

Planning Team

Keeping up the Planning Team's Motivation

The Planning Team for the clinic has been in place for a few months, talent and enthusiasm are abundant, and the pieces of a clinic are beginning to fall into place. As the Benchmarks Document exhibits, there are many steps to take before the clinic can open its doors. These steps include securing foundational elements such as:

- an adequate number of paid staff to reliably operate a clinic on an ongoing basis
- a physical space to hold the clinic
- a plan for how to get patients in the door
- maintaining motivation and drive of the Planning Team and Board of Directors

How do you keep the momentum during the planning phase without rushing the opening of the clinic?

As noted in previous sections, leadership of the Planning Team and the Board of Directors is key in setting the pace toward the opening of the clinic. If your Planning Team is composed of a number of motivated individuals who work well in collaboration with one another, multiple goals toward opening the doors can be addressed concurrently. This is one of the efficiencies of the Planning Team model, utilizing subcommittees to divide the many varying tasks associated with clinic opening.

Those in a leadership position are responsible for:

- setting clear agendas for meetings
- laying out expectations for individuals on the team
- providing check-ins and encouragement for team meeting deadlines
- communicating with each other
- coming prepared for meetings

It is in this way that the character of the clinic is being formed. The leaders, champions, and Planning Team members will be perceived as focused, motivated

and collaborative, or alternately as chaotic, erratic and working in isolation from one another. While the nature of the planning team's work may seem inconsequential to the actual clinic operations and resulting clinic reputation, early work habits tend to continue to play out once the doors are open.

It is Church Health's experience that clinics in development that do not have a strong team of willing participants backed by strong leaders often suffer. Many leaders find that they are unable to do it all by themselves and the vision is abandoned. This is a critical phase and the next few months hold a lot of work. If the Planning Team and/or Board of Directors is fueled by a few individuals, now is the time to step back and see how to re-engage additional people into the planning process. You can do this by tapping into the network you formed out of the Community meeting held early in the development process. Perhaps if a Community Meeting wasn't held, it could now be considered as a way to elicit additional support. Or reaching out to other faith organizations or community groups could bring in a few new interested people. Before moving into the next phase, ensuring there is enough support will help with the success and longevity of the clinic.

Our consultants are well-versed in creating stability in:

- areas of leadership
- clinic planning processes
- successfully harnessing the enthusiasm and talents in the community toward opening day and beyond

Coaching for a timely and successful clinic launch is a hallmark of our services. With thoughtful leadership and great faith, a clinic can be a reality in your community in mere months!

To contact our consultants, please email John Mills at jmills@echoclinics.org.