

Steps to a Contract



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The Social Determinants Specialists

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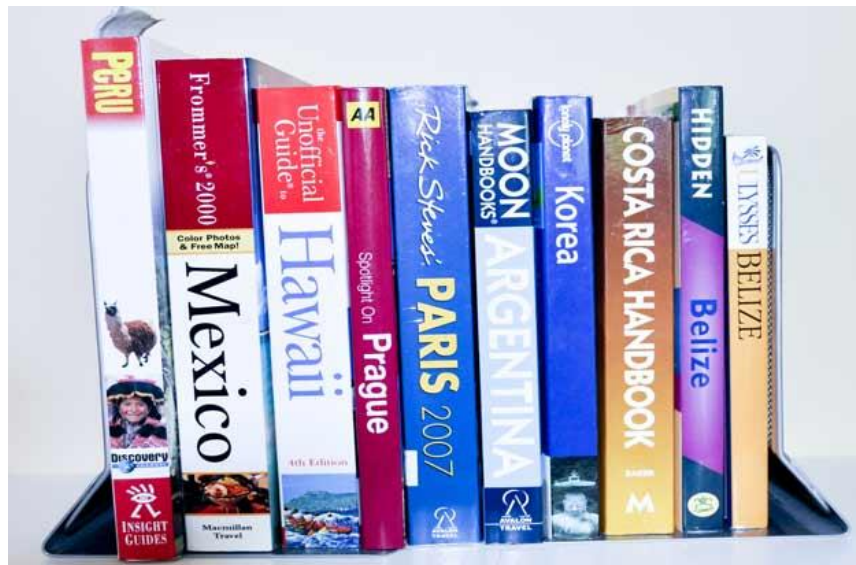


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Steps to a Contract

Preparation

- Environmental Scan
- Organizational Culture Change



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What is an Environmental Scan?

An ***Environmental Scan*** is the identification and monitoring of factors from **both inside and outside** the organization that may impact the long-term viability of a project or organization.

The Environmental Scan is a first step in strategic business planning.

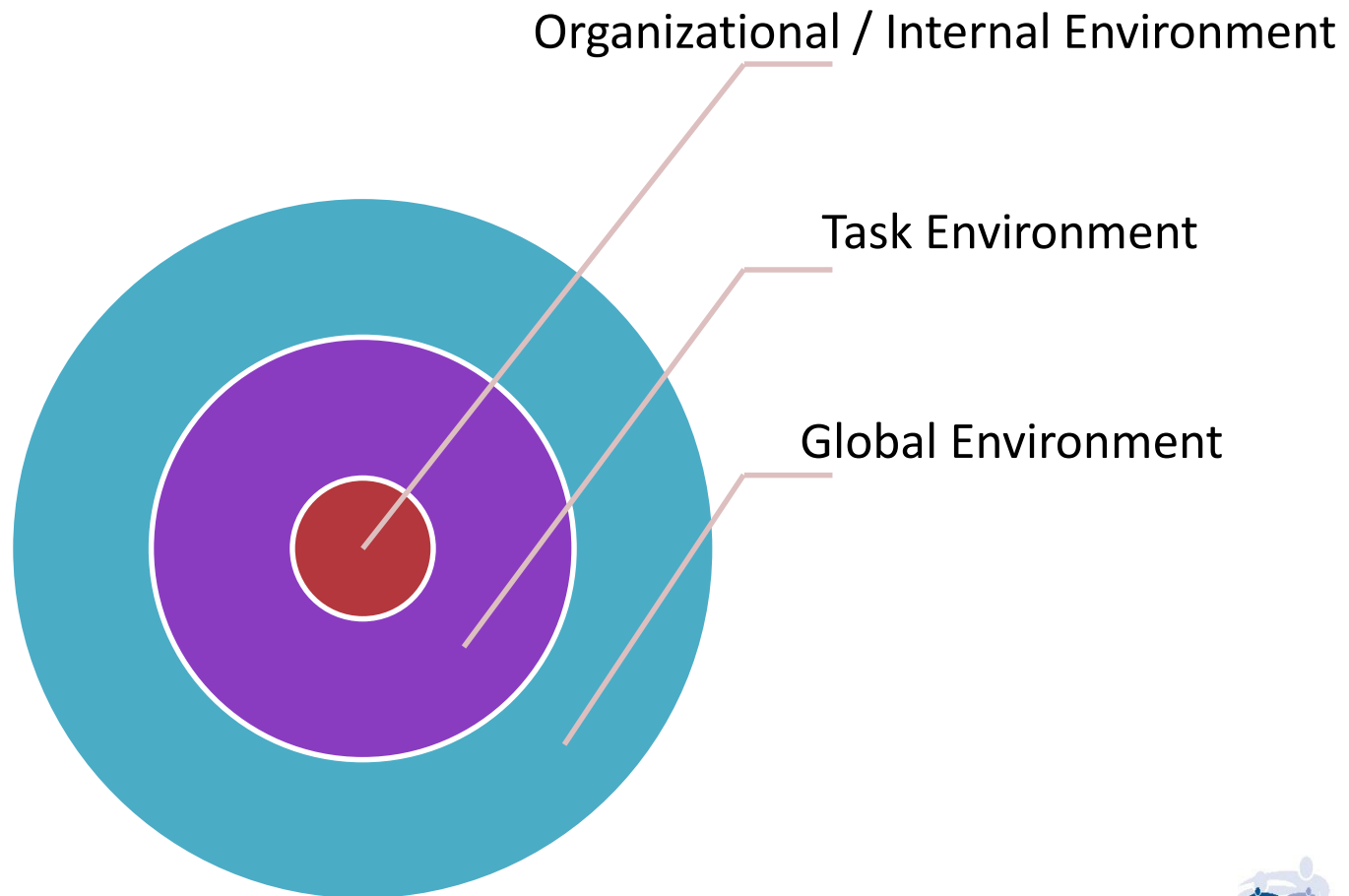


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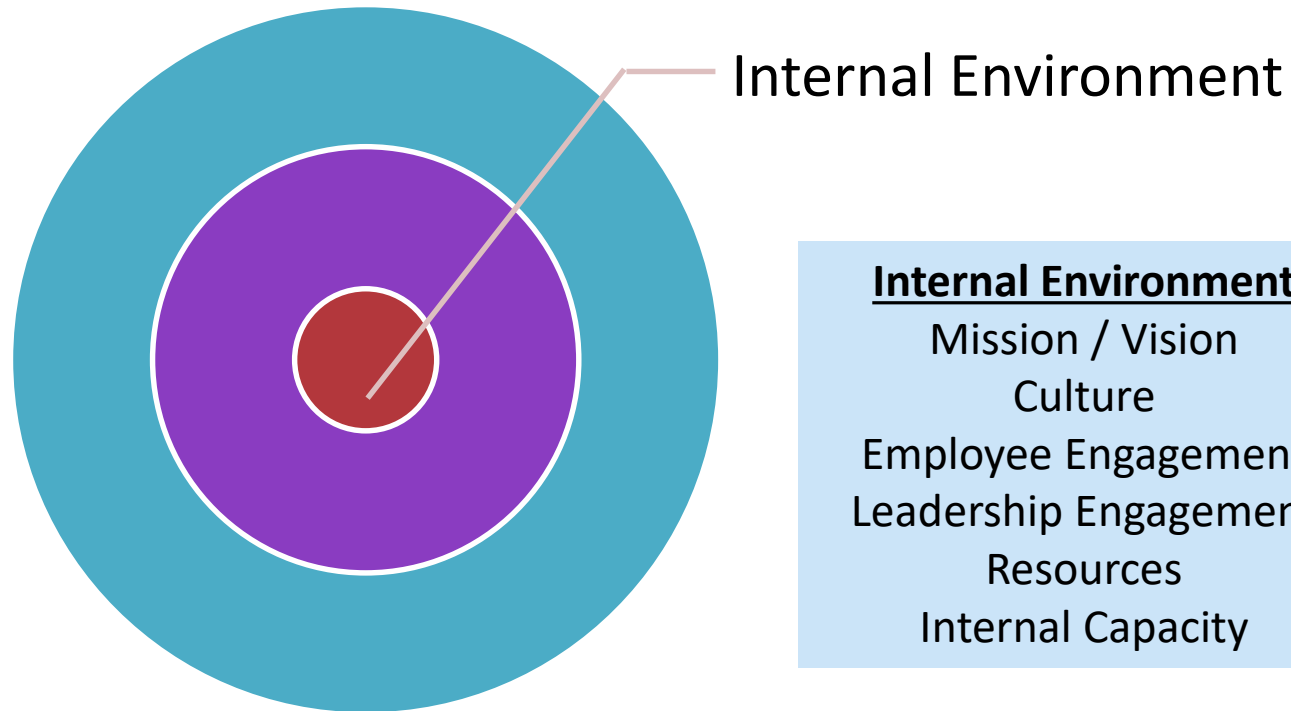


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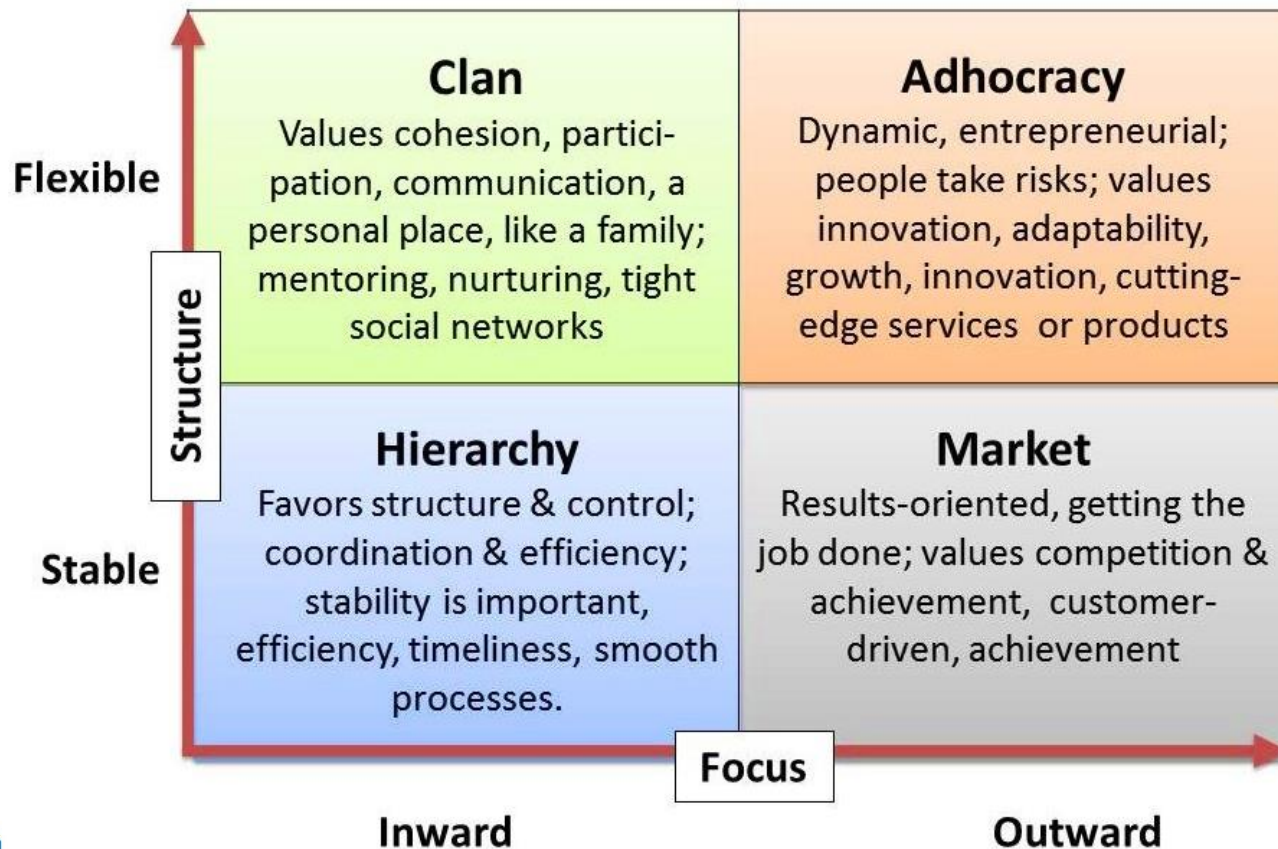
Environments to Scan



Internal Environment



Organizational Culture



Culture of Accountability



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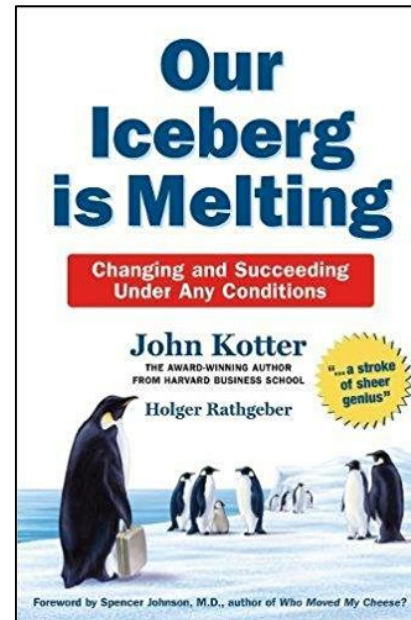
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Mission Driven, Data Informed Culture

“”
**FIRST
YOU JUMP OFF
THE CLIFF
AND YOU
BUILD WINGS
ON THE WAY
DOWN**
RAY BRADBURY

BRANDMAKER *care* + SHARE

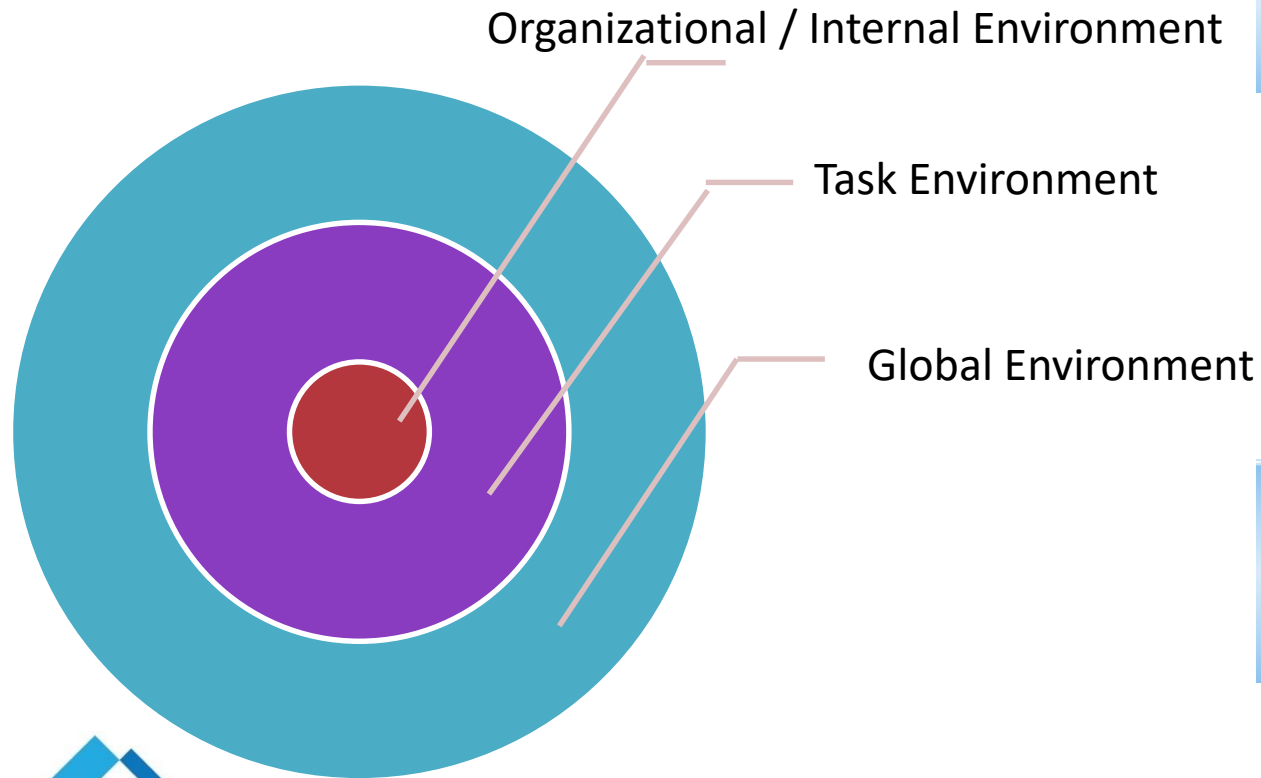


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The Task Environment



- Competitors
- Comparatives

- Complements
- Collaborators



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The Task Environment: Partnership Development

- 1. Competitors** – Addressing the same customer groups and solving the same problem
- 2. Comparatives** – Addressing a different customer group and solving the same problem
- 3. Complements** – Addressing the same customer group but solving a different problem
- 4. Collaborators** – Addressing a different customer group but solving a different problem in the same field



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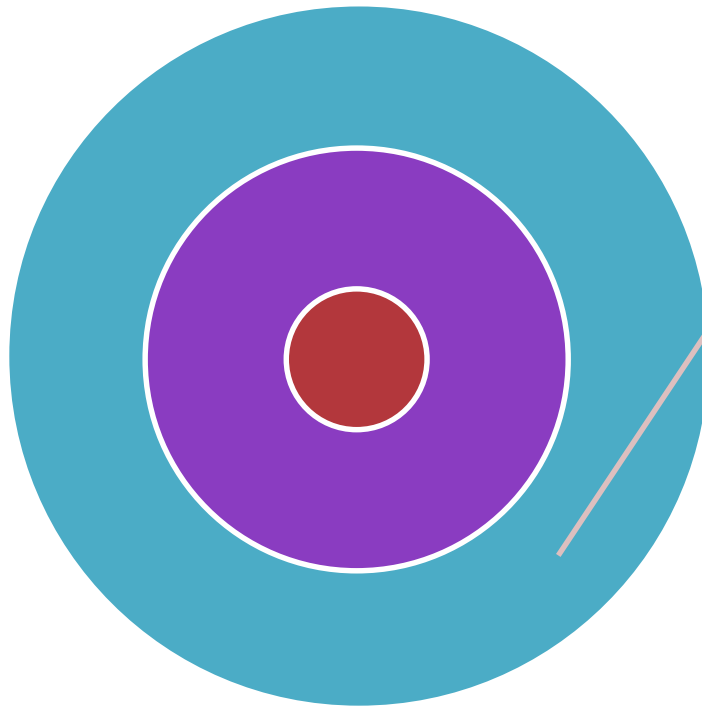


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Global Environment

Global Trends

Political
Economic
Social
Technological
Environmental
Legal



Global Environment



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Steps to a Contract

Mapping your Route

- Business Plan Development
- Financial Modeling
- Value Proposition



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Business Plan

busi·ness plan (noun)

- a document setting out a business's future objectives and strategies for achieving them
- A business plan is a written document that describes in detail **how a business, usually a new one, is going to achieve its goals.** A business plan lays out a written plan from a marketing, financial and operational viewpoint. Sometimes, a business plan is prepared for an established business that is moving in a new direction.
- A business plan is any **plan that works for a business to look ahead, allocate resources, focus on key points, and prepare for problems and opportunities.** Unfortunately, many people think of business plans only for starting a new business or applying for business loans. But they are also vital for running a business. Organizations need business plans to optimize growth and development according to established priorities and opportunities.



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Why Bother?!?!

- Provides a road map for internal and external stakeholders.
- Helps you assess various activities that you may choose to implement to achieve short term and long-term goals and support your mission.



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Overview of Key Business Plan Elements

- **Executive Summary:** Synopsis of highlights from the business plan.
- **Company Description:** Overview of partner organizations, rationale for organizing, mission, background, structure, legal status, etc.
- **Management Team:** Description of key members of the executive and management teams, specialty training for critical staff—e.g., MSW, RN, etc. staffing strategy (will you subcontract for some services?)
- **Product or Service:** Describe organization's products/services. Provide details regarding the value to potential customers/community.
- **Strategy for Implementation:** Finite details about how you intend to achieve organizational goals, resources required, roles/responsibilities, etc.
- **Financial Plan:** Include profit and loss, cash flow, balance sheet, break-even analysis, assumptions, etc.
- **Environmental Scan**



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Financial Modeling

- Understanding the true cost of your services & products
- Defining Value & Return on Investment

Resources:

Cost Calculator: www.ncoa.org/resources/chronic-disease-self-managementprogram-cost-calculator/

Manual: www.ncoa.org/resources/cost-calculator-manual/



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Training Webinar: vimeo.com/28212358



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Value Proposition

Preparation



- Are you able to demonstrate the capacity of your products/services to meet the organization's needs/issues? Fulfill a gap? Provide a solution to a problem?
- Do you understand the perspective/responsibility for achieving organizational success for the person to whom you are *selling*?
- Match your organization presenters with staff with whom you'll meet; e.g., nurses, marketing, case manager.
- Multiple presentations over a period of time may be necessary; be prepared w/ a variety of perspectives
- Each new presentation should foster a new champion/supporter!
- Avoid premature discussions on rates.



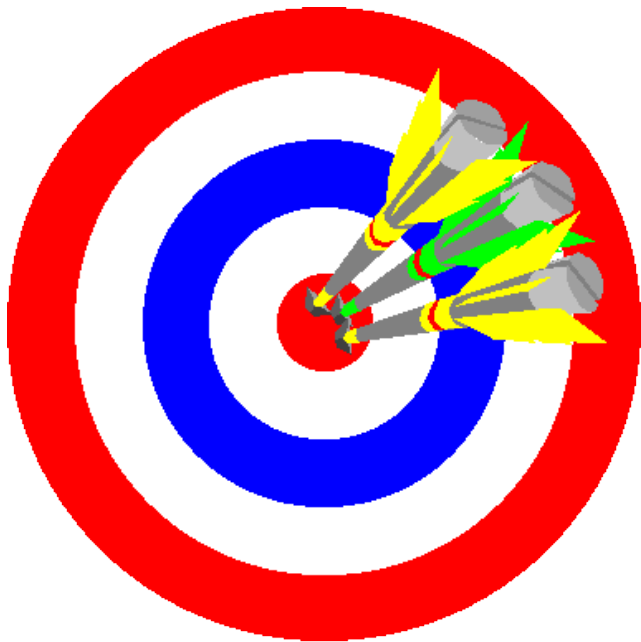
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Organizational Research



- Websites—Mission Statement, Quality Improvement Plan, Quality Report, state/federal websites, etc.
- Accreditation/Industry resources, e.g., NCQA, Joint Commission
- Organization Charts, listing of key staff, job descriptions
- NCOA Road Map Toolkit-health care organizations
- Research the designated staff-Linked-In, etc.



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Providers

- Medical/Clinical Director
- Case Management Team
- Social Work Leaders
- Practice Administrator



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Health Plans

- Marketing/Community Outreach Team
- Finance Administrators
- Case Management/Quality/Population Health Team
- Foundation Leadership
- Contract Administrators/Liaisons
 - (Medicare/Medicaid products)



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Hospitals



- Clinical Director
- Population Health Administrator
- Insurance Program Administrator
- Social Worker Leaders
- Foundation Leadership
- Special Program Administrator (clinical trials, etc.)
- Discharge Planning Team



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Accountable Care Organizations



- Project Director
- Clinical/Quality/Population Health Administrators
- Social Worker Leaders
- Case Management Team
- Outreach Team
- Finance Leader



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Creating Your Value Proposition

Value Proposition: Broad statement defining the value you bring to the market

- **Value Drivers:** No more than 5 categories defining what's most important to the market/payer (what's in it for them?)
- **Value Attributes:** Describe how you will deliver on each of the Value Drivers



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Value Proposition Template

Headline. What is the end-benefit in 1 short sentence.

Sub-headline or a 2 - 3 sentence paragraph. A specific explanation of what our offer is, for whom and why is it useful.

3 bullet points. List the key benefits or features.



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Alphabet Soup: EBP ROI for MCOs



Increase Consumer self management

- Compliance
- Health Literacy
- Satisfaction
- Retention
- Quality of care/life outcomes

Provider Satisfaction

- Consumer compliance

Cost Effectiveness

- Impacts utilization of services/health care costs
- Positive MLR-quality improvement

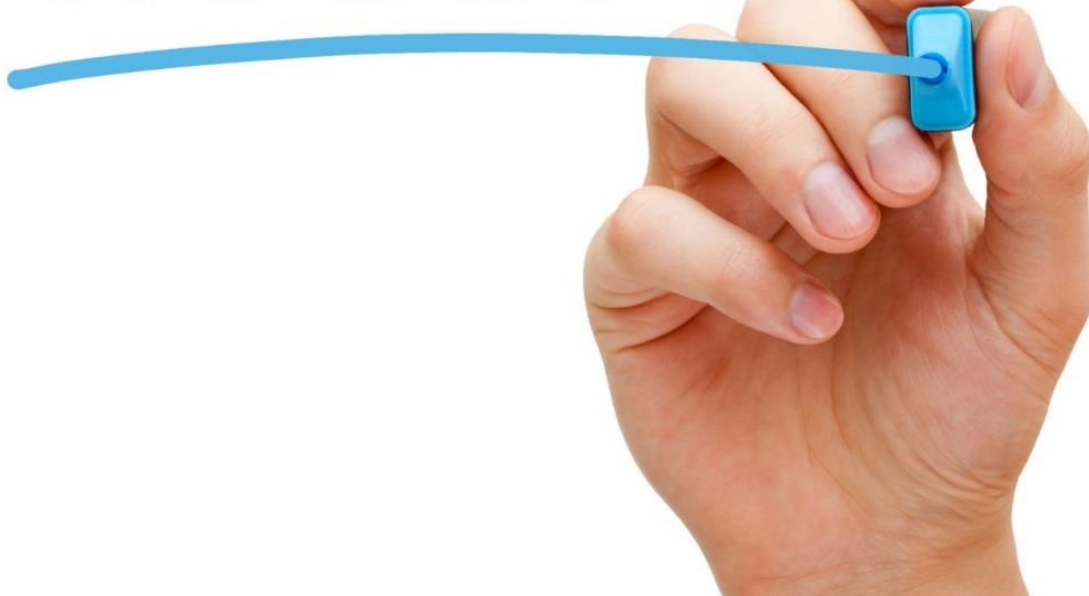


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THANK YOU



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