

Strategic Plan

2020-2022



the schwartz center
FOR COMPASSIONATE HEALTHCARE

COMPASSION ♦ COLLABORATION ♦ INCLUSION ♦ STEWARDSHIP ♦ LEARNING



Dear Friends,

As the Schwartz Center begins its 25th year, we remain inspired by the vision of our founder, Ken Schwartz, to make compassion a central part of every healthcare experience. Since our establishment, we have offered programs and resources to further this goal. In today's healthcare landscape, our work has never been more relevant.

Building on this legacy, the Schwartz Center has embarked on a new three-year Strategic Plan that addresses the challenges facing healthcare leaders and professionals. Our plan focuses on three priorities: increasing and diversifying annual revenue, expanding offerings and markets and advancing thought leadership. We selected these priorities so that the Schwartz Center is able to offer more support to more clinicians in their care of patients while expanding the compassion community.

Your ongoing partnership is critical to our work and to accomplishing all that we have outlined here. We invite you to be part of building our next 25 years and help us realize our vision of a *world where all who seek and provide healthcare experience compassion*.

Sincerely,

Matt Herndon
Chief Executive Officer

Sharon McNally
Board Chair

mission

Mission and Vision

MISSION

To put compassion at the heart of healthcare through programs, education and advocacy

VISION

A world where all who seek and provide healthcare experience compassion

Core Values

COMPASSION

We mitigate the suffering of others through empathy, kindness and respect.

COLLABORATION

We enrich the global healthcare community by fostering interprofessional exchanges of ideas, practices and perspectives.

INCLUSION

We rely upon diverse viewpoints and voices in our pursuit of equity and wellbeing for all who give and receive care.

STEWARDSHIP

We apply resources judiciously, maximizing their impact to honor our founders, donors, members and partners.

LEARNING

We advance knowledge by nurturing safe, respectful environments that promote growth and understanding.

vision

values



Building on a Legacy of Advancing Compassionate Healthcare

Healthcare today presents significant challenges to caregivers and their patients – whether financial, technological, administrative or emotional. Our Strategic Plan positions us to help more caregivers get the support they need to provide the best, most compassionate care possible to their patients now and into the future.

1 Increase and Diversify Annual Revenue

Grow earned and philanthropic revenue and enter new partnerships to further fund innovative programs, education and advocacy.

GOAL 1:

Grow Membership Program

- Introduce enhanced membership program benefits
- Offer a flexible Schwartz Rounds® training platform
- Launch an online evaluation to improve data and drive higher engagement

GOAL 2:

Expand National Philanthropy

- Increase national giving through regional and local hub initiatives
- Secure new sources for foundation support

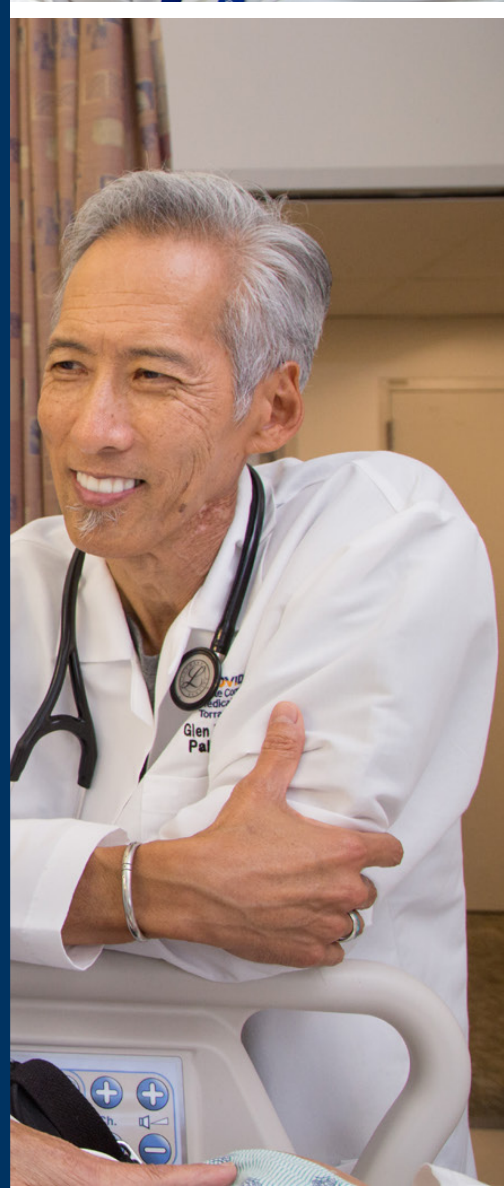
GOAL 3:

Build Strategic Partnerships

- Enter into additional strategic partnerships in the U.S. and/or internationally to foster growth and extend our mission



priority one



2 Expand Offerings & Markets

Launch new programs, support more caregivers, and offer new learning opportunities to meet the evolving needs of healthcare members and their patients.

GOAL 1: Bring New Programs to Market

- Launch Unit-Based Schwartz Rounds across membership
- Introduce Trauma Toolkit to support members and others in the aftermath of mass tragedies
- Research and develop additional programs that strengthen the patient-caregiver relationship

GOAL 2: Add New Channels

- Implement a new learning management system with mobile capabilities to share Schwartz Center content

GOAL 3: Explore New Market Opportunities

- Pilot Schwartz Rounds in key adjacent market(s)

3 Advance Thought Leadership

Lead the effort to expand awareness of the critical role and value of compassion in healthcare through innovation, promotion and convenings.

GOAL 1: Build the Case for Compassion

- Reinforce the business case for the Schwartz Center's compassion-based programs through market and evidence-based reporting
- Promote the value of compassion-related initiatives through scholarship, research and collaboration

GOAL 2: Expand the Compassion Community

- Convene and grow the annual Compassion in Action Healthcare Conference

GOAL 3: Launch Awareness and Advocacy

- Advance the Schwartz Center's role as national thought leader on compassionate healthcare through an awareness and advocacy campaign
- Develop and launch new external marketing campaign on membership and programs



the schwartz center
FOR COMPASSIONATE HEALTHCARE

100 Cambridge Street
Suite 2100
Boston, MA 02114

617-724-4746

info@theschwartzcenter.org

theschwartzcenter.org

compassioninactionconference.org
