



Project ECHO® (Extension for Community Healthcare Outcomes)

Strategic Planning Guiding Questions

1. What will be the **name of this project**? Please note that the project name is NOT the same as the name of your ECHO “hub”. The hub name is the same as the organizational name under which you signed partnership documents.

Your program name should be:

- short
- catchy
- understandable/descriptive

2. **What** is the **problem or topic** you will be addressing in this ECHO?

3. **Why** is this your focus now? (should reflect both a real and pressing need AND your particular expertise or ability to help address this need)

4. What kind of **expertise** will you want for the multidisciplinary team? What experts would you like to have on your hub team?

5. **Who** will your learning community participants be? Describe your target audience.



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6. **Where** are your participants located? **How** will you recruit and engage them?

7. What do you want your learning community participants to be **able to do** after one year of engaging in your ECHO that they can't do (or do well) now?

8. How will you **measure success**? What are your key metrics to show impact?

9. **How will your ECHO be funded**?

10. **When** do you hope to launch your ECHO?

11. **What challenges** to you expect to encounter?