



Strategic Plan 2020-2022



Our Mission

The Central Ohio Trauma System (COTS) is a group of physicians, healthcare professionals, and other experts working together to improve patient outcomes related to trauma, emergency services, and disaster preparedness.



Our Vision

Better care - better outcomes through collaboration, education, and prevention.



Our Goals and Objectives

GOAL 1



Programming, Education, & Collaboration

Provide programming, education, and collaborative forums for professionals in the areas of trauma, emergency services, and disaster preparedness to improve patient outcomes.

OBJECTIVES

- A. Enhance Trauma Services**
Provide information, education, and collaborative forums for trauma physicians and other professionals to work together to provide optimal care to trauma patients in the region.
- B. Expand Emergency Services**
Expand COTS' role as a liaison between first responders and hospitals working together to improve outcomes.
- C. Coordinate Disaster Preparedness Efforts**
Facilitate regional efforts to support & strengthen healthcare and related entities to prepare for, respond to, and recover from emergencies.
- D. Regional Education Coordination**
Continue to be a centralized source for trauma, emergency, and disaster preparedness education.

GOAL 2



Awareness and Engagement

Dramatically increase organizational awareness and member engagement through outreach and communication efforts.

OBJECTIVES

- A. Elevate Visibility of the COTS Brand**
Increase COTS' brand awareness among key stakeholders.
- B: Increase Member Engagement**
Increase member engagement by boosting communication and outreach efforts and offering quality programs and collaborative experiences.
- C. Cultivate Strategic Community Partnerships**
Cultivate and strengthen innovative strategic partnerships and other relationships to advance COTS and its mission.

GOAL 3



Value and Community Impact

Articulate and demonstrate COTS' positive impact on the health of the community in Central and Southeastern Ohio.

OBJECTIVES

- A. Demonstrate Value and Community Impact**
Participate in an enterprise-wide research effort to demonstrate the value and community impact of COTS and Affiliates.

GOAL 4



Organizational Excellence and Sustainability

Pursue organizational excellence and financial sustainability by increasing and diversifying revenue sources.

OBJECTIVES

- A. Diversify and Increase Funding**
Diversify and increase funding by strategically pursuing support from partners who benefit from COTS and by seeking other revenue sources.
- B. Increase Alignment with Affiliates**
Foster a positive, collaborative, enterprise-wide culture that increases alignment of COTS and Affiliates for the greater good.
- C. Promote Diversity, Equity, Inclusion, and Access**
Promote diversity, equity, inclusion, and access in all programming and operations
- D. Enhance Governance**
Follow best practices for governance and recruit, engage, and develop qualified, leadership for the Board of Directors and Advisory Boards