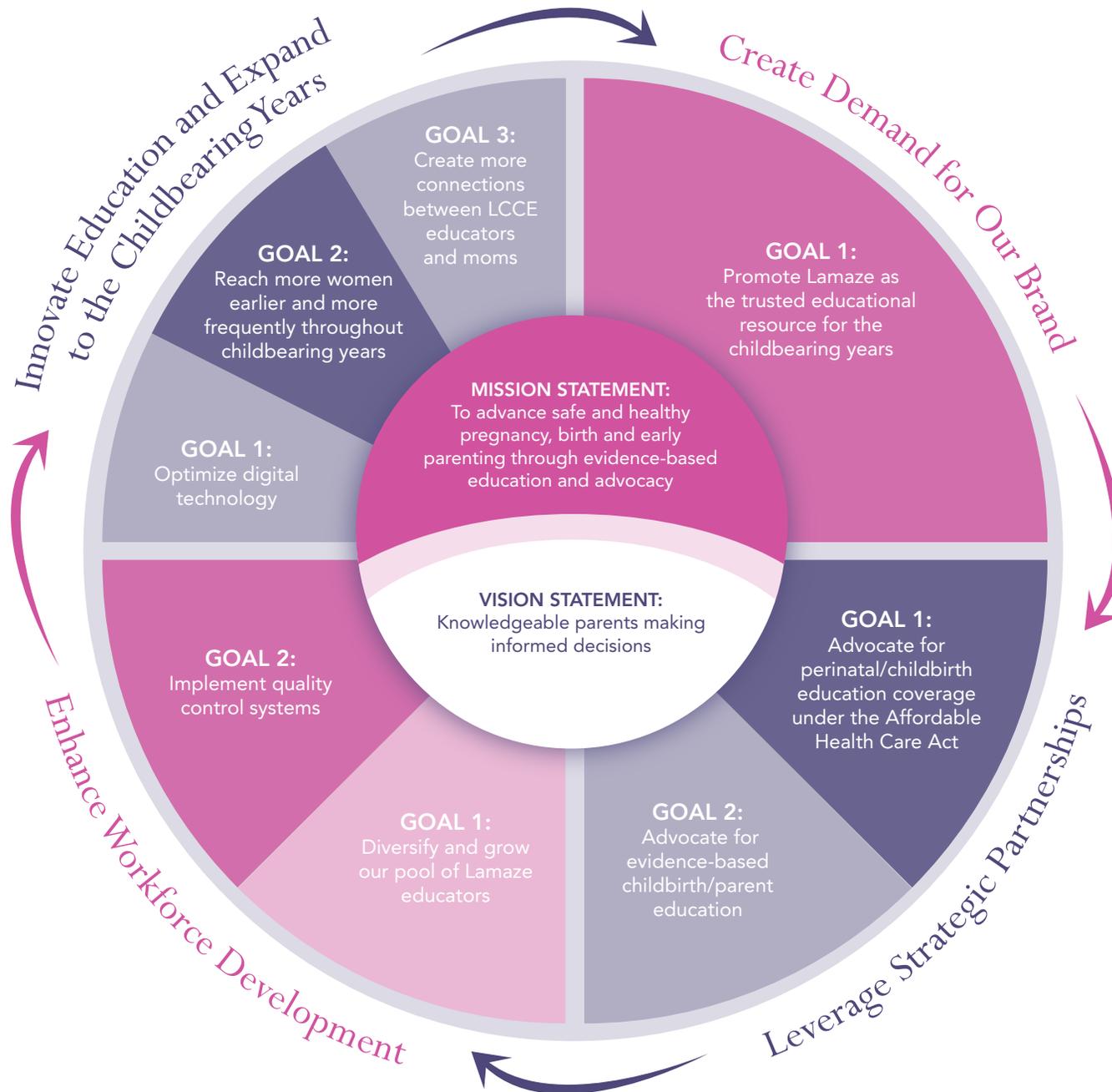


2014 – 2017 Strategic Framework



# 2014 – 2017 Strategic Framework

## 1. Create Demand for Our Brand

### GOAL 1:

Promote Lamaze as the trusted educational resource for the childbearing years

#### OBJECTIVES:

1. Educate providers and other partners on our brand
2. Optimize technology to promote our brand
3. Use traditional and nontraditional media to stay relevant and drive demand

## 2. Leverage Strategic Partnerships

### GOAL 1:

Advocate for perinatal/childbirth education coverage under the Affordable Health Care Act

#### OBJECTIVES:

1. Optimize targeted national advocacy partnerships (e.g., CQMC, NPWF, NQF, Joint Commission)
2. Partner with insurance companies, including CMS, to become part of the “bundled care” system
3. Collaborate with other provider groups (e.g., ACOG, AWHONN, ACNM, Academy of Family Practice Physicians, Centering Pregnancy programs)

### GOAL 2:

Advocate for evidence-based childbirth/parent education

#### OBJECTIVES:

1. Build stronger partnerships with hospitals and hospital systems (e.g., Evidence-Based Nursing and Breastfeeding Support Workshops, parent education curriculum)
2. Optimize community-based partnerships (e.g., AMCHP, National Healthy Start Association)
3. Partner with evidence-based nursing and breastfeeding support educators
4. Promote family education services to support patient education requirements and patient satisfaction

## 3. Enhance Workforce Development

### GOAL 1:

Diversify and grow our pool of Lamaze educators

#### OBJECTIVES:

1. Target growing educators in underrepresented and underserved areas
2. Develop a para-professional community trainer/model for Lamaze education
3. Increase LCCE educators’ capacity to augment classes with digital technology

### GOAL 2:

Implement quality control systems

#### OBJECTIVES:

1. Provide LCCE educators with access to an array of tools and resources to help standardize education programs
2. Rethink certification and membership model to put the focus on certification

## 4. Innovate Education and Expand to the Childbearing Years

### GOAL 1:

Optimize digital technology

#### OBJECTIVES:

1. Expand offerings to include early pregnancy and early parenting
2. Expand delivery methods for online education (e.g., virtual classes, Facetime consults, and mobile apps)

### GOAL 2:

Reach more women earlier and more frequently throughout childbearing years

#### OBJECTIVES:

1. Diversify our outreach to:
  - Young moms-to-be
  - Underserved and underrepresented women
2. Develop a strategy to broaden outreach at the electronic level and cultivate moms ‘up’ the ladder for more personalized services and training

### GOAL 3:

Create more connections between LCCE educators and moms

#### OBJECTIVES:

1. Create more opportunities to engage with moms
2. Encourage more LCCE educators to use technology to reach women in their communities
3. Connect LCCE educators who teach on line with prospective local moms