

Strategic Plan

Charity Hospital

“Promoting health, dignity, and well-being”

Executive Summary

Our organization operates a mobile clinic, providing essential healthcare services to marginalized communities in [Hargeisa/Maroodi Jeeh, Somaliland]. As we strive to expand our impact and address the growing healthcare needs of the communities, we aim to transition from a mobile clinic to a charity hospital. This strategic plan outlines our vision, mission, goals, and objectives for this ambitious endeavour.

Vision:

To establish a comprehensive charity hospital that provides high-quality, patient-centered care to the underprivileged communities, promoting health, dignity, and well-being.

Mission

To deliver accessible, affordable, and compassionate healthcare services to those in need, bridging the gap in healthcare disparities and improving health outcomes in our community.

Goals:

1. **Expand Services:** Transition from a mobile clinic to a charity hospital, offering a broader range of medical services, including inpatient care, surgical procedures, and specialized treatments.
2. **Increase Access:** Establish a permanent facility, increasing access to healthcare services for the local population and reducing barriers to care.
3. **Enhance Quality:** Improve the quality of care delivered, investing in modern equipment, technology, and staff development.
4. **Foster Partnerships:** Develop strategic partnerships with local healthcare providers, NGOs, and government agencies to enhance our impact and sustainability.
5. **Ensure Sustainability:** Diversify funding streams, develop a robust fundraising strategy, and establish a strong governance structure to ensure the long-term sustainability of the charity hospital.

Problem Statement

Limited access to healthcare services for low-income families and individuals - Inadequate medical facilities and equipment in existing healthcare centers - High morbidity and mortality rates due to preventable diseases - Inequitable distribution of healthcare resources and services.

1. Provide affordable and quality healthcare services to the underprivileged population
2. 2. Reduce morbidity and mortality rates through preventive care and early intervention
3. 3. Promote health education and awareness among the local community
4. 4. Foster partnerships with local healthcare providers, NGOs, and government agencies

Our Services and Programs:

1. Outpatient Department: General medicine, paediatrics, maternal and child health, speciality clinics and emergency treatment.

2. Inpatient Department: General wards, private rooms, and intensive care units

3. Diagnostic Services: Laboratory, radiology, and pharmacy services

4. Community Outreach Programs: Health education, disease prevention, and screening services

5. Referral Services: Partnerships with tertiary care hospitals for specialized treatment

Infrastructure and Equipment:

Objectives:

Short-term (6-12 months)

1. Conduct a feasibility study and needs assessment to determine the requirements for the charity hospital.
2. Develop a comprehensive business plan, including budget, staffing, and operational strategies.
3. Secure funding for the transition, including grants, donations, and partnerships.
4. Establish a temporary governance structure to oversee the transition process.

Medium-term (1-2 years)

1. Acquire a suitable location for the charity hospital and develop a design plan.
2. Recruit and hire key staff, including medical professionals, administrators, and support staff.
3. Develop and implement policies, procedures, and quality control measures.
4. Establish partnerships with local healthcare providers, government, UN bodies and NGOs.

Long-term (2-5 years)

1. Complete the construction and equipping of the charity hospital.
2. Launch and promote the charity hospital's services to the local community.

3. Develop and implement a robust fundraising strategy, including donor engagement and grant writing.
4. Establish a strong governance structure, including a board of directors and advisory committees.

Key Performance Indicators (KPIs):

1. **Patient Volume:** Increase patient volume by 20% annually for the first three years.
2. **Service Expansion:** Offer a minimum of five new medical services within the first two years.
3. **Quality of Care:** Maintain a patient satisfaction rate of 90% or higher.
4. **Financial Sustainability:** Achieve a minimum of 80% financial self-sufficiency within the first three years.
5. **Partnerships:** Establish a minimum of five strategic partnerships within the first two years.

Budget and Funding:

We anticipate a total budget of (approximately USD 1.65 million) for the transition, including:

1. Land and clearance_start-up Costs: (approximately USD 240,000).
2. Cost documents and design (approximately USD 10,000).
3. Construction and Equipment: (approximately USD 1,400,000).

Conclusion:

Transitioning from a mobile clinic to a charity hospital requires careful planning, strategic partnerships, and a commitment to delivering high-quality, patient-centered care. Our organization is dedicated to addressing the healthcare needs of the underprivileged population in [Hargeisa, Somaliland], and we are confident that this strategic plan will guide us toward achieving our vision.