



Creating a Healthy Orange County. Together.

CalOptima Strategic Plan: 2010 - 2013

Executive Summary

Introduction

Creating a Healthy Orange County. Together. is CalOptima's Strategic Plan for continuous improvement and success in fulfilling our future vision. This document presents this shared vision of the future, transmits agreed upon strategies for achieving that vision, and invites individuals and communities to work together to create the future.

Today's health care environment creates both opportunities and challenges. In order to prepare for the future, CalOptima engaged in community conversations with our Board of Directors, our Member and Provider Advisory Committees, and other key stakeholders. Discussions focused on the following:

- The value CalOptima brings to the community
- Potential impact of state and federal funding and the local economy on our members
- Future opportunities to improve care to the residents of Orange County

From these discussions CalOptima developed prioritized goals and strategies to achieve a better vision for the future, *Creating a Healthy Orange County. Together.*

CalOptima Mission

To provide members with access to quality health care services delivered in a cost-effective and compassionate manner

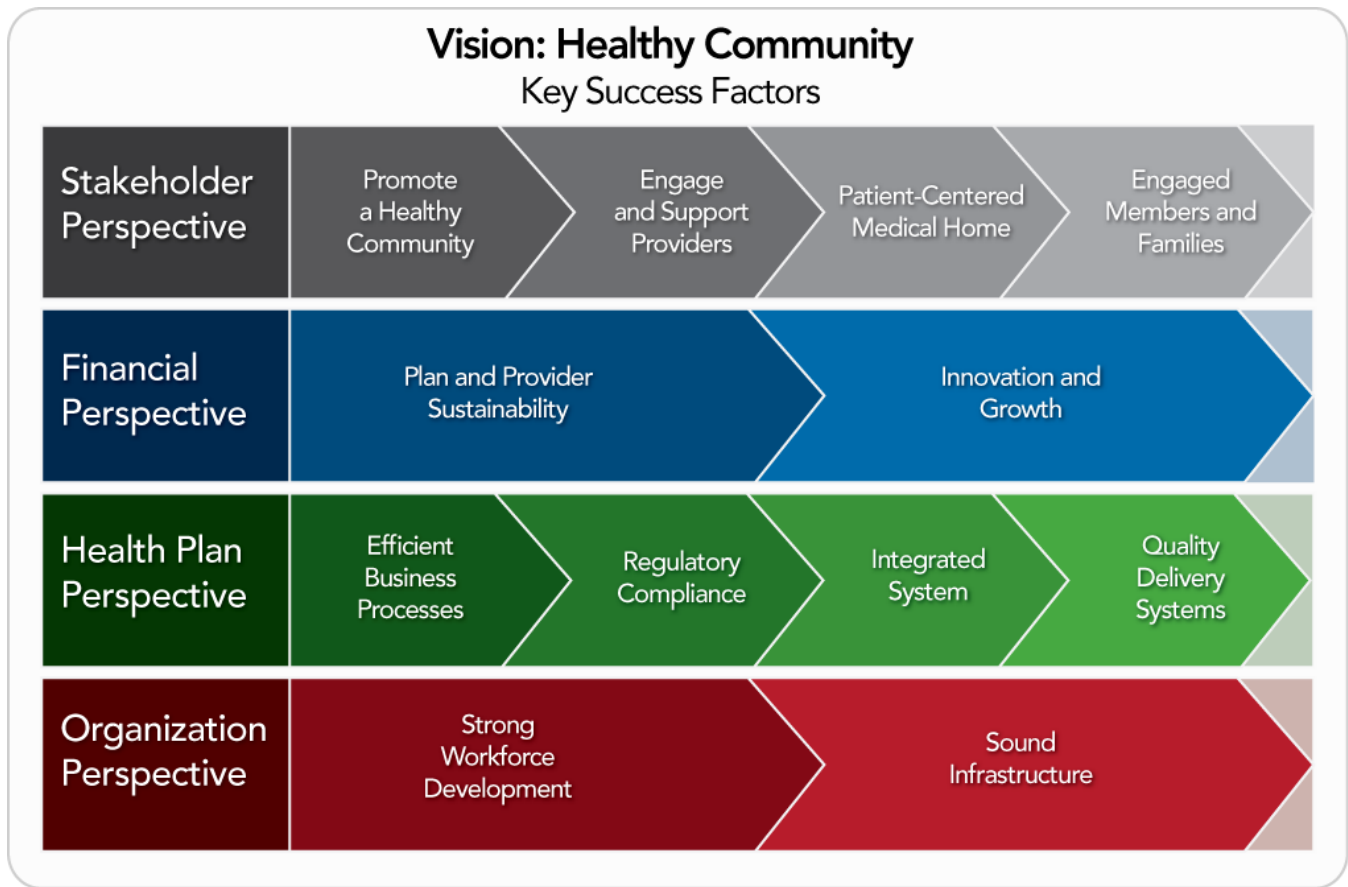
The Mission of CalOptima is the foundation of everything we do. It permeates every level of the organization. Our Mission is our members and our members are the sole reason why we exist.

Vision for Our Future

Achieve optimal health for the residents of Orange County by being a model of community leadership, collaboration, innovation, caring, and stewardship.

The Vision for Our Future provides the organization and the community guidance, enthusiasm, and aspiration. CalOptima cannot achieve this vision without the community. While our Mission is our members, our Vision is our Community.

Vision Map



Strategic Priorities

QUALITY HEALTH CARE DELIVERY SYSTEM

Ensure a member-centric delivery system that promotes optimal health outcomes and member experiences.

- Objective 1: Develop and implement a provider strategy to engage and support providers in the provision of quality health care services for our members.
- Objective 2: Develop and implement a CalOptima patient-centered medical home model.
- Objective 3: Develop and implement a member and family engagement initiative by program.
- Objective 4: Actively pursue system integration opportunities to improve access, quality, and efficiency of care.

EFFICIENT AND SOUND INFRASTRUCTURE

Be a dynamic organization that is prepared for growth, responsive and flexible, and encourages creativity and innovation.

- Objective 1: Assess and address infrastructure needs including people, processes, information systems, technology, and physical environment.

Objective 2: Increase efficient operations by optimizing business processes using eBusiness and other innovative solutions across the organization.

Objective 3: Leverage the opportunity to improve key business processes through the implementation of ICD-10.

FINANCIAL STRENGTH

Ensure financial sustainability in our health plan and provider network by controlling costs, optimizing revenue, and improving financial strength.

Objective 1: Achieve and/or maintain profitability by programs:

- Be breakeven or better in Medi-Cal by the end of Year 3.
- Achieve 1 – 2 percent profitability in Healthy Families by the end of Year 3.
- Maintain at least 5 percent profitability in OneCare through the end of Year 3.

Objective 2: Identify and/or implement new opportunities and initiatives that, by the end of Year 3, have the potential to generate and/or diversify revenues equal to or exceeding \$15 million annually on a go forward basis.

HEALTHY COMMUNITY

Leverage CalOptima's role to promote a healthier Orange County.

Objective 1: Develop and implement a plan that builds on current efforts and leverages resources to address the needs of the underserved in our community.

Execution Strategy

Phase 1: Assessment, resource alignment, and baseline measures

Phase 2: Planning and implementation

Phase 3: Evaluation and continuous process improvement