

Project Access NOW

2021 – 2024 ORGANIZATIONAL STRATEGY



HOW WE WILL SUCCEED

Support the health of those we serve by deepening connections with our partners, expanding needed services, and advocating for positive change.



MISSION

Improve community health and well-being by creating access to care, services and resources for those in need.



VISION

Health for all through equitable access and systemic change.

CORE VALUES

What matters to us; How we engage in our work

Collaboration | Community engagement | Inclusion, equity and diversity | Innovation | Respect | Social justice

ACCESS

Broaden and expand our services

Deepen, strengthen & articulate the services we offer, focusing on new partnerships, cross-program integration, and serving additional populations.

EQUITY

Reflect and amplify our commitment to community voice

Grow as an inclusive, equity-centered organization, using data to make program decisions, and advocating for equity and social justice in our region and state.

SOCIAL DETERMINANTS OF WELLBEING

Collaborate and innovate to address the social barriers that impact health

Utilize programs to support individual client non-medical needs while simultaneously engaging in community and state decision-making to promote health through upstream strategies.

ORGANIZATIONAL HEALTH

Strengthen and reinforce our operations, culture, and long-term sustainability

Grow and diversify funding and promote a healthy, anti-racist and effective workplace culture.

WHAT MAKES US UNIQUE

We drive regional, whole person care

We deliver person-centered care and social service navigation, connecting individuals to health-promoting resources. We offer safe, confidential and interpersonal health-promoting services including access to insurance, health and social services in combination with health education.

We promote health system cost efficiency

We provide a space for all health system partners to collaborate, designing services that allow for safe and secure discharge from hospitals, encourage primary care utilization and medication adherence, and avoid unnecessary hospital stays and readmissions.

We provide culturally relevant services

Our trusted staff reflect the communities we serve, offering culturally and linguistically responsive support, and outreach that is respectful of the diversity each individual offers our community.

Our programs are “shovel worthy”

We provide a comprehensive suite of programs that act as unique pathways to ignite innovations or support emergent community needs, such as COVID-19 relief or Oregon wildfire support. We are ready to respond, whenever the need arises.

We advocate for systems change

We recognize that healthcare is only part of what drives wellbeing: We partner with our clients, health systems, funders, and community-based organizations to advocate for the upstream policy changes, programs and investments that keep people out of the hospital in the first place.