



## EPA'S ASTHMA PROGRAM

# Demonstrating Your Program's Value

**Brenda Doroski, Director  
Center for Asthma and Schools**



## ASTHMA HO



Home visits provide an opportunity to educate the patient and family about the disease in concert with a physician's care. The checklist provides the questions and action steps to assist in the identification of environmental factors in and around the home. The checklist is organized by room, with the exterior interior. The room interior is further subdivided by function (e.g., window treatments, and moisture control). This checklist is particularly useful in a room—in particular the asthma patient's sleep environment. The checklist also includes activities recommended in this checklist are general. The checklist. The last page includes information on how to use the checklist for the home care visitor to record a home visit.

If the patient's sensitivities to allergens (such as dust, secondhand smoke and nitrogen dioxide) are known, this checklist covers the following allergens and irritants provided on chemical irritants—found in some scents and fragrances.

### Dust Mites

**Triggers:** Body parts and droppings.

**Where Found:** Highest levels found in mattresses and bedding. Also found in carpeting, curtains and draperies, upholstered furniture, and stuffed toys. Dust mites are too small to be seen with the naked eye and are found in almost every home.

**Pests (such as cockroaches and rodents)**

**Triggers:** Cockroaches – Body parts, secretions, and droppings.  
Rodents – Hair, skin flakes, urine, and saliva.

**Where Found:** Often found in areas with food and water such as kitchens, bathrooms, and basements.

### Warm-Blooded Pets (such as cats and dogs)

**Triggers:** Skin flakes, urine, and saliva.

**AND** Help someone with asthma



breathe easier



**Where Found:** Often found in areas with excess moisture such as kitchens, bathrooms, and basements. There are many types of mold and they can be found in any climate.

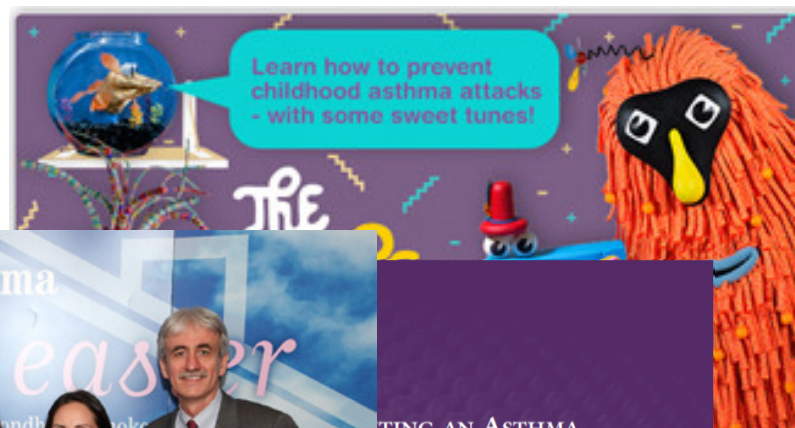
### Secondhand Smoke

**Trigger:** Secondhand smoke – Mixture of smoke from the burning end of a cigarette, pipe or cigar and the smoke exhaled by a smoker.

**Where Found:** Home or car where smoking is allowed.

### Nitrogen Dioxide (combustion by-product)

**Trigger:** Nitrogen dioxide – An odorless gas that can irritate your eyes, nose, and throat and may cause shortness of breath.



## STARTING AN ASTHMA TREATMENT PROGRAM:

## 10 Steps To Help Health Plans Get Started

# AsthmaCommunityNetwork.org



ASTHMA COMMUNITY NETWORK.ORG  
*Communities in Action*  
Share • Learn • Connect

username   
Not a member? [Join Now »](#)

Forgot Your Password? »

OUR NETWORK TODAY  
Total Programs in Action: 809    Total Members in Action: 2642

[our newest program >](#)

[HOME](#) [ABOUT](#) [TOOLS](#) [CONNECT](#) [EVENTS](#)

site search...

[SHARE](#) [f](#) [t](#) [e](#) ...

[Find a Program](#)  
[Request a Mentor](#)  
[Discussion Forum](#)  
[Blog](#)  
[Videos](#)  
[Podcasts](#)  
[Webinar Archives](#)  
[Events Calendar](#)  
[Resource Bank](#)

  
**NATIONAL ENVIRONMENTAL  
LEADERSHIP AWARD**  
*In Asthma Management*

**Call for Applications!**  
**Apply by February 3, 2014**  
  
[>> Apply Now](#)



  
**Welcome to Asthma  
CommunityNetwork.org!**  
I'm Dr. Floyd Malveaux with  
the **Merck Childhood Asthma  
Network (MCAN)**. We are focused  
on enhancing access to quality  
asthma care and management for  
children in the U.S. As a nation, we cannot continue to  
approach childhood asthma the same old way and  
expect to reverse the fact that one in every 11 children

**NEW RESOURCES**  
  
**12/16/13** Asthma Regional Council of New  
England - Slideshare  
  
**12/11/13** 2013 Alabama Asthma Burden  
Document  
  
**12/5/13** Environmental Management of  
Pediatric Asthma: Guidelines for  
Health Care Providers

# Value Proposition



site search... >

SHARE   

Find a Program

Request a Mentor

Discussion Forum

Blog

Videos

Podcasts

Webinar Archives

Events Calendar

Resource Bank

## TOOLS

> Resource Bank

> Value Proposition

> Asthma Change Package

> Podcasts

> Videos

> Webinars

> Conference Materials

## VALUE PROPOSITION

You are here: Asthma Community Network Home » Tools » Value Proposition



**QUESTION:** What's an effective way of talking about your program's impact and to obtain funding?

**ANSWER:** By describing your program's financial value - using real program costs and health care savings.

Hear a success story to inspire you and show you how it can be done. Steve Conti, Director of Disease Management, Seton Asthma Center.

### Value Proposition: Understanding the Key Components

A Value Proposition can help tell a powerful story about your program. Click each topic to learn more about the components of a value proposition or click [here](#) for the complete package. As you learn about the components, create your own **Value Proposition**.



Overview



Target Population



Program Activities



### Get Started Now

Create your Value Proposition using the **Value Proposition Kit** »

## HELP CENTER

View other resources to support your Value Proposition.

- **Logic Model Webinar** »  
Learn how to tie your program's outcomes to your activities.
- **Evaluation Webinar** »  
Learn the importance of program evaluation to help describe your program's impact.

Check back often to find resources.



# What is a Value Proposition?

“For \$400,000, we will improve asthma outcomes for 400 at-risk children with poorly controlled asthma by achieving reductions in ER visits and hospital admissions, through our in-home asthma case management program.

We estimate that our work will deliver \$640,000\* per year in cost savings to the healthcare system through 40% fewer hospital admissions and 25% fewer ER visits.”

-Asthma Network of West Michigan

\* \$1,600 savings per patient/year x 400 patients/year

# Value Proposition



site search...

SHARE

Find a Program

Request a Mentor

Discussion Forum

Blog

Videos

Podcasts

Webinar Archives

Events Calendar

Resource Bank

## VALUE PROPOSITION

You are here: Asthma Community Network Home » Value Proposition



**QUESTION:** What's an effective way of talking about your program's impact and to obtain funding?

**ANSWER:** By describing your program's financial value - using real program costs and health care savings.

Hear a success story to inspire you and show you how it can be done. Steve Conti, Director of Disease Management, Seton Asthma Center.

### Value Proposition: Understanding the Key Components

A Value Proposition can help tell a powerful story about your program. Click each topic to learn more about the components of a value proposition or click [here](#) for the complete package. As you learn about the components, create your own **Value Proposition**.



Overview



Target Population



Program Activities



Health Outcomes



### Get Started Now

Create your Value Proposition using the [Value Proposition Kit](#) »

#### HELP CENTER

View other resources to support your Value Proposition.


- [Logic Model Webinar](#) »  
Learn how to tie your program's outcomes to your activities.
- [Evaluation Webinar](#) »  
Learn the importance of program evaluation to help describe your program's impact.

Check back often to find resources.

#### GET READY FOR REIMBURSEMENT

Creating your Value Proposition can help prepare you for reimbursement as well as

# Component of a Value Proposition



**ASTHMA COMMUNITY NETWORK.ORG**  
*Communities in Action*  
Share • Learn • Connect

mimi  
Not a member? [Join Now »](#)    [Forgot Your Password? »](#)

**OUR NETWORK TODAY**    [our newest program >](#)  
Total Programs in Action: **809**    Total Members in Action: **2648**

[HOME](#)   [ABOUT](#)   [TOOLS](#)   [CONNECT](#)   [EVENTS](#)

site search... [▶](#)

[+ SHARE](#)   [f](#)   [t](#)   [e](#)   [...](#)

[Find a Program](#)  
[Request a Mentor](#)  
[Discussion Forum](#)  
[Blog](#)  
[Videos](#)  
[Podcasts](#)  
[Webinar Archives](#)  
[Events Calendar](#)  
[Resource Bank](#)

## VALUE PROPOSITION: TARGET POPULATION

You are here: [Asthma Community Network Home](#) » [Value Proposition: Target Population](#)

### Target Population

A brief explanation of your target population includes answers to two questions: *Who does your program target? And how many individuals can your program serve annually?*

Describing your program targets simply means stating the populations your program focuses on. For example, do you primarily serve children who have previously required a hospitalization or visited the emergency department (ED) for asthma? Or does your program target home-bound elderly adults?

Stating how many individuals your program can serve annually asserts your program's capacity. Be specific, use estimates when necessary, but use the best data available.

**Example:**

- *My program serves 270 pediatric asthma patients per year in the Cleveland area.*

Use the Value Proposition Kit to identify your target population.

[NEXT: Program Activities »](#)

# Value Proposition Kit



## 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."





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 What services will your program offer to achieve your desired	My program will train 557 patient families over the next three years. My program will recruit and	# of families successfully trained. # asthma educators	My program will: • _____ _____	My program will track: • _____ _____





# Get Ready for Reimbursement





 Overview »


 Target Population »

 Program Activities »

 Health Outcomes »

 Program Costs »

 Healthcare Savings »

 Elevator Pitch »

- **Logic Model Webinar »**  
Learn how to tie your program's outcomes to your activities.
- **Evaluation Webinar »**  
Learn the importance of program evaluation to help describe your program's impact.

**Check back often to find resources.**

GET READY FOR REIMBURSEMENT

Creating your Value Proposition can help prepare you for reimbursement as well as new funding streams. Visit **Childhood Asthma Leadership Coalition** to learn more about the future of reimbursement.

**MOST POPULAR:**

- **Using Medicaid to Advance Community-Based Childhood Asthma Interventions »**

# Member Benefits



- Learn from and network with asthma programs nationwide
- Locate and team with mentors to assist with program activities
- Access emerging themes in asthma management strategies through videos, resources, podcasts, and webinars
- Highlight your program's activities with your own program profile page
- Post and find local, regional and national events

- Visit and try out our Value Proposition web page
- Listen to a podcast launching later this month and learn about the new Medicaid Ruling
- Attend an EPA and MCAN hosted webinar on February 13<sup>th</sup>, 2014, to learn about the current landscape for reimbursement
- Let us know if you'd like to participate in our Value Proposition case study

- What more would you like to know before creating your Value Proposition?
- Would you be interested in continuing the Value Proposition conversation we have started here today on [AsthmaCommunityNetwork.org](https://AsthmaCommunityNetwork.org)?
- What other topics would you like to see discussed on [AsthmaCommunityNetwork.org](https://AsthmaCommunityNetwork.org)?