13th Annual ACCP Community Asthma and COPD Coalitions Symposium

Sustaining Your Program- Defining Your Program’s Value
Translating into a Logic Model

- **Activities**
  - Tasks

- **Outputs**
  - Objectives

- **Outcomes**
  - Goals

- **Impact**
  - Mission

**EVALUATION DESIGN**
Storytelling as a Business Narrative

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
How it Works

A Mentoring Conversation With Karen Meyerson
Leaving in Action
Value Proposition Script

<table>
<thead>
<tr>
<th>Exercise 45: My Value Proposition Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>For</strong></td>
</tr>
<tr>
<td><strong>MY POPULATION OF FOCUS:</strong> by</td>
</tr>
<tr>
<td>achieving</td>
</tr>
<tr>
<td>and</td>
</tr>
<tr>
<td>My community will benefit from my work in terms of (MY UNIQUE VALUE FOR THIS AUDIENCE)</td>
</tr>
</tbody>
</table>

**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 exposure to environmental asthma triggers in their homes. We estimate our work will deliver $500,000 per year in savings to the health care system through 50% fewer ER visits.

**Reflections:**
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?

<table>
<thead>
<tr>
<th>Audience</th>
<th>Event or Use Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Localities</td>
<td>Reduce cost, add revenue, improve sustainability</td>
</tr>
<tr>
<td>City Council, Mayor</td>
<td>Population health, budget control</td>
</tr>
<tr>
<td>Medicaid State Legislators, Governor</td>
<td>Lower costs</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>Cost savings, Medicaid costs</td>
</tr>
<tr>
<td>Primary Care Providers</td>
<td>Pay for performance</td>
</tr>
<tr>
<td>Hospitals</td>
<td>Reduced ED costs, lower readmissions, reduced readmissions</td>
</tr>
<tr>
<td>Local Corporations, Program Partners</td>
<td>Lower employee costs, improved productivity</td>
</tr>
</tbody>
</table>

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

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).”
From The Discussion Forum

Asthma Awareness Month - Outreach
Emily Norton 7 Apr 2010 - 12:01pm
3 comments

National Asthma Forum
ep@trendy 7 Apr 2010 - 4:06pm
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

Upcoming Event

Attend the 2010 National Asthma Forum

FROM THE BLOG

Welcome to the new AsthmaCommunityNetwork.org!
Dave resistor 7 Jun 2010 - 11:00am

Action plans help
Jacket Pittard 7 May 2010 - 8:32pm

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.

New Resources

- 5/25/10 Interactive Asthma Action Plan (AAP)
- 5/24/10 Interactive Asthma Action Plan (AAP)
Gratitude