

# Anchor Mission Playbook

New Learnings and Findings  
in Anchor Mission Execution

prepared by

**Rush University System for Health**

with support from

**Healthcare Anchor Network**



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## 4 New Learnings in Anchor Mission Implementation

This section details new implications, learnings, and innovations in Local Hiring (Impact Workforce), Purchasing (Impact Purchasing), and Impact Investing (Place-based Investing) that Rush experienced in anchor mission implementation since publishing the original playbook in 2019.

Organized by Rush's main anchor mission initiatives, sections in this playbook provide examples of tactical strategies that institutions should consider when seeking to achieve anchor mission goals.

Over the past five years, the landscape for executing anchor mission strategies has drastically changed. The original **Anchor Mission Playbook** outlined strategies and insights to execute an anchor mission approach when the field was developing. Six years later, Rush University System for Health has derived new insights, implications, and tools to aid in the execution of the anchor mission framework.

In this update to Rush's original Playbook, we outline new learnings, challenges, developments and resources that have helped Rush University System for Health ensure the sustainability of its anchor mission in the current financial climate.

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