**Value Proposition Kit**

This kit provides you with three worksheets to help you to identify the key components of an asthma program’s value proposition and to help you formulate a strong value proposition statement. Please use worksheet’s one and two to determine the ultimate dollars savings your program generates through reduced health care costs.

**Worksheet One: Value Proposition Components**

This worksheet is intended to help guide you through identifying the necessary components of an asthma program’s value proposition. Program evaluation is essential to securing funding for the future. As you move through the worksheet, think through the different metrics your program will employ to measure and track progress towards each component. Please fill in columns under "My Program" and "My Program Metrics."

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| **Value Proposition Component** | | **Example** | **Example Metrics** | **My Program** | **My Program Metrics** |
| **Target Population** | *What is the target population your program is committed to serving? How many individuals are in your target population?* | My program will serve 270 pediatric asthma patients per year in the Cleveland area. | # of individuals in target population. | My program will target:  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | My program will track:   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Program Activities** | Program Activities  *What services will your program offer to achieve your desired health outcomes?*  *How will you measure progress towards achieving your health outcomes? When developing metrics for your activities, think about how to capture short and intermediate term outcomes -- measurable changes that help to move your program towards your long-term outcomes.* | My program will train 557 patient families over the next three years. | # of families successfully trained. | My program will:   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | My program will track:   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| My program will recruit and train 360 asthma educators and community health workers on how to provide health and safety home improvements to their clinic patients. | # asthma educators trained. |
| **Health Outcomes** | Health Outcomes  *Health outcomes should be reflective of your program’s mission. What is your program committed to achieving for your target population?* | My program will reduce hospital visits by 58 percent for our target population of 270 pediatric patients within one year of program completion. | % reduced hospital visits.  $ saved from reduced hospital visits.  #of impacted patients. | My program will:   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | My program will track:   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| My program will reduce 30 day re-admits by 100 percent for our target population of 270 pediatric patients within one year of program completion. | % of reduced 30 day re-admits.  $ saved from reduced re-admits.  #of impacted patients. |

**Worksheet Two: Program Cost**

This worksheet is intended to help guide you through estimating the total cost to run your program. The worksheet breaks down the cost of your program into three different components: Management Costs, Program Activities Costs and Evaluation Costs. Please note that you should use the total costs of your program to help estimate your programs health costs savings.

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| **Program Cost Components** | | **Example** | **My Program** |
| **Management Costs** | *Should cover any administrative or overhead costs associated with running your program. Consider things such as additional administrative staff and increased fixed expenses.* | It will cost **$73,764.00** to cover the management costs for my program.  (20 percent of my total costs) |  |
| **Program Activities Costs** | *Should cover any costs associated with actions taken to ensure you meet your targeted health outcomes. Consider the cost of training new staff, subcontractors and the purchase of new equipment.* | It will cost **$258,174.00** to cover the program activities costs for my program.  (70 percent of my total costs) |  |
| **Evaluation Costs** | *Should cover any costs associated with tracking and measuring the results of your program.* | It will cost **$36,882.00** to cover the evaluation costs for my program.  (10 percent of my total costs) |  |
|  | Total Costs: | My program will cost: $368,820.00. |  |

**Worksheet Three: Value Proposition Statement**

After you have identified all of the key components of your program’s value proposition, you will be ready to develop your program’s value proposition statement. Your program’s value proposition statement is your elevator pitch for your program. Keep in mind that funders are constantly propositioned new programs to support. The purpose of your statement is to quickly demonstrate to a potential funder that your program is powerful and worth funding.

Please note that you may have several health outcomes. However, for your Value Proposition Statement, you should pick the health outcome most likely to entice your identified target funder. If you have multiple target funders, you may have to tailor your Value Proposition Statement for each.

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| **Example** | **My Program** |
| Identified Target Funder: Local Hospital Director | Identified Target Funder: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Target Population: 270 pediatric asthma patients in the Cleveland Area | Target Population: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Cost: $368,820.00 | Cost: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \*Use the cost you calculated from Worksheet 2. |
| Health Outcome: Reduce hospital visits by 58 percent for our target population of 270 pediatric patients within one year of program completion | Health Outcome: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \*Remember, pick the one most likely to entice your target funder. |
| Health Cost Savings: $5,144,600 | Health Cost Savings: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |