



Communities in Action

NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 17-18, 2010

Charting Your Route Forward – Knowing
Where You Want to End Up and Writing
the Plan to Get There (Clinics)

What is a Value Proposition

- An analysis and quantified review of the benefits, costs and value that an organization can deliver to customers/funders and other stakeholders.

Building a Value Proposition



Building My Value Proposition

Charting Your Route Forward - *Knowing Where You Want to End Up*
and *Writing the Plan to Get There* 9:00 – 10:00 am

EXERCISE #4 Building My Program's Value Proposition

My **Population of Focus**: The People I Serve: _____

My Mission:

The **Long-Term Impacts** I Will Commit to
Achieving for My

Population of Focus: _____

What I Will Measure: _____

My Goals:

What I Will Achieve to Ensure I Meet My
Commitments:

Short-term & Intermediate Outcomes: _____

What I Will Measure: _____

My Objectives:

What I will measure and track to assess my products
and activities

Outputs: _____

My Tasks:

The **Activities** I Will Run to Achieve Impacts: _____

My Costs:

The investments that drive the price

Management (_____ %): _____

Evaluation (_____ %): _____

Programming (_____ %): _____

EXAMPLE

Pop of Focus: Children >18 yrs with poorly controlled
asthma: 5,000 children

EXAMPLE

Impact: Improve self-management
Measure: % of families visited who report increase in
number of symptom-free days
Impact: Fewer adverse asthma events
Measure: Decrease pediatric ER visits by 50%

EXAMPLE

Intermediate Outcomes: Reduced exposure to
environmental triggers
Measure: % of households maintaining a "trigger-free"
environment at 6 month follow-up home visit
Short-Term Outcomes: Increased awareness of
environmental triggers
Measure: % of families with demonstrated knowledge
increase through post test

EXAMPLE

Outputs: Number of providers conducting
environmental assessments, Number of environmental
home visits conducted, % of children referred for
home visits

EXAMPLE

Activity: Train lay health workers to deliver home visits
Activity: Train providers to use electronic
environmental assessment form
Activity: Develop referral system for providers to make
referrals for home visits

EXAMPLE

Management (20%): \$64,000/year
Management (10%): \$32,000/year
Management (70%): \$224,000/year
TOTAL: \$320,000

Clinic Locations

- Population of Focus – Roosevelt
- High Value Outcomes – **Wilson**
- Costs – Cabin John
- Evaluation/Managing for Results – Stay Put

Clinic Notes

- impactful data
- quality of data that are not quantitative
- low response rate
- tweak plan and evaluation loop
 - engaging more people
- multiple actions (sample size)
- evaluation results
 - advocating results at a larger context

Clinic Notes

Notes:

- treat open ended data—using software and focus group data—use tables—
- Allies against Asthma—survey
- Group process evaluation

- Connect with public housing groups, as schools are only half the day
- Key indicators, tracking consultation visits
- Indicating when student can go back to class vs. EMS, ED and sent home
- Emotional aspects
- Tracking environmental interventions

- Low response rate
- ex: radon testing
- Create internal policy with health dept
- Providing incentives and certificates

Clinic Notes

Notes:

- Taking evaluation results from small programs
- Choose specific indicators for each setting (schools, ED)
- Very important when going to scale to obtain data at individual level

- Multiple interventions with groups; best value
- Starting with review of literature; revisit original assessment
- Tiered effect, shift focus later on
- Children to adhere to medicine schedule

- How to best manage behavioral change
- Constant evaluation
- 3-4 indicators monthly with good documentation
- Monthly meetings that focus on barriers
- Benchmarking