



Serving Diverse Customers & Markets

About MHM

Methodist Healthcare Ministries of South Texas, Inc. broadens the definition of health care by providing low-cost clinical care for the uninsured and by supporting community-led efforts that improve living conditions that cause people to be sick in the first place. We use our earnings as co-owners of Methodist Healthcare to ensure that people who are economically disadvantaged and uninsured can live their healthiest lives. We do this by advocating for, investing in and providing access to quality clinical care and addressing factors that affect health—including economic mobility, supportive relationships, food security, broadband access, and safe neighborhoods. Ultimately, we fulfill our mission of Serving Humanity to Honor God by advancing health equity so that more resilient individuals & families living in the 74 counties we serve can thrive.

About Our Excellence Journey

MHM began its Excellence Journey a decade ago, beginning with exploring the Baldrige Excellence Framework. We quickly realized we needed more time for internal alignment around the framework. It was not until the development of our '20/20 Vision' strategic plan that our Excellence Journey came into focus through our objective to 'Transform Internal Processes and Culture.'

Beginning by appointing a Vice President in 2021 and then building out an Organizational Excellence department, MHM invested in increasing its own capacity for excellence. Next came applications and site visits with the Quality Texas Foundation (QTF). Those culminated with MHM receiving the 2023 Achievement Award, and the 2024 Texas Governor's Award for Performance Excellence—along with lots of invaluable feedback propelling critical improvements to our other strategic objectives of 'Strengthen Communities' and 'Impact Systemic Change.'

Building on our learning through QTF, we accelerated our journey through an application for the Malcom Baldrige National Quality Award, where we were honored to be named a finalist and awarded a Best Practice Spotlight for our Thriving Workforce Initiative.

Looking ahead, we remain more committed than ever to continuously improving so that we can serve our communities with our highest levels of care and partnership.



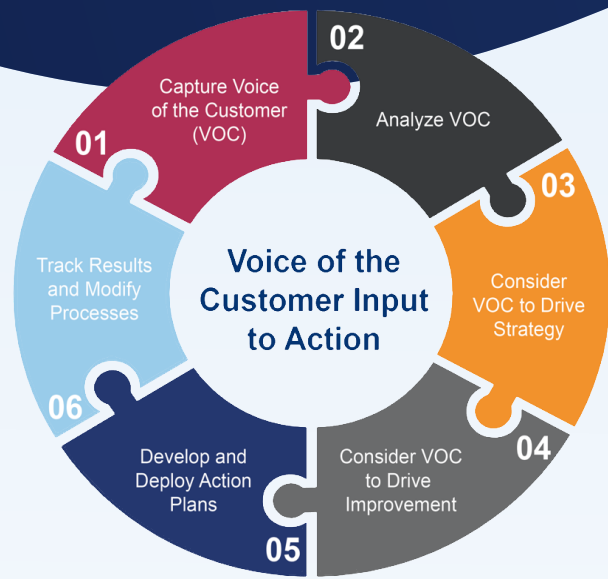
Scan to Visit Our Excellence Journey Site

Our Customers & Markets Approach

To fulfill our mission for the people and places we serve, we have refined our key processes to provide exceptional integrated and patient-centered care, elevate customer voice, and build trusted relationships. By combining these systematic processes with culturally relevant engagement, we demonstrate how organizations can improve health and social outcomes while deepening community trust and resilience.

Customer Groups	High Focus Services	Relative Size - % of Budget
Grantees <ul style="list-style-type: none"> Legacy Grants / New Partner Grants including capacity building Responsive grantmaking 	<ul style="list-style-type: none"> Strategic Opportunity Funds* (Northern Hills, Towne Twin Village, Water Study (Citizen Scientist, Study) Economic Mobility, Aspen Institute Fellowship PJTT 	43%
Patients <ul style="list-style-type: none"> Medical Oral health 	<ul style="list-style-type: none"> Psychiatry (Behavioral Health) Wesley Nurses (Community Wellness) 	23%
Clients <ul style="list-style-type: none"> Counseling (Behavioral Health) Social Services 	<ul style="list-style-type: none"> Community Wellness (Parenting) 	4%

How Do We Engage Our Customers?



Voice of the Customer Input to Action Model



Building Strong Customer Relationships Model

About Our Customers & Markets Best Practices

Integrated Care and Wraparound Supports - MHM's integrated clinics and community-based services exemplify a best practice in embedding social support alongside medical care. By offering case management, food access through cafés and pantries, Medicaid/CHIP enrollment, transportation assistance, parenting education, youth enrichment, and senior programs in one trusted setting, we reduce barriers to care and strengthen long-term relationships. Wesley Nurses and Community Health Workers extend these supports into communities across the service area, connecting people to housing, food, and other resources. Other organizations can adopt this approach by designing systems that treat the whole person and integrate medical, social, and practical support under one umbrella.

Systematic Voice of the Customer (VOC) Process Driving Action - Through councils, summits, focus groups, site visits, outreach events, surveys, and tools such as PRAPARE, MHM captures input from patients, clients, and grantees with defined cadence and owners. Importantly, results are analyzed across programs to identify trends and inform decisions. Feedback is acted upon. Examples include adding small grant opportunities after feedback from non-awarded applicants, redesigning the website based on input, and expanding complaint management with electronic tracking, QR code submissions, and 72-hour response standards. For other organizations, this process illustrates the value of structured feedback loops: capture, analyze, act, communicate back. It ensures accountability, strengthens equity by elevating customer voice in decisions, and fosters adaptive learning.

Relationship-Building Through Culturally Relevant Outreach and Events - MHM's community engagement practices, including Family Fiesta, farmers markets, Trunk or Treat, Thanksgiving luncheons, and Christmas Tree Giveaways with MHS and the San Antonio Spurs, represent a third best practice. These events combine material support with culturally relevant celebrations, creating spaces where families feel respected and valued. Outreach activities provide tangible resources—meals, gift cards, school supplies—while simultaneously strengthening social connection and organizational trust. Other organizations can replicate this approach by embedding cultural and family-centered events into engagement strategies, ensuring that support is not just transactional but relational.

