



# Health Enterprises Network

An Affiliate of [Greater Louisville Inc.](#)

## 2021 Strategic Plan

As the Health Enterprises Network celebrates 20 years of service to the community, Board leadership spent the last 18 months planning for a more robust future of the organization. As an investor-led organization of healthcare thought leaders, Health Enterprises Network is focused on delivering region-wide economic growth through concerted efforts laid out in the strategic plan. This plan shows the organizations commitment to defining and growing the healthcare ecosystem, developing future leaders through the Healthcare Fellows program as well as continuing to tell the success stories of our region's health-related businesses.

### Mission:

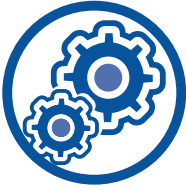
To champion and foster the growth of the region's health-related economy.

### Vision:

Health Enterprises Network's vision is for the region to be globally recognized as the "location of choice" for health-related businesses, researchers, educators, investors and consumers.



# HEALTH ENTERPRISES NETWORK - PILLARS



## **PILLAR 1: Healthcare Ecosystem Collaboration**

**Objective:** Facilitate interaction with and convene healthcare ecosystem partners.

**Pillar Chair:** Tom McMahon



## **PILLAR 2: Economic Development**

**Objective:** Support the growth of the region's health-related economy by working, developing, framing the healthcare ecosystem that leads to new industry-related jobs.

**Pillar Chair:** Michael Bryant



## **PILLAR 3: Member Value & Engagement**

**Objective:** Provide engagement opportunities that deliver value to Network members and foster the region's economic growth.

**Pillar Chair:** Sean Muldoon

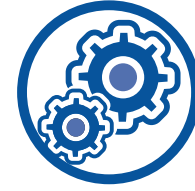


## **PILLAR 4: Branding and Messaging**

**Objective:** Champion the success of the ecosystem through consistent storytelling of Health Enterprises Network initiatives and projects, the region's health-related businesses and organizations and the activity occurring throughout the ecosystem.

**Pillar Chair:** Richmond Simpson

# PILLAR 1: HEALTHCARE ECOSYSTEM COLLABORATION



**Objective:** *Facilitate interaction and convene healthcare ecosystem partners*

## TACTICS:

- Define the region's healthcare ecosystem, including the broad base of companies and organizations that operate within the healthcare sector as well as those that support the healthcare businesses.
- Identify and engage the resources who have funding to help health-related businesses innovate, create and grow.
- Promote current collaboration by highlighting the work of the companies and organizations in the ecosystem by creating opportunities for companies to learn about each other's work and other resources available within the community.
- In coordination with partner ecosystem partners, develop marketing plan to publicize and highlight the important work of the entire healthcare ecosystem.

## METRICS:

- Defined the industry sectors within the healthcare ecosystem.
- Used the industry sector categories to develop a database and a landing page that features:
  - healthcare ecosystem organizations, both Louisville-based and out-of-market companies with significant presence in the market
  - healthcare ecosystem initiatives, e.g., XLerate Health, Amplify/LEAP, GLMS's Wear the White Coat Experience, Thrive Center, Healthcare Fellows
  - potential healthcare ecosystem partnerships, e.g., federal, state and locally-backed programs such as HEAL, Bucks for Brains and Tax Increment Financing Districts
  - a special focus on out-of-market companies that have significant presence in Louisville as well as private equity firms and lenders with current or prior investments in the area
- Marketing plan written and approved by Board:
  - Audience segmented and defined, including out-of-market companies and financial/professional services organizations that wish to do business with Louisville-based organizations
- Networking events for collaborators are held at least quarterly.
- Routinely highlighted healthcare ecosystem stories in monthly e-newsletters, routine podcasts at our events and during our Healthcare Fellows classes.



## PILLAR 2: ECONOMIC DEVELOPMENT



**Objective:** Support the growth of the region's health-related economy by working, developing, framing the healthcare ecosystem that leads to new industry-related jobs.

### TACTICS:

- In coordination with economic development partners, execute industry survey to identify entrepreneurial/spin-off opportunities from established companies.
- Engage out-of-market companies with Greater Louisville presence/assets to encourage continued investment/presence.

### METRICS:

- Worked with Louisville Forward and GLI on parameters of a survey to support economic development efforts;  
Seeking 75+ respondents.
- 15 identified opportunities for business expansion or attraction.
- Established a page on the Health Enterprises Network website to specifically promote new jobs, startups, relocations, etc. with direct HEN impact.
- Developed parameters for when and how the Health Enterprises Network will connect member companies with startups who need to acquire customers or pilot new products/services.
- Targeted five companies with a regional presence identified and engaged with Health Enterprises Network and healthcare ecosystem activities.



## PILLAR 3: MEMBER VALUE & ENGAGEMENT



**Objective:** Provide engagement opportunities that deliver value to Network members and foster the region's economic growth.

**HEALTHCARE FELLOWS** - Implement monthly **Healthcare Fellows** sessions that incorporate professional development curriculum to increase leadership capacity and participants knowledge of Louisville's innovative healthcare ecosystem.

### TACTICS:

- Develop the region's leading healthcare leadership training program by developing a consistent curriculum that provides a broad introduction to the healthcare ecosystem.
- Coordinate with local, regional and national healthcare experts to help develop the leaders that will help transform the health-related economy.
- Recruit a broad-base of participants from all aspects of the healthcare ecosystem.

### METRICS:

- Curriculum developed and endorsed by Board that highlight varying aspects of the healthcare ecosystem.
- Recruited 15-20 Healthcare Fellows.
- Hosted 10 classes consistent with the Curriculum.

**HEALTH POLICY** - Advance the discussion of healthcare policy through an information exchange on state and federal healthcare issues from elected officials, appointed leaders and the healthcare business community. Promote thoughtful discussion and provide regular updates through white papers, events and communications.

### TACTICS:

- Build a Health Policy Committee of government relations professionals and identify topics to discuss and review health-related policy positions related to economic development.
- Host events to explore topics and conversations on health-related policy with Health Enterprises Network members.
- Participate with ecosystem partners on health-related policy issues.

### METRICS:

- Increased the size of the Committee to 10 members.
- Relevant topics were identified and speakers secured.
- Hold quarterly Health Policy-Maker Forums for Health Enterprises Network members featuring key decision makers in healthcare policy.
- Host 6 Health Policy Forum Committee meetings.



## PILLAR 4: BRANDING AND MESSAGING



**Objective:** *Champion the success of the ecosystem through consistent storytelling of Health Enterprises Network initiatives and projects, the region's health-related businesses and organizations and the activity occurring throughout the ecosystem.*

### TACTICS:

- Distribute regular newsletters and provide consistent social media messaging to strategically market the healthcare ecosystem, HEN Members as well as HEN's programs, events and services.
- Increase the communication opportunities through reciprocal agreements to share content, growing distribution within member companies and identifying local healthcare companies that have a blog that allows guest posts.
- Produce a series of podcasts that tell the story of Louisville's healthcare economy in curated conversations with top healthcare leaders.
- Develop marketing materials to express the value of HEN to potential investors and the community.
- As appropriate, develop and pitch opinion editorial pieces.

### METRICS:

- Distributed and provided consistent social media messaging to strategically market the health ecosystem, Network Members, and the Network's programs, events and services at the following frequency:
  - Newsletters - Monthly
  - Twitter - Daily
  - HEN Website - Weekly
- Increased Social Media followers for Twitter by 100 and for LinkedIn by 75.
- Marketing materials developed and distributed to 25 potential investors.



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