

ST. PAUL ELDER SERVICES STRATEGIC PLAN CASE STUDY

BACKGROUND

St. Paul Elder Services is a Catholic, Franciscan-sponsored community focused on providing life enriching care at their Kaukauna and Allouez, Wisconsin locations. Across their two facilities, St. Paul Elder Services provides a wide continuum of care ranging from caregiver support, outpatient services, rehabilitation through skilled nursing, memory care, and end of life support.

THE DELIVERABLES

Our firm worked in partnership with St. Paul Elder Services' outside contractors to align their strategic plan with their future facility plans, organizational structure, and financial realities. This collaboration ensured that the strategic plan documents were in alignment with the short to long term plans that the Board of Directors have supported related to financial and environmental forecasting.

UNIQUE INDUSTRY CHALLENGES

While St. Paul Elder Services exceeds industry standards in staff recruitment and retention, they considered how current labor market shifts will influence the following organizational dynamics in their strategic plan:

1. Employee morale, retention, benefits and recruitment strategies.
2. Innovative approaches to support employees' access to needs such as housing and childcare.
3. Maintaining St. Paul Elder Services' reputation for exceptional quality of care.
4. Future market expansion and growth.
5. Implementing new standards of care within their organization and associated staffing needs.
6. Brand perception and awareness in current markets.

CLIENT TESTIMONIAL

"The strategic planning process that Allyson facilitated was comprehensive, engaging, and truly enjoyable. She dedicated a lot of time on the front end to learn all she could about our organization, listened carefully to our challenges and aspirations along the way, and then guided us on articulating our strategic objectives in a meaningful and impactful manner. Allyson's presentation to our Board of Directors was superb, and she clearly put immense preparation into her command of the complex subject matter."

- Sondra Norder, CEO of St. Paul Elder Services

 St. Paul Elder Services, Inc.



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