

Business Plan Proposal

Vaughn Community Health & Wellness Center (VCHWC)



1. Executive Summary

The Vaughn Community Health & Wellness Center (VCHWC) will be a non-profit, nurse-led community health facility providing preventative medical care, educational workshops, and wellness programs tailored for underserved populations in urban and rural settings. The center will address health disparities by creating a trusted space where community members receive culturally competent care, health education, and support for chronic disease management, nutrition, mental health, and lifestyle improvements.

2. Mission Statement

To provide equitable access to preventative health care, education, and wellness support that empowers individuals and families in underserved communities to lead healthy, informed lives.

3. Vision

Our vision is to be a leading community health and wellness center, recognized for our commitment to excellence, innovation, and compassionate care.

4. Goals and Objectives

Short-Term Goals (Years 1–3)

- Launch the flagship facility in a medically underserved area.
- Establish strong community partnerships with schools, churches, and local clinics.
- Deliver core services: physical exams, screenings, health workshops, nutritional counseling, and mental health referrals.
- Implement mobile outreach services and telehealth access.

Long-Term Goals (Years 4–10)

- Expand to multiple locations in Texas and beyond.
- Launch a community health worker certification program.
- Partner with local universities for nursing student rotations and internships.
- Develop a research and data analysis wing to evaluate outcomes and influence health policy.

5. Services Offered

Primary Care: Comprehensive medical services for all ages.

- Comprehensive medical services for all ages.

Preventative Care

- Annual check-ups and health screenings (BP, cholesterol, diabetes)
- Immunizations
- Women's and men's health services
- School and sports physicals
- Wellness coaching

Health Education

- Nutrition and meal planning workshops, Personalized dietary plans and advice.
- Maternal and child health education
- Chronic disease prevention (diabetes, heart disease, asthma)
- Adolescent health and reproductive education
- Senior wellness programs
- Fitness Programs: Group classes and personal training.

Support Services

- Health navigators and case management
- Mental health counseling referrals, Counseling, and therapy services.
- Social services and resource connections
- Smoking cessation and substance abuse awareness groups