

New Jersey Maternal and Infant Health Innovation Authority (NJMIHIA) Strategic Planning Project

Project Overview for New Jersey Health Care Quality Institute
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Kamala D. Allen, MHS, PRP, Senior Vice President, Program and Strategic Planning

Lauren Scannelli Jacobs, MPA, Program Officer



CHCS Strategic Planning Facilitators



Kamala Allen, MHS, PRP
Senior Vice President
Program and Strategic Planning



Lauren Scannelli Jacobs, MPA
Program Officer/
Project Coordinator

Flow

- Overview of NJMIHIA Strategic Planning Project
- Participant Discussion of Key Questions
- Proposed NJMIHIA Strategic Priorities
- Open Forum





Project Overview

Context

- One-year anniversary of NJMIHIA
- Clarity of vision and mission
- Need to translate mission and vision into coordinated, impactful action
 - Alignment across staff and board
 - Activation of key stakeholders
 - Accountability and clarity re: responsibility
 - Monitor and assess progress and impact

CHCS Role

- Support NJMIHIA to articulate goals, objectives and measures of progress related to strategic priorities:
 - State Engagement and National Technical Assistance
 - Global Partnerships
 - Innovation Fund: Business development/Public-Private partnership
 - Maternal & Infant Health Innovation Center
- Produce a three-year strategic plan
- Provide organizational support to NJMIHIA to execute the strategic plan

NJMIHIA Strategic Plan Timeline



Phase 1: Align (Jan-May 2025)



Phase 2: Gather Insight (June-August)



Phase 3: Level-Set and Define Goals (September-November)



Phase 4: Envision and embed accountability (Nov-December)



Phase 5: draft, refine, and finalize the plan (December-Jan 2026)



Phase 6: Support Implementation (Jan-June 2026)

Strategic Planning Process



Phase 2: Gather Insight

Broader Perinatal Community Role



**PARTICIPATE IN TODAY'S FOCUS
GROUP DISCUSSIONS**



**SERVE AS AMBASSADORS OF THE
STRATEGIC PLAN**

NJHCQI Focus Group, Q1



What role do you believe NJMIHIA should play in improving maternal and infant health outcomes in your community and statewide?

NJHCQI Focus Group, Q2



What best practices, innovations, or existing community-level efforts do you believe NJMIHIA should support or scale? What are the current (and future) barriers that might prevent progress expanding these statewide?

NJHCQI Focus Group , Q3



NJMIHIA has identified five strategic priorities: national technical assistance, state engagement, innovation fund & partnerships, the Innovation Center, and centering community voice. **Do these align with what you see as critical needs? Are there any missing priorities NJMIHIA should consider?**

NJMIHIA Strategic Priorities



National Technical Assistance – NJMIHIA seeks to establish itself as a national leader by sharing best practices, research, and program models with federal agencies and organizations.



State Engagement – NJMIHIA will continue convening 22 state agencies to align programs that advance maternal health.



Innovation Fund & Partnerships – NJMIHIA will engage startups, incubators, and accelerators to drive maternal and infant health innovation, while strengthening its nonprofit infrastructure and building private-sector partnerships.



Maternal and Infant Health Innovation Center – NJMIHIA will oversee the new Trenton-based MIHIC, serving as a hub for innovation, workforce development, social supports, and clinical best practices.



Community – Centering community voices, especially those most impacted, NJMIHIA will ensure mothers' experiences shape this work. Rooted in Trenton, it aims to serve as a statewide model of care responsive to New Jersey residents' needs and priorities.

NJHCQI Focus Group , Q4



In the next three years, what short-term actions or partnerships should NJMIHIA prioritize to advance its mission?

NJHCQI Focus Group, Q5



Is there anything else you would like to share specifically about NJMIHIA and its future role in the state's perinatal landscape?

Thank You!