

Communities in Action NATIONAL ASTHMA FORUM

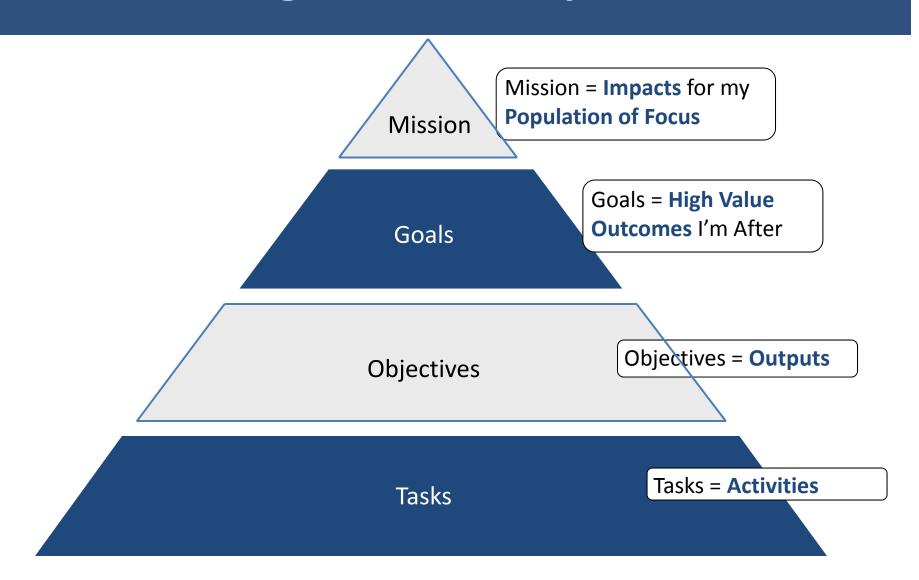
WASHINGTON, DC JUNE 17-18, 2010

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

nd Writing the Plan to Get There	
EXERCISE #4 Building My Program's Valu	e Proposition
My Population of Focus: The People I Serve:	EXAMPLE Pop of Focus: Children >18 yrs with poorly controlled asthma: 5,000 children
My Mission:	
The Long-Term Impacts I Will Commit to Achieving for My	EXAMPLE
Population of Focus:	Impact: Improve self-management Measure: % of families visited who report increase in
What I Will Measure:	number of symptom-free days Impact: Fewer adverse asthma events Measure: Decrease pediatric ER visits by 50%
My Goals:	
What I Will Achieve to Ensure I Meet My Commitments:	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
Short-term & Intermediate Outcomes:	
What I Will Measure:	
My Objectives:	
What I will measure and track to assess my products and activities	EXAMPLE Outputs: Number of providers conducting environmental assessments, Number of environmental home visits conducted, % of children referred for home visits
Outputs:	
My Tasks:	
The Activities I Will Run to Achieve Impacts:	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
My Costs:	referrals for home visits
The investments that drive the price	
Management (%):	EXAMPLE
Evaluation (%):	Management (20%): \$64,000/year Management (10%): \$32,000/year
Programming (%):	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