

Strengthening New Jersey's Maternal and Infant Health Ecosystem Through Strategic Partnership

CHCS is supporting the New Jersey Maternal and Infant Health Innovation Authority in strengthening its organizational foundation and strategic alignment to advance equitable outcomes statewide.

When the New Jersey Maternal and Infant Health Innovation Authority (NJMIHIA) was established in 2023, it was charged with a bold mission: to improve maternal and infant health outcomes statewide. As a first-of-its-kind state authority, NJMIHIA recognized the importance of building a strong organizational foundation capable of supporting coordinated, community-centered, and sustainable systems change.

To help build that foundation, the Center for Health Care Strategies (CHCS) is partnering with NJMIHIA through a tailored strategic planning and organizational development process designed to support long-term growth, alignment, and impact. CHCS worked closely with NJMIHIA leadership to help facilitate the development of a three-year strategic plan grounded in collaboration, organizational alignment, and long-term sustainability. The process helped define NJMIHIA's mission, vision, core values, strategic priorities, and implementation roadmap — creating stronger alignment across the organization and a clearer framework to guide future work.

The strategic planning process also helped reinforce NJMIHIA's commitment to cross-sector collaboration, community engagement, and equity-centered systems transformation. By strengthening organizational direction and aligning priorities, NJMIHIA is better positioned to coordinate efforts across health care, community organizations, workforce partners, government agencies, and innovation stakeholders working to improve outcomes for mothers, babies, and families across the state.

Alongside strategic planning, CHCS is providing organizational development support to help NJMIHIA strengthen the internal infrastructure needed to sustain and scale its work over time. As a fast-growing organization, NJMIHIA has prioritized collaboration, adaptability, and relationship-building while continuing to establish the systems and operational structures necessary to support long-term sustainability and statewide impact.

AT-A-GLANCE

WHO: Maternal and Infant Health Innovation Authority (NJMIHIA)

WHAT: Strategic planning and organizational development support

FOCUS: Strengthen NJMIHIA's organizational direction and infrastructure

IMPACT: A more aligned, strategically positioned organization ready to advance maternal and infant health priorities across New Jersey



Partnering with CHCS is helping translate our vision into a clear strategy while strengthening the foundation needed to support our continued growth and impact. Their collaborative approach helped strengthen alignment across our team while supporting our vision for a more coordinated, equitable, and sustainable maternal and infant health ecosystem in New Jersey.

- Lisa Asare, President and Chief Executive Officer, NJMIHIA

Through this partnership, NJMIHIA strengthened its organizational alignment, operational readiness, and strategic direction, helping position the Authority to advance coordinated, community-rooted maternal and infant health initiatives across New Jersey.

Today, NJMIHIA is better equipped to support staff, strengthen partnerships, align statewide efforts, and advance initiatives designed to improve maternal and infant health outcomes and support healthier futures for families and communities throughout New Jersey.

About the National Medicaid Leadership Center

CHCS’ *National Medicaid Leadership Center* provides leadership and capacity-building services to help Medicaid and health and human services agency leaders navigate a rapidly evolving health care landscape, drive meaningful change, strengthen programs, and improve care for the communities they serve. [Learn more](#)

