

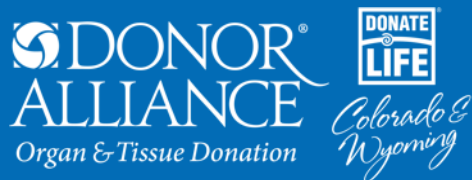
# Operationalizing the Strategic Plan

---

**Jennifer Prinz**, Chief Operating Officer

**Steve Selby**, Director of Information Systems

**Laura Jeffries**, Director of Human Resources



# Operationalizing the Strategic Plan

---

Strategy Development

Align and Deploy

Evaluate and Improve

Strategy Results



# Strategy Development

---



## MISSION

Donor Alliance saves lives through organ and tissue donation and transplantation.

## VISION

Maximizing all donation opportunities



**ILEAP**

Integrity  
Leadership  
Excellence  
Accountability  
People First

**CORE  
VALUES**

## Donation Service Area

---

WYOMING



**25** Donor Hospitals

## Key Customers

---

4 Transplant Centers  
2 Tissue Processors



COLORADO

**87** Donor Hospitals

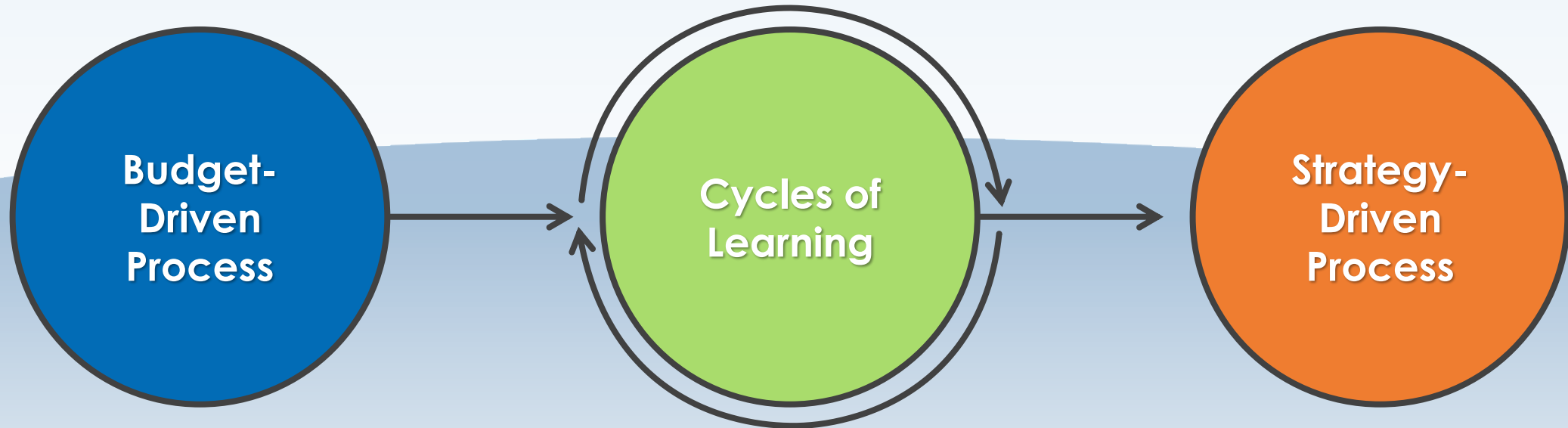
# Strategic Advantages and Strategic Challenges

---

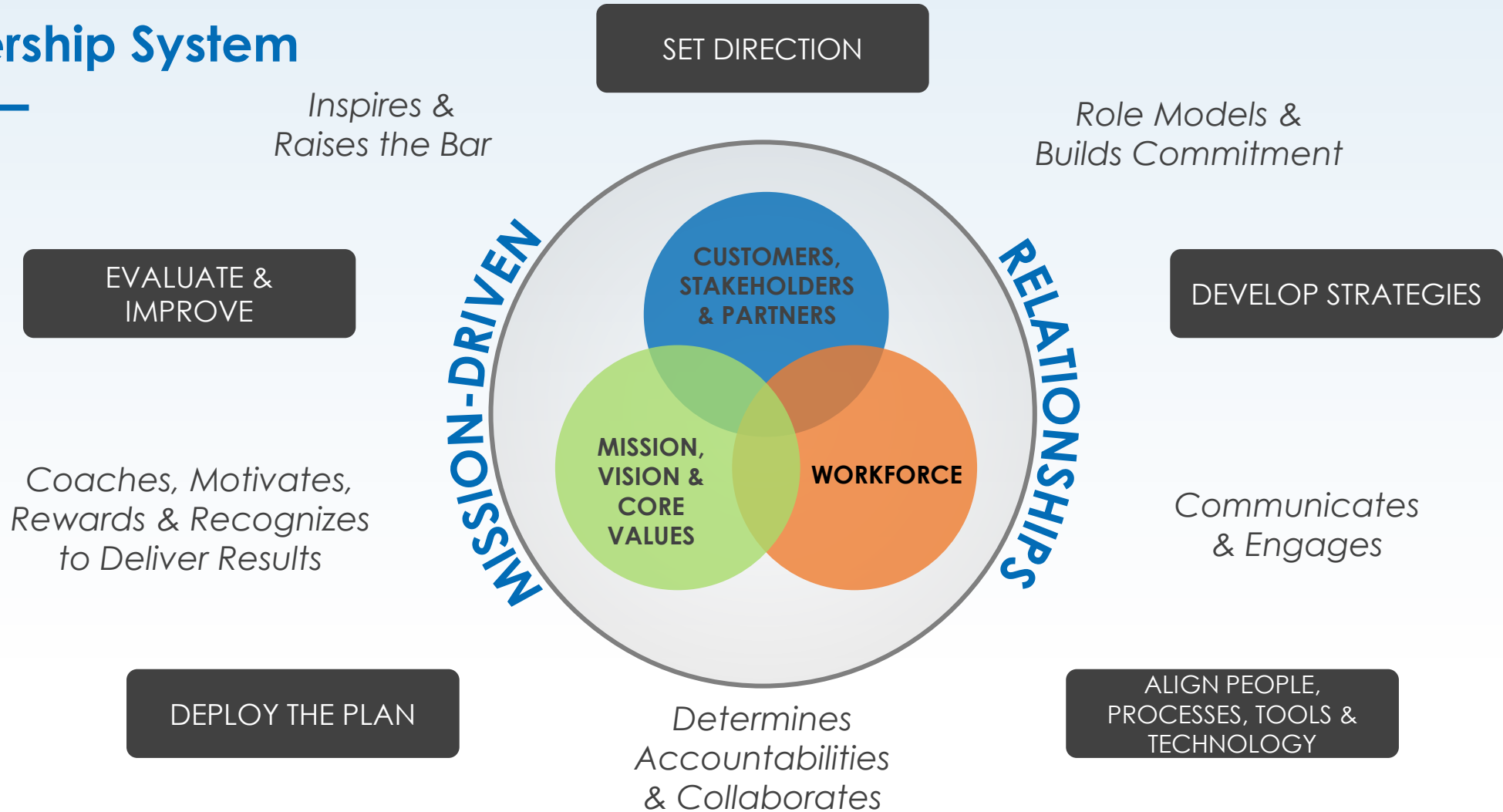
- Strategic Advantages
  1. Mission-driven organization
  2. Outcome-driven organization
  3. Successful donor registries
  4. Recovery Center
- Strategic Challenges
  1. Maximizing donation
  2. Managing rising health care costs
  3. Evolving tissue donation environment
  4. Retaining specialized staff

# Strategy Development

---

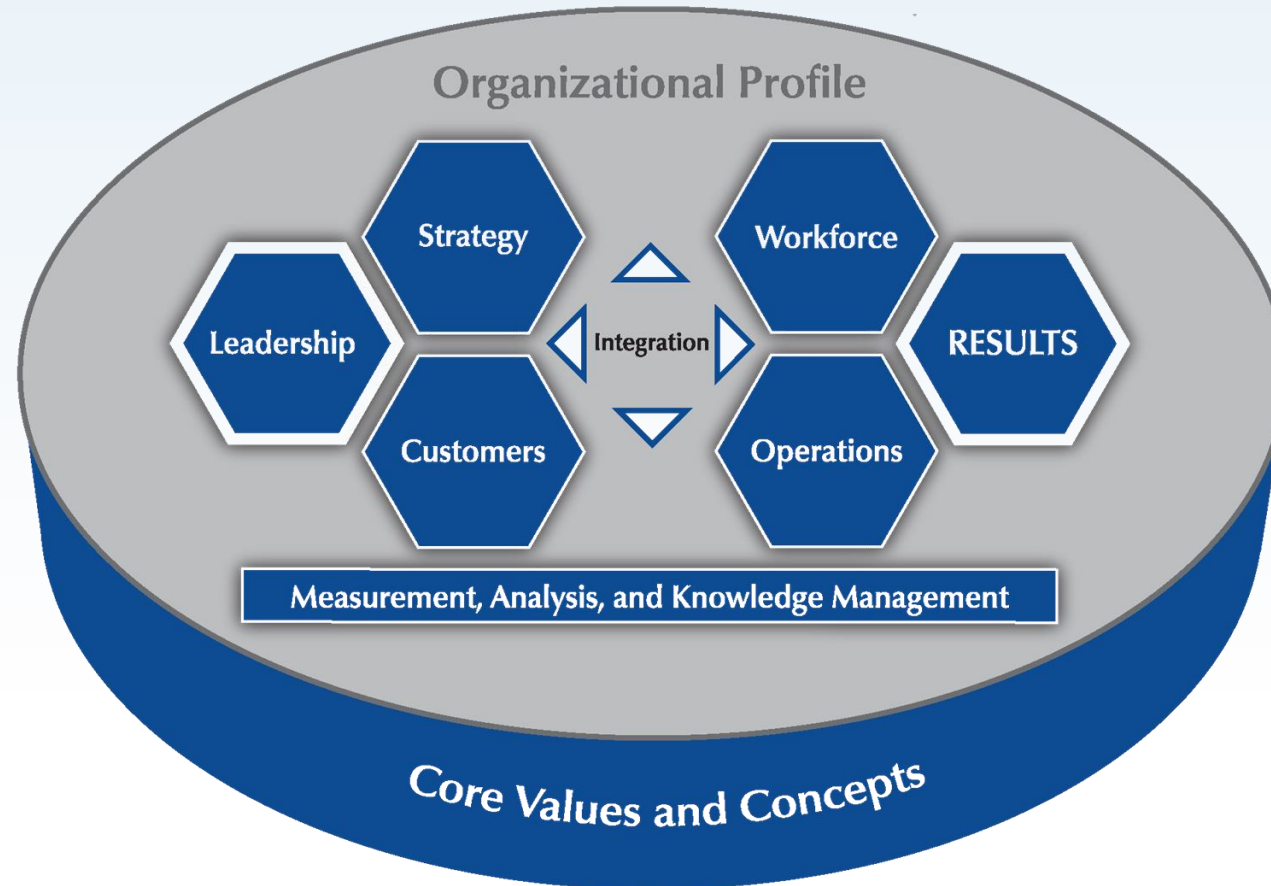


# Leadership System

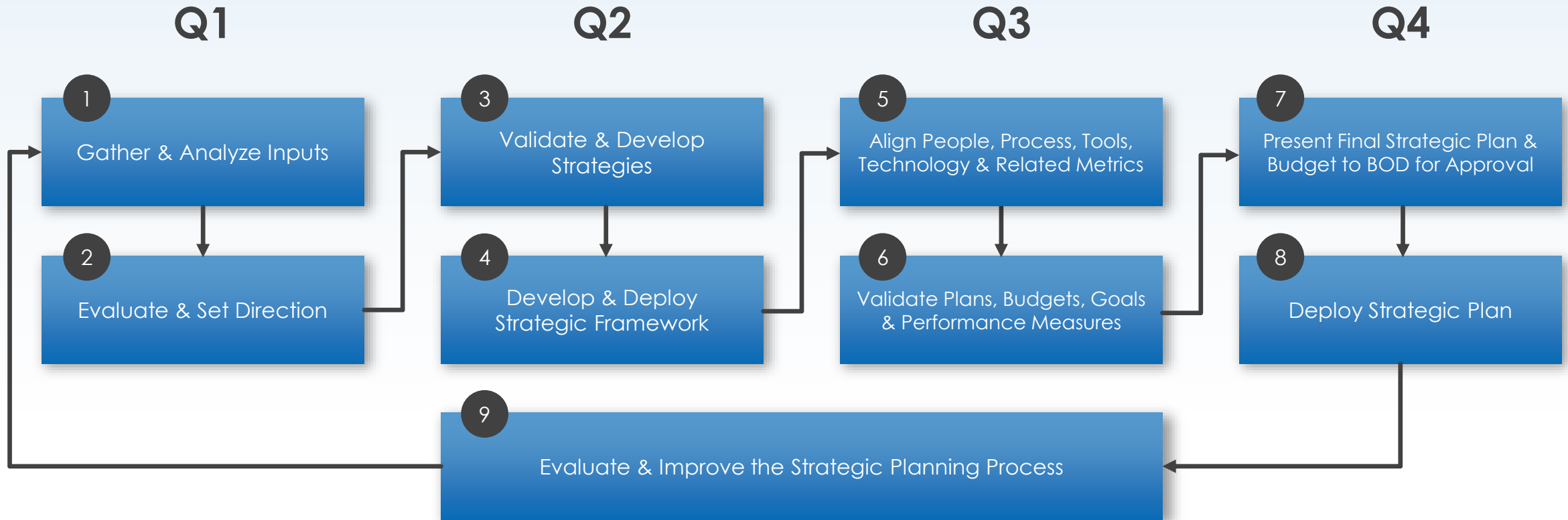




# Baldrige Performance Excellence Framework



# Strategic Planning Process



# Inputs: Voice of the Customer

---



# Donor Alliance Strategy

---



**MISSION  
IMPACT**



**HIGH-ENGAGEMENT  
CULTURE**



**DELIVERING THE DONOR-  
ALLIANCE EXPERIENCE**



**FINANCIAL  
SUSTAINABILITY**

# Donor Alliance Strategy

---



## GOAL

Narrow the gap between actual and potential organ donors and organs transplanted.

MISSION  
IMPACT

## ACTION PLAN

Mission Impact Team

# Align and Deploy

---



# Align and Deploy

---



People

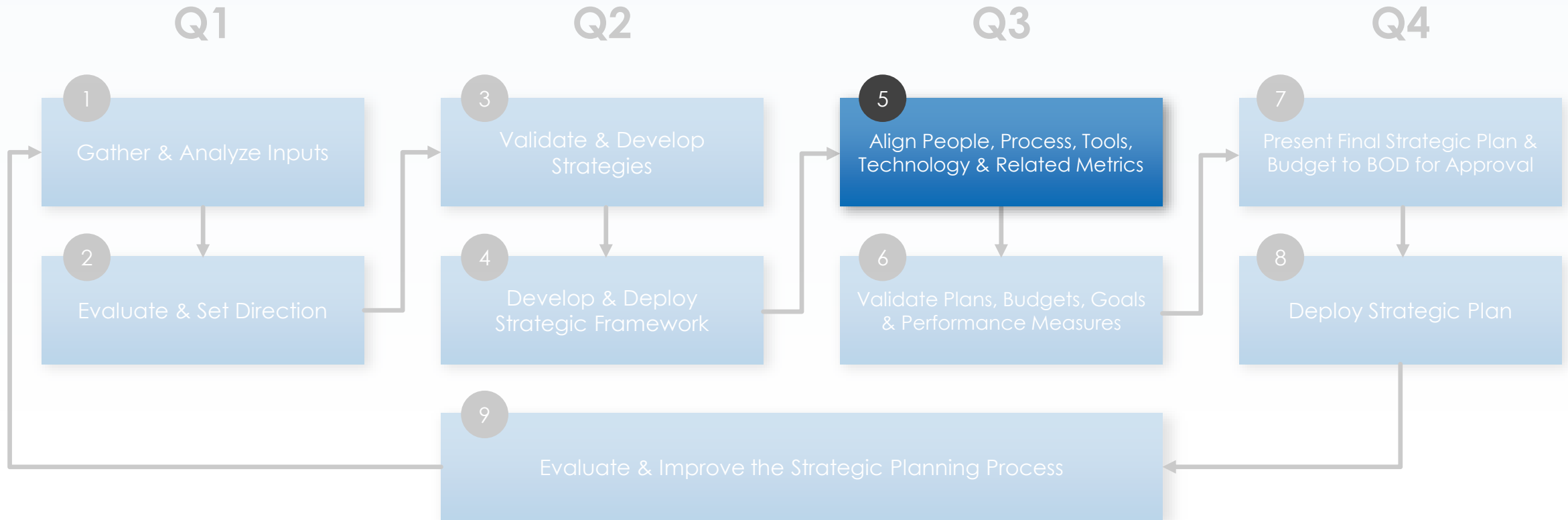


Process



Tools and  
Technology

# Workforce Planning to Support Strategy





# People

---



# Donor Alliance Internal Deployment



Organ & Tissue Donation



**ILEAP**

INTEGRITY  
LEADERSHIP  
EXCELLENCE  
ACCOUNTABILITY  
PEOPLE FIRST

core values


## STRATEGIC OBJECTIVES

1. Achieve Mission Impact
2. Sustain High Engagement Culture
3. Deliver the Donor Alliance Experience
4. Maintain Financial Sustainability

2019

## PERSONAL GOALS

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_



Organ & Tissue Donation

## MISSION

*Donor Alliance saves lives through organ and tissue donation and transplantation*

## VISION

*Maximizing all donation opportunities*

# Community Deployment

---



Customers



Stakeholders

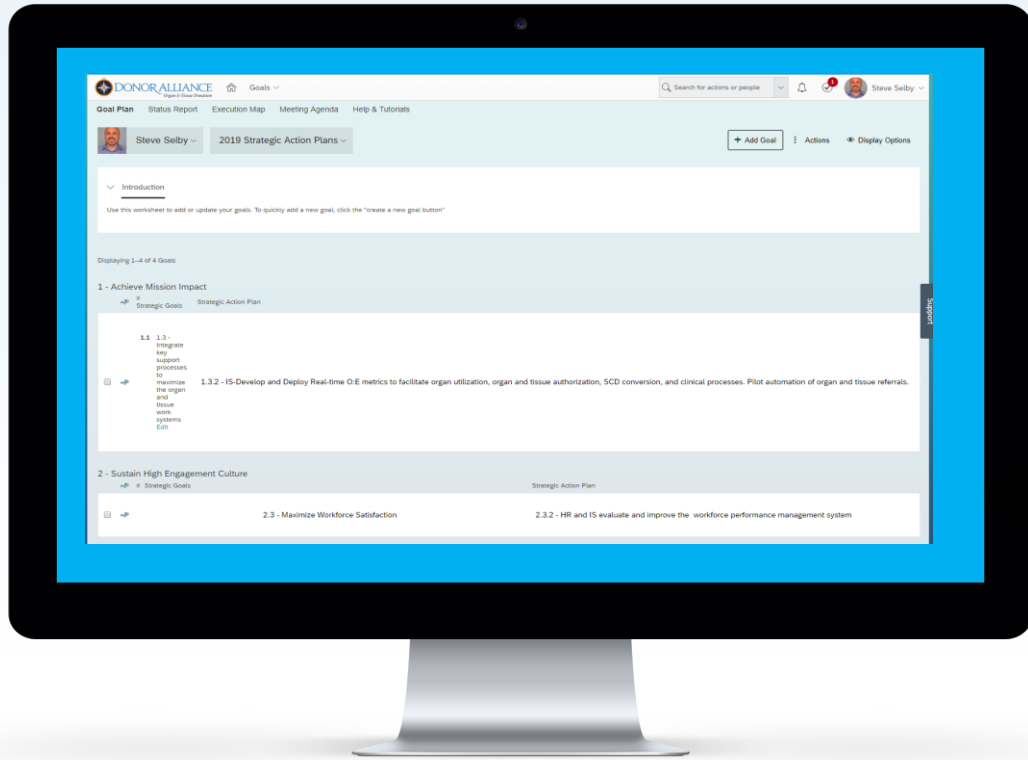


Partners



Suppliers

# Leveraging Technology to Align





# Evaluate and Improve

---



# Evaluate and Improve

---



Strategic Planning  
Process



Strategy Performance



Operational  
Excellence

# Evaluate and Improve

---



Strategic Planning  
Process

## Evaluate

Evaluated annually as a part of the Organizational Rhythm

## Improve

2018, Annual review of ideas archived through Spark!, refinement of Workforce Plan  
2017, SIPOC  
2016, Refine Environmental Scan, Integrate innovation management

# Evaluate and Improve

---



Strategy Performance

**Evaluate**

Balanced Scorecard

**Improve**

2019, Refinement of strategy management system  
2018, Compass integration  
2016, Strategy software



# Evaluate and Improve

---



Operational  
Excellence

**Evaluate**

Daily, monthly, quarterly

**Improve**

2019, Supplier performance tracked through Compass  
2018, Power BI dashboards  
2017, TAOS data verification  
2016, TAOS expansion

**However beautiful  
the strategy, you  
should occasionally  
look at the results.**

---

Sir Winston Churchill

# Strategy Results

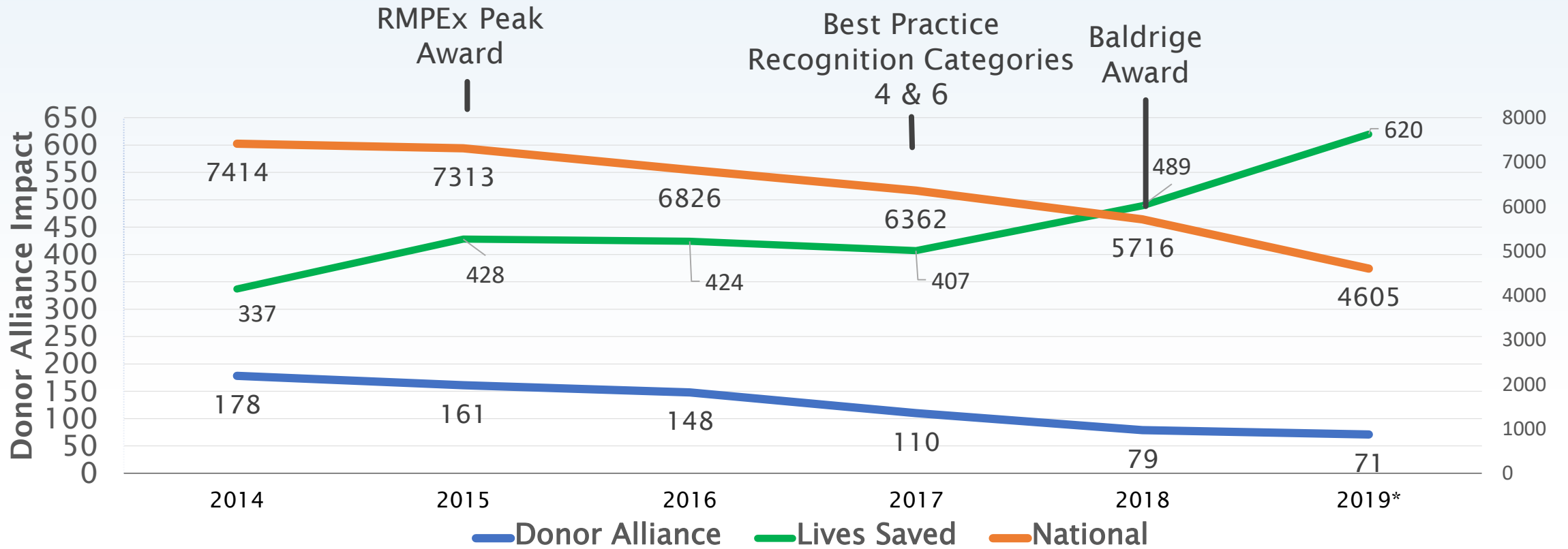
---



# Ending Deaths on the Transplant Waiting List

RMPEX Journey 2011 - 2015

Baldrige Journey 2016 - 2018, BEYOND



# Strategic Impact

84%↑

Organs Transplanted  
2014 – 2019\*

34%↑

Tissue Donors  
2014 – 2019\*

28%↓

Employee Turnover  
2014 – 2019

63% 69%  
WY CO

Top Ten Donor  
Designation Rates

83%↑

Organ Cases at  
Recovery Center  
2019









# Operationalizing the Strategic Plan

---

Strategy Development

Align and Deploy

Evaluate and Improve

Strategy Results

