



STRATEGIC PLAN 2023

“

Care, Beyond
Patients' Expectations

”

God's Miracle
Your Joy
Our Mission



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Mission

to create credible and result oriented alternative for care of infertility related challenges using assisted reproductive technology, by bringing together various cadres of staff who will be happy to deliver on the promises to clients

Vision

to make use of quality, affordable items at the best possible cost, whilst achieving comparable results as anywhere in the world

Values

- Care
- Innovation
- Confidence

We provide fertility care with innovation that give our customers the confidence of outcomes comparable anywhere in the world

MESSAGE FROM THE Clinical Director & Chief Executive

“Care, beyond patients’ expectations” is the theme of this year’s strategic plan, an expression of our collective desire to make the year 2023, by God’s grace, a year of limitless possibilities.

Our confidence comes from the outstanding results we achieved the previous year and from our steadfast upkeep of the established ISO 9001:2015 quality management systems certification. We met over 70% of the targets set in last year’s plan.

The number of patients increased significantly more than the combined data from the previous two years. This evinces our outstanding clinical performances that is marked with zero anaesthetic complications, which we have sustained in the last 3 years. We had remarkable embryological outcomes in, frozen eggs, TESA, TESES, PGS for aneuploidies and monogenic disorders, leading to an overall success rate of about 60%, including surrogacy programs, which also rests on the safe-care-continuum approach rendered during prenatal periods and then deliveries.

Our teams of clinical and non-clinical staff at Primecare work together like a dream, and we are pleased of how hard they worked to accomplish this milestone. However, management’s commitment to motivate staff remained unstinted through the annual salary increases and fulfilling several regulatory requirements including the enrolments to life, social and health insurances. We are grateful to all our partners, national and international!

We look forward to a successful year 2023 as we take another sturdy step, expressed in this strategic plan to achieve our shared mission of giving joy to our patients as they see God’s miracles in the positive clinical outcomes, which we deliver using cutting-edge assisted reproductive technology.



Dr. Ese Williams Omonigho
CLINICAL DIRECTOR & CHIEF EXECUTIVE
Primecare Fertility Clinic, Abuja

“Care, beyond patients’ expectations” is the theme of this year’s strategic plan. It also projects our shared desire to make the year 2023, by God’s grace, a year of limitless possibilities.

SUMMARY

Two principles guide the year 2023 strategic plan: 1. to develop strength through short-term planning; annual incremental understanding of what can be achieved and 2. motivated by the achievements coupled with what we continually know of our patients' expectations, drive strategic objectives with goals/targets that are feasible.

In establishing this plan, we have diligently carried out an all-inclusiveness SWOT analysis to guarantee a thorough coverage of all crucial Primecare processes. Thus, there are 3 key strategic objectives to help Primecare stand out in 2023:

Strategic Objective #1: deliver our services with exceptional care that entails 3 goals: improving staff capabilities, competence, value, motivations; enhancing performances of processes and improving infrastructure for service delivery.

Strategic Objective #2: improve key performance indicators, which consists of 3 goals: to establish clinical and non-clinical KPIs as well as establish measures for gauging progress of the strategic objectives of this plan.

Strategic Objective #3: engage in and strengthen research & partnerships activities for progress. This comprises 2 main goals: conduct researches to provide insights and strengthen existing partners and affiliations and forge new partners for progress

Given the unwavering support that will be provided by the personnel, consultants, and allocated finances, there is a high level of hope that the strategic plan's deliverables will be met.

STRATEGIC OBJECTIVES

We have identified three key strategic objectives to help Primecare stand out in 2023:

Objective #1: Deliver our services with **EXCEPTIONAL** care

Provide and boost resources needed to drive efforts, go the extra mile, and exceed what patients would normally expect

Goal/Target	Strategy	Deliverables/Measures
#1.1: Improve STAFF capabilities, competence, value, motivations	Ensure adequate human resources Build a comprehensive annual competency schedule for all staff with special focus on enhancing knowledge of our services and patients' expectations Exploit the in-house Continuous Professional Development (CPD) program and mentorship Fund or seek partnership for external technical skills acquisition Promote internal reward system	Increased staff recruitments Show 100% implementation of annual schedule by certifications, monthly tests results and attendances of staff Demonstrate staff participation in all scheduled external trainings and internal mentorship Show awards as incentive issued to staff as motivation for exceptional care from feedbacks and objective evidences
#1.2: Enhance performances of PROCESSES	Review all relevant processes for efficiency and effectiveness with respect to patient interface with us; access to and ease of delivery of our services	Number of enabled digital communications and feedback platforms SOPs and policy documents reviewed
#1.3: Improve INFRASTRUCTURE and finances for service delivery	Technology: equipment and device maintenance, upgrade, and acquisition Environment: continually harness the aesthetics and ambience of our facility Cost containment and fiscal prudence	Demonstrate proficient staff maintenance of equipment Procured equipment/devices, extent of renovations undertaken and increased space optimization Increased profitability despite inflated forex and socio-politics

Objective #2: Improve key performance INDICATORS

Provide basis for informed decision using measurable gauges of progress across the board

Goal/Target	Strategy	Deliverables/Measures
#2.1: Establish clinical KPIs	Review and collate clinical KPIs across clinical departments Define variables, data sources and methods of evaluation	Demonstrate monthly attendance of clinical meetings Increase average number of completed cycles to 45 and surrogacy cycles to 2 per month respectively Achieve 50% delivery rate of total cycles completed Maintain zero anaesthetic complications
#2.2: Establish non-clinical KPIs	Review and collate clinical KPIs across non-clinical departments Define variables, data sources and methods of evaluation	Increase new patient registrations by 100% above year 2022 Exceed the patient satisfaction benchmark of 85% and improve complaints and feedback documentations Commence building project at our own site Meet all requirements for QMS, statutory and regulators
#2.3: Establish measures for gauging progress of strategic objectives of this plan	Evaluate performances of each strategic objectives	Report on achievements of: <ul style="list-style-type: none"> ▶ objective #1: exceptional care through assessment of highlighted patients' expectations ▶ objective #2: KPIs established, monitored, and evaluated ▶ objective #3: abstracts/articles published and number of partnerships benefits

Objective #3: Engage in and strengthen RESEARCH & PARTNERSHIPS activities for progress

Project the corporate image of Primecare through research and partnership activities

Goal/Target	Strategy	Deliverables/Measures
#3.1: Conduct researches to provide insights	Provide support and framework for collecting and collating quality care data and surveys Focus on establishing care evidences from data Engage with Cademy Research Network for researchable topics and manuscript development	Demonstrate improvement in care approaches Applied insights for business development, e.g., marketing contents on blog posts Abstracts submission in AFRH 2023 conference At least 2 published articles in international repute peer reviewed journals
#3.2: Strengthen existing partners and affiliations and forge new partners for progress	Active participation in relevant conferences and seminars Vendors, suppliers', and partners collaborations	Staff memberships enrolment with the Quality Improvement Institute of Nigeria AFRH 2023 National Quality Summit 2023 Sponsored training/skill development attendances Signed MOUs

MONITORING AND EVALUATION

Performance monitoring and evaluation (PM&E) of the strategic plan is assured through monthly and quarterly checks for both processes and deliverables. The head of QMS/Admin in Primecare is assigned the responsibility to conduct the monitoring and evaluation of the performance of the plan, with the support of the QMS Consultant, will report the outcome to top management. The PM&E form will be utilised for this purpose.

PM&E FORM

Completion rate

Reporting frequency (Tick as appropriate)	Expected number of deliverables	Number of deliverables completed	Number of deliverables not completed	Percent completed
<input type="checkbox"/> Monthly				
<input type="checkbox"/> Quarterly				

Process challenge evaluation

Strategic objectives/goals	Process challenged	Factors noted	Remark

Report prepared by: _____ Date: _____ Signature: _____