

Strategic Framework

The following principles guide us as we endeavor to develop strategy to further ChildServe's vision: to transform lives by continuously improving pediatric healthcare.



Why – Our Inspiration:
Believing in the spirit of a child.

How – Our Unique ChildServe Way:
Uniques:

1. *The Culture:* our people are engaged, “you can feel it.”
2. *The Experience:* collaboration, partnership, acceptance, love.
3. *The Expertise:* broad array of integrated pediatric specialty services– “one stop shop.”

Who – Our Team:
Core Values

1. We believe in *caring* for others with acceptance and love.
2. We believe in building *partnerships* through *trust*, collaboration, and commitment.
3. We believe in *integrity*, uncompromising standards of business, and the passionate pursuit of *excellence*.

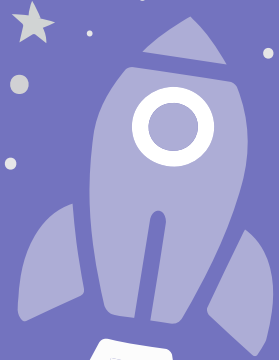
What – Our Focus:

Mission: We partner with families to help children with special healthcare needs live a *great* life.

Strategy Focus Areas:

1. *Improve Child Health:* Do More.
2. *Improve Organizational Health:* Do It Better.
3. *Build Strategic Partnerships:* Do It Together.

strategy 2025 summary



FOCUS AREA

KEY STRATEGIES + GOALS

Child Health

Do More

We will improve the health, development and well-being of children by expanding clinical expertise and core specialty programs to meet growing needs.

1. Regional Growth: to expand services and expertise to more communities in Iowa.

2. Specialty Pediatric Services: to expand the scope, scale, and expertise of core specialty programs.

3. Care Quality System: to maximize access, coordination, quality and experience across all locations, using a trauma-informed care approach.

Organizational Health

Do It Better

We will continuously enhance organizational operations, performance, and culture to ensure excellence and capacity to serve more children and families.

4. Workforce: to achieve future workforce needs, enhance diversity, inclusion, staff well-being and career advancement opportunities, while ensuring organizational culture remains strong.

5. Performance Improvement: to advance process improvement capabilities to maximize efficiency, operations, organizational quality and performance.

6. Technology Advancements and Data Analytics: to enhance technology and data analytics capabilities to maximize communication, information sharing, and decision-making across all locations.

Strategic Partnerships

Do It Together

We will expand community relationships to build a network of support for children and families.

7. Fundraising: to expand fundraising capacity to improve the lives of children and ensure ChildServe's sustainability into the future.

8. Government Relations and Public Affairs: to influence policy, payment, and improve the healthcare system for children through a systematic approach to government relations.

9. Marketing and Public Relations: to enhance brand awareness, recruiting, fundraising, and strategic growth through marketing and public relations strategies.