

13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Welcome to Day 2

Highlights



“Is it not time to put an end to asthma?”

“COPD is treatable and reversible”

“Pet Vacation”

“Environment is the most forgotten component of asthma education”

Highlights



“People are best served by staff in their own communities”

“Find out what patients can and will do”

“Engagement and transparency”

Highlights



**“Up to 100% improvements
in controller meds and
knowledge”**

**“Read this script.
Memorize these words.”**

**“We are trying to save the world, starting
with Philadelphia!”**

Highlights



“We get allies where ever we can find them”

“To change things and implement policy, you need data.”

“Straight Talk-No Chaser!”

“If you don’t do outcomes, you have a hobby not a project”

The “What” of the Symposium

- **Construct Management Tools that Build, Sustain and Spread Your Unique Program Assets**
- **Connect to a Resource Rich Campaign and Network**
- **Develop and Practice a Leadership Narrative to Convene Partners and Stakeholders**



Questions to Run On

- Who does my Program Serve/What is my Population of Service?
- What does my program do really well?
- What do I need to keep my program going?
- Who else in my community delivers really good asthma care?

Sharing Our Wisdom

“To fix a problem is easy, to sit with another’s suffering is hard.”

“Doing all we can is not the same as doing what we should.”

“Quality is more than metrics.”

Dr. David Loxtercamp, author of “A Measure of My Days: The Journal of a Country Doctor.”

My Program's Strategic Plan



My Program's Strategic Mission

EXERCISE #2A

My program's strategic mission



The impacts my program will have on my population of focus include

_____, _____, and _____.

(**long-term outcomes/impacts** my program is aimed at)

My Program's Strategic Goals

EXERCISE #2B

My program's strategic goals



I will measure progress towards long-term outcomes/impacts by tracking _____, _____, and _____.
(**short-term and intermediate outcomes** that will help you achieve your impacts – what measurable knowledge & behaviors will change as a result of your activities)

My Program's Strategic Objectives

EXERCISE #2C

My program's strategic objectives



I will assess products and activities
by tracking: _____,
_____, and
_____.
(my program **outputs**)

My Program's Strategic Tasks

EXERCISE #2D

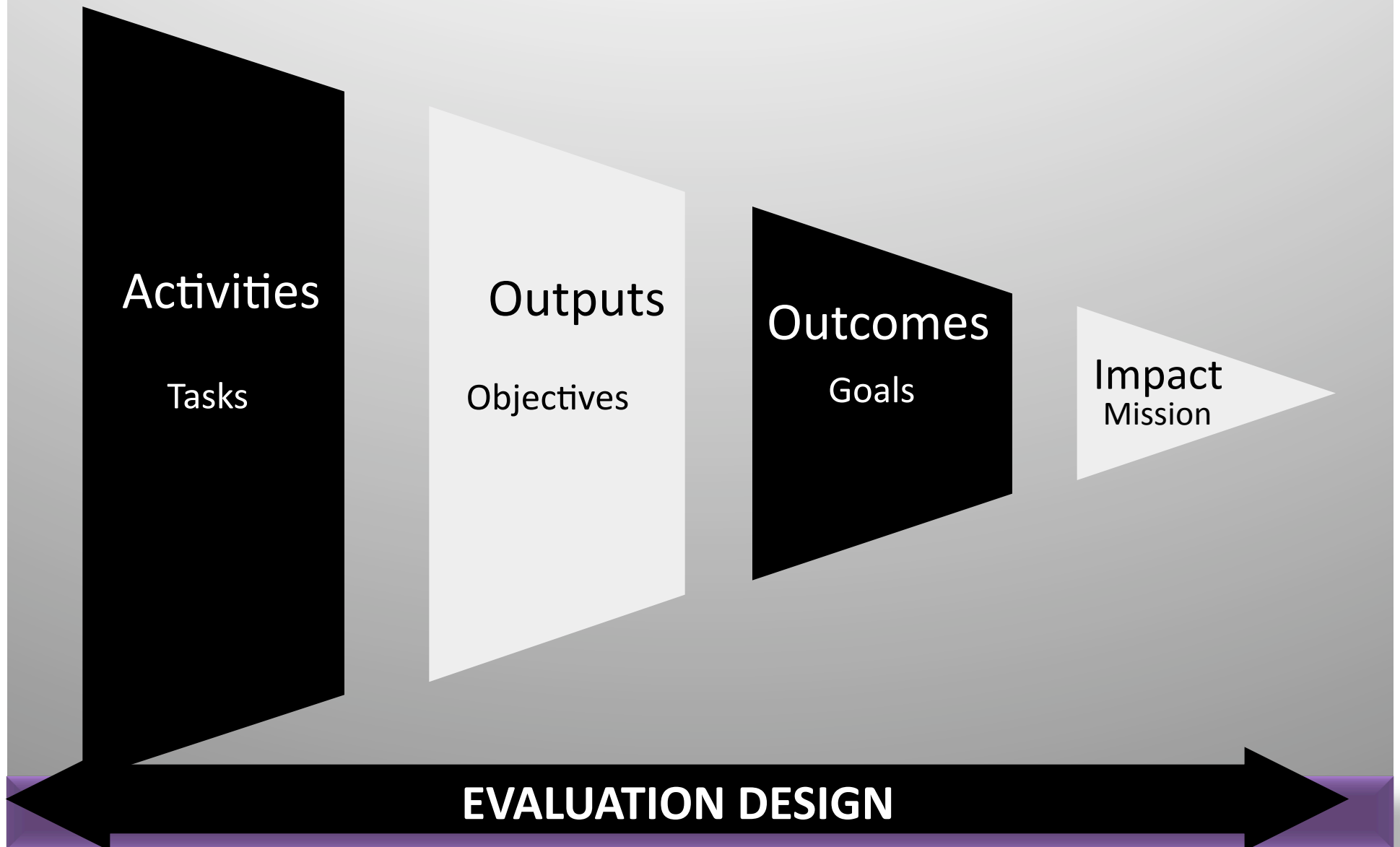
My program's strategic tasks



To achieve my mission, I will take the following actions:

_____,
_____, and
_____.
(my program **activities**)

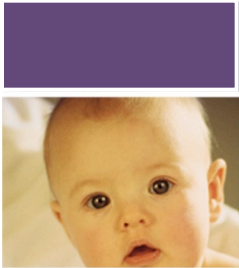
Translating into a Logic Model





13th Annual ACCP Community Asthma and COPD Coalitions Symposium

**Michigan MATCH Program-
Asthma Disease Management
Karen Meyerson and Tisa Vorce**



13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Networking Break-Ins

Breaking In



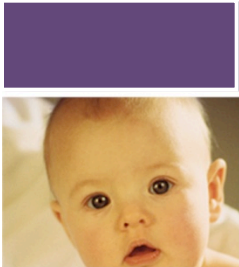
12th Annual ACCP Community Asthma and COPD Coalition Symposium

Questions for Insight and Action	What did I hear?	What will I do?
Networking Session 1 What are my insights about actions and strategies to get more results on asthma or COPD in my community and program?		
Networking Session 2 What are my insights about actions and strategies to get more results on asthma or COPD in my community and program?		
Networking Session 3 What are my insights about actions and strategies to get more results on asthma or COPD in my community and program?		

What is one thing you heard that everyone should know?

Break Ins

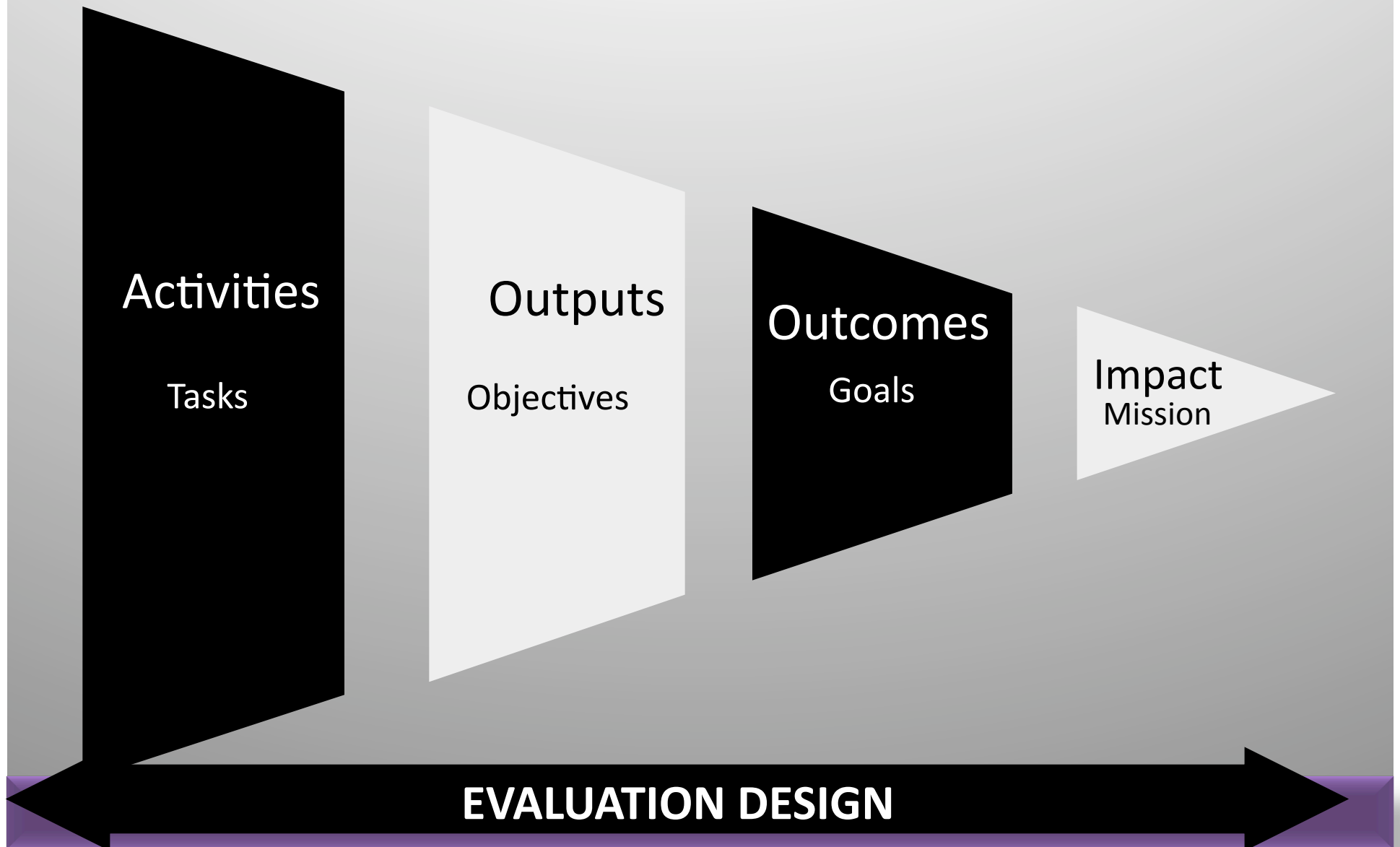
- Improving Inpatient and Outpatient Treatment of COPD: What Local Coalitions Can Do.
 - Sydney Braman, MD, FCCP in Room 328
- Workshop for Improving Community Management of Asthma and Guideline Implementation
 - Tyra Bryant Stevens, MD and Winston Liao in Room 325 A&B



13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Sustaining Your Program- Defining Your Program's Value

Translating into a Logic Model

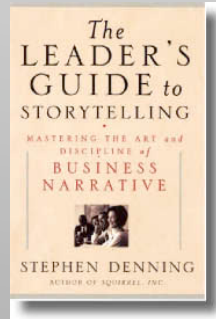
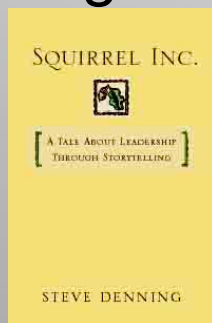


Storytelling as a Business Narrative



leadership innovation the discipline of business narrative steve denning

Organizational storytelling is an emerging discipline



Disciples: Madelyn Blair, Evelyn Clark, Seth Kahan, Gary Klein, Doug Lipman, Carol Pearson, Annette Simmons, Dave Snowden, and Victoria Ward

:

“A narrative is a **promise about what you will deliver...The promise becomes a **value proposition**, a compact story about the value you bring to your customers in meeting their **needs**...Eliciting this value proposition depends on knowing **what the customer cares about** and being responsive to this need.”**

Stephen Denning

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.

What is a Value Proposition Statement

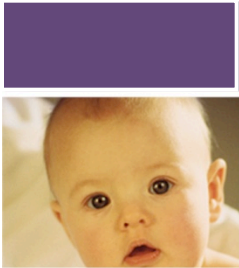
- An irresistible invitation to accept a totally seductive offer that is a promise of the value you will deliver to a stakeholder.

Creating Your 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		
My Population of Focus: The People I Serve: _____	EXAMPLE Pop of Focus: Children > 18 yrs with poorly controlled asthma: 1,000 children	
My Mission: The Long-Term Impacts I Will Commit to Achieving for My Population of Focus: _____ What I Will Measure: _____	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%	
My Goals: What I Will Achieve to Ensure I Meet My Commitments: Short-term & Intermediate Outcomes: _____ What I Will Measure: _____	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	
My Objectives: What I will measure and track to assess my products and activities Outputs: _____	EXAMPLE Outputs: Number of providers conducting environmental assessments, Number of environmental home visits conducted, % of children referred for home visits	
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 referrals for home visits	
My Costs: The investments that drive the price Management (_____ %): _____ Evaluation (_____ %): _____ Programming (_____ %): _____	EXAMPLE Management (20%): \$64,000/year Management (10%): \$32,000/year Management (70%): \$274,000/year TOTAL: \$320,000	

How it Works

**A Mentoring Conversation With
Karen Meyerson**



13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Leaving in Action

Value Proposition Script

Leading a Breakthrough—Realistic Requests and Bold Offers 10:00 – 10:45 am

EXERCISE #5

For \$ _____ (MY COSTS) my program will improve asthma outcomes
for _____ (MY POPULATION OF FOCUS) by
achieving _____
and _____ (MY IMPACTS & OUTCOMES).
My community will benefit from my work in terms of (MY UNIQUE VALUE FOR THIS AUDIENCE) _____

EXAMPLE

For \$250,000, Asthma Care in Action will improve the quality of life for the 3,000 pediatric asthma patients we serve by reducing adverse asthma events by 50%, doubling the number of families capable of effectively self-managing their asthma, and reducing children's exposures to environmental asthma triggers in their homes. We estimate our work will deliver \$850,000 per year in savings to the health care system through 50% fewer ER visits.

What data do I need to refine my value
proposition statement and how can I get it?

Who in my community needs to hear my value
proposition statement?

Audience	Likely Value Preferences
Foundations	Investment, Build Program, Sustainability
City Council, Mayor	Population results, Budget Control
Medicaid (State legislators, Governor)	Lower Costs
Insurance Companies	Cost Savings, HEDIS scores
Primary Care Providers	Pay for Performance
Hospitals	Reduced ED visits, Lower Bad Debt from Un/Underinsured
Local Corporations	Less Employee/Family Stress, Improved Productivity
Program Partners	Lower Community Asthma Costs

Completing Our Work

- **Write Your Value Proposition Leadership Story**
- **Say It Out Loud**
- **Be Showered with Encouragement!**

Sharing Our Wisdom

“The foundation of medicine is friendship, conversation and hope.”

Dr. David Loxtercamp, author of *“A Measure of My Days: The Journal of a Country Doctor.”*

Making the Pitch

“For \$ _____ per year
(MY COSTS) we will dramatically improve asthma
outcomes for _____ (MY
POPULATION OF FOCUS) by achieving
_____, _____,
_____, and

_____ (MY HIGH VALUE OUTCOMES).”



**FIND A PROGRAM
NEAR YOU**



**JOIN THE
NETWORK**



**EXPLORE ASTHMA
RESOURCES**

From The Discussion Forum

Asthma Awareness Month - Outreach

Emily Norton 7 Apr 2010 - 12:21 pm
3 comments

National Asthma Forum

epaBrandy 7 Apr 2010 - 4:06 pm
1 comments

[more from the forum »](#)

[post to the forum »](#)

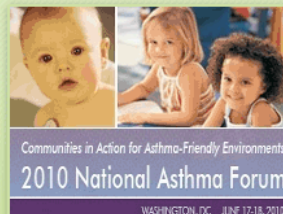
Weekly Poll

What are the key elements to bringing asthma under control?:

- ☐ Funding
- ☐ Community Partnerships
- ☐ Comprehensive Asthma Management

[vote »](#)

SPOTLIGHT



Upcoming Event

Attend the 2010 National Asthma Forum

[read more »](#)

FROM THE BLOG

Welcome to the new AsthmaCommunityNetwork.org!

Dave Rowson 7 Jun 2010 - 11:00 am

Action plans help

Jay M Portnoy 7 May 2010 - 6:32 pm

[more from the blog »](#)

[post to the blog »](#)

Upcoming Events

JUN 19 Learn and Teach the Asthma Basics

JUN 26 Wesley House Allergy & Asthma Health Fair

JUL 24 Free Asthma Screening

[more events »](#)

[add your event »](#)

New Resources

5/25/10
Interactive Asthma Action Plan (iAAP)

5/24/10
Interactive Asthma Action Plan (iAAP)

[more resources »](#)

[add your resource »](#)

Keys to Success

Request a Mentor – Find support and guidance from an AsthmaCommunityNetwork.org mentor. Learn how other programs have successfully overcome similar challenges.

Program Spotlight

WIN for Asthma – Learn how bilingual community health workers offer family-focused asthma education, address household triggers, and link families to clinical and social resources.



Gratitude