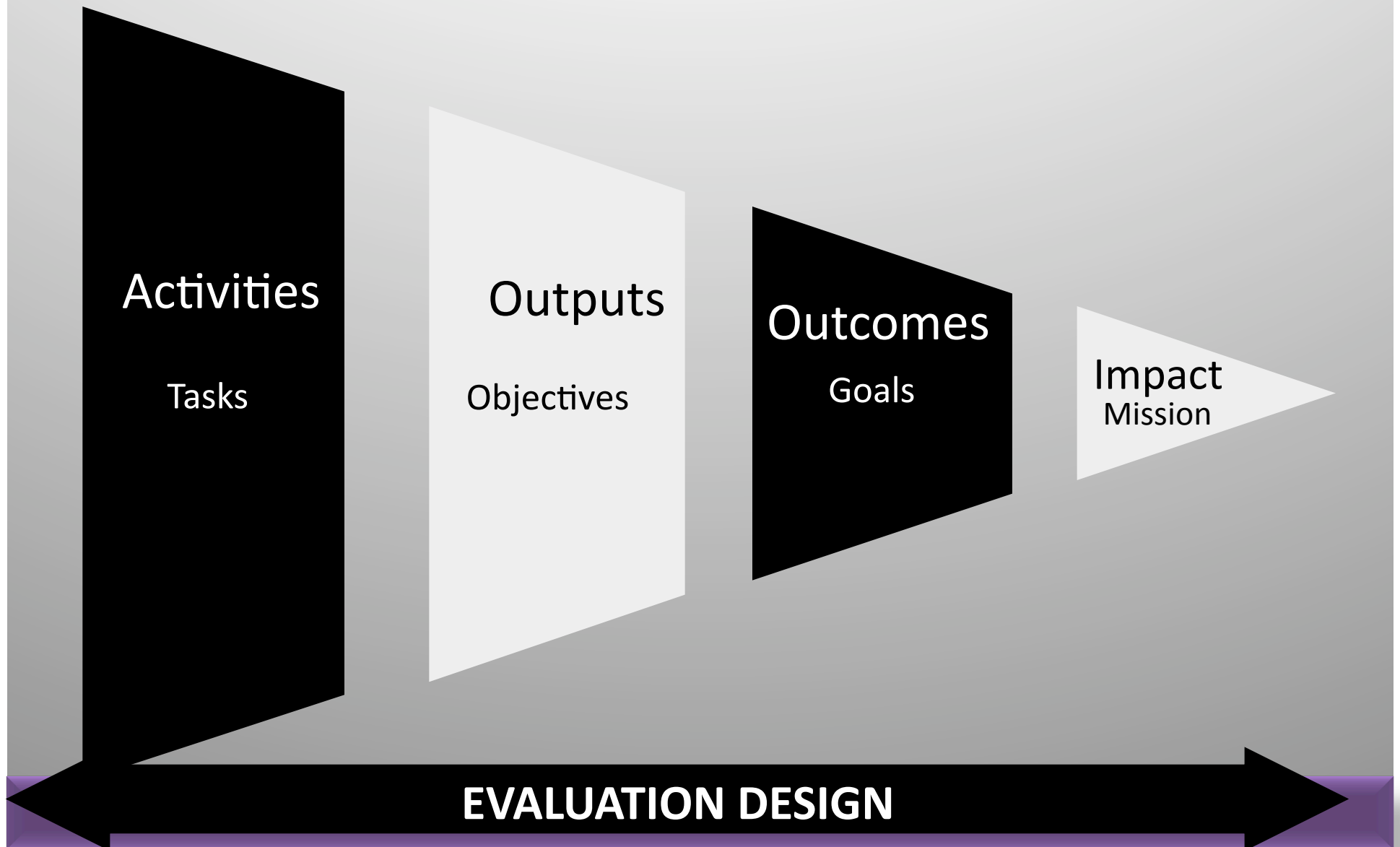


13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Sustaining Your Program- Defining Your Program's Value

Translating into a Logic Model

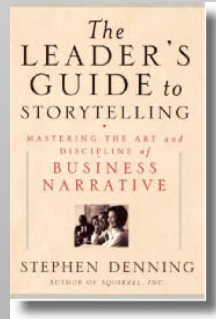
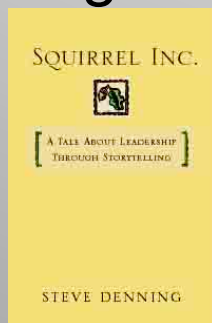


Storytelling as a Business Narrative



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

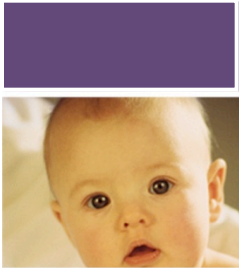
- An irresistible invitation to accept a totally seductive offer that is a promise of the value you will deliver to a stakeholder.

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%): \$224,000/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](#)

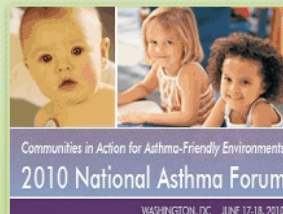
Weekly Poll

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

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

[vote](#)

SPOTLIGHT



1 2 3 4

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](#)

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.

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](#)



Gratitude