



2022-2023 Apple Tree Dental Strategic Plan

Mission: To overcome barriers to oral health.

Vision: To foster partnerships that create healthy communities.

Strategic Plan

1. Smart Growth

Leveraging our skilled teams and unique strengths to build sustainable community collaborations that help people of all ages and abilities achieve health and well-being.

- I. Optimizing the staffing, programs, and services at each of Apple Tree's Centers
- II. Creating new clinical care programs that leverage our skilled teams and unique strengths, while increasing our earned income
- III. Fostering diversity, equity, and inclusion as we grow our programs and expand our services
- IV. Exploring non-clinical business opportunities, such as education and research, that are consistent with our mission

2. Innovation & Influence

Advancing oral health care delivery, education, research, and public policy by developing and testing innovative solutions that influence local and national systemic change.

- I. Prioritizing clinical, educational, and research innovations that advance Apple Tree's smart growth and organizational strength goals
- II. Increasing Apple Tree's advocacy and policy influence at the state and national levels
- III. Enhancing our Clinical Dental Education student rotations, career pipeline projects, and Career Equity Project to increase diversity, equity, and inclusion
- IV. Developing and implementing a communications and public relations plan
- V. Building Apple Tree's Research Team infrastructure and expanding its scope

3. Organizational Strength

Strengthening Apple Tree's financial health and sustainability by investing in purposeful employee development, optimal clinical facilities, and strong community partnerships.

- I. Optimizing both earned and contributed income to build adequate reserves
- II. Evolving Apple Tree's organizational structure and leadership team to meet changing needs
- III. Investing in employee engagement and creating humanistic environments to improve staff recruitment and retention
- IV. Building strong and mutually beneficial collaborations with our community partners
- V. Proactively incorporating diversity, equity, and inclusion efforts into all our programs and services