

The Outreach Business Value Toolkit (OBV)

Demonstrating the Financial Benefits of Outreach

Michigan Primary Care Association

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HEALTHY PEOPLE. EQUITABLE COMMUNITIES.

Facilitators



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WWW.OUTREACH-PARTNERS.ORG

WE SUPPORT HEALTH OUTREACH PROGRAMS by providing training, consultation, and timely resources.

OUR MISSION IS TO BUILD STRONG, EFFECTIVE, AND SUSTAINABLE HEALTH OUTREACH MODELS by partnering with local community-based organizations across the country in order to improve the quality of life of low-income, vulnerable and underserved populations.

WE SERVE Community Health Centers, Primary Care Associations, and Safety-net Health Organizations



HOP's Definition of Outreach

The **process** of improving people's quality of life by...



Facilitating **access** to
quality health care
and social services



Bringing **linguistically
and culturally
responsive** care
directly to the
community



Providing **health
education**

HOP's Definition of Outreach

The **process** of improving people's quality of life by...



Helping people to become **equal partners** in their care



Increasing the **community awareness** of the presence of underserved populations

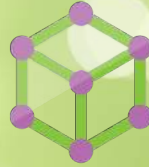
VALUE OF OUTREACH

Changing landscape for community health centers including a new emphasis on proven value (cost + quality)

How are health centers going to navigate financial sustainability into the future?

We can make the mission case for outreach...

How can health centers make the business case for integrated health outreach programs?



FRAMEWORKS

OUTREACH BUSINESS VALUE TOOLKIT



HEALTHY PEOPLE. EQUITABLE COMMUNITIES.

DIMENSIONS OF HEALTH OUTREACH PROGRAM INTEGRATION

ALIGNMENT OF GOALS

The degree of alignment between the goals of the health center and the outreach program.

LEADERSHIP

The degree of integration of outreach program staff and priorities with health center leadership.

COMMUNICATION

The extent of communication between outreach staff and clinical and administrative staff.

INFRASTRUCTURE

The level of infrastructure development (e.g., program plan, job descriptions, protocols, tracking tools).

EVALUATION

The degree to which the outreach program's contributions to the health center is optimized via measurement and evaluation

FINANCIAL

The degree to which outreach costs are included in the health center's overall budget.

STRATEGIC FRAMEWORK



Inputs/Costs

the potential resources needed to invest in an outreach program and related costs

Outreach Activities

the full scope of activities associated with the outreach program

Outputs

potential results of the outreach activities

STRATEGIC FRAMEWORK



Potential financial benefits

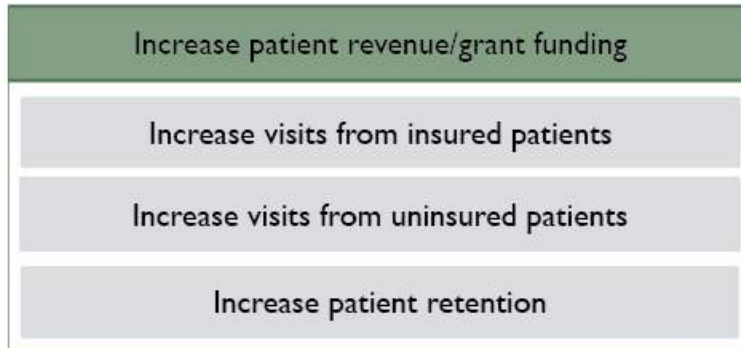
how invested resources may
produce financial benefits



Key internal/ external factors

things to consider when
identifying the most relevant
financial benefits to your
health center

Increase Patient Revenue and Grant Funding



- Are there new clients for your CHC?
- Does your CHC have an expansion agenda?
- What are payer sources for patients (new and established)?

➔ **Outreach & Enrollment Calculator**

Improve Clinical Efficiency



- What are barriers to care that could be addressed by outreach?
- How is information shared between the outreach program staff and clinical staff?
- Are clinic staff operating at the “top of their license”?

➡ **Clinical Efficiency Calculator**

Earn Payment for Triple Aim Outcomes

Earn payment for Triple Aim outcomes

Pay for performance for quality, patient experience, and/or reduced per capita total cost of care

Patient-centered Medical Home/Patient-centered health home supplemental payments

- Do you have a payment arrangement that rewards or funds processes or outcomes that outreach could help meet/achieve?
 - How is outreach integrated with the clinical team?
- ➔ **Alternative Payment Calculator**

Avoided Costs and Non-Clinical Revenue

Leverage community resources to avoid costs and capture non-clinical revenue
Increase referral relationships
Attract community partners (donations, grants, volunteers)
Avoid traditional marketing costs
Reduce costs of community needs assessments
Provide cultural competency trainings

- Do you currently budget for marketing?
- Do you currently pay for community data/information that could be gathered by outreach workers?
- Would other organizations benefit from your outreach staff's expertise and knowledge?

➔ **Avoided Costs Calculator**

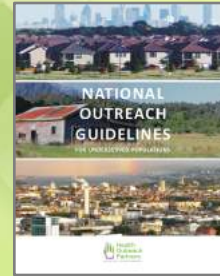
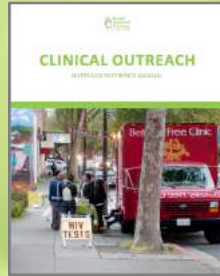


CALCULATORS

- ✓ Outreach and Enrollment Calculator
- ✓ Clinical Efficiency Calculator
- ✓ Alternative Payments Calculators
- ✓ Avoided Costs Calculators

Client Portal

The OBV toolkit, including the frameworks and calculators are available through Health Outreach Partners' **Client Portal**. Includes **access to HOP resources**:



For more info & to request access, visit: outreach-partners.org/clientportal/



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Q&A

To Ask a Question:

1. Locate the “Questions” box of your GTW Panel
2. Type your question and click “Send”



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CONTACT