

## Case Study

# Strategic planning to strengthen engagement and advance equity at San Mateo County Health

Empower your team to lead change with aligned priorities

Conduent helped San Mateo County Health's Public Health, Policy & Planning (PHPP) division build a forward-looking, equity-centered strategic plan that not only addressed the immediate impacts of addressing a global pandemic but also positioned the department for long-term success. The initiative fostered stronger employee engagement, improved internal alignment, and enhanced the department's ability to serve its diverse community with resilience and compassion.

## The challenge

Public health systems across the country have faced increasing pressure from both emerging health crises and persistent disparities in health outcomes. San Mateo County Health's PHPP division faced mounting challenges in addressing immediate health crises while also confronting long-standing inequities that had been brought to the forefront. The department needed a strategic planning process that could simultaneously respond to urgent needs and lay the groundwork for long-term resilience and equity.

## The solution

Conduent partnered with San Mateo County Health PHPP to design and implement a comprehensive strategic planning initiative. This included:

- Facilitating inclusive stakeholder engagement sessions to ensure diverse community voices were heard
- Conducting data-driven assessments to identify gaps in service delivery and equity
- Developing a strategic framework centered on resilience, equity, and community well-being
- Supporting change management and internal communications to align staff around shared goals

The initiative also included tools and methodologies to track progress and adapt strategies in real time, ensuring the department could remain agile in the face of evolving public health challenges.

"Partnering with Conduent following one of the most challenging periods in public health history allowed us to not only respond effectively to the community's immediate needs but also to build a more resilient and equitable foundation for the future. Their strategic guidance helped us engage our staff, align our priorities, and strengthen our commitment to community well-being."

*Tamarra Jones, DrPH, Director of Public Health Policy and Planning, San Mateo County Health*

## The results

Our collaboration with San Mateo County Health's PHPP division led to:

- A measurable increase in employee engagement scores
- A more resilient and equity-focused public health strategy
- Enhanced cross-departmental collaboration and community trust
- Improved readiness for future public health emergencies

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