical care
2. Seek opportunities to diversify and increase fundraising streams
3. Evaluate impact of CHC's hybrid work environment on clients and staff
4. Prepare for senior management succession