MedPharma Partners LLC provides technical assistance for Aligning Forces for Quality, a national initiative of the Robert Wood Johnson Foundation.
Agenda

• 10:10 – 10:25 Overview (MedPharma Partners)
• 10:25 – 10:40 Better Health Greater Cleveland
• 10:40 – 10:55 Community Health Alliance
• 10:55 – 11:10 Kansas City Quality Improvement Consortium
• 11:10 – 11:25 Wisconsin Collaborative for Healthcare Quality
• 11:25 – 11:50 Discussion
• 11:50 – 12:00 Wrap Up

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November 19, 2010
What is a Sustainable Business Model?

• A sustainable business model is a robust, strategic funding plan that enables an Alliance to sustain and extend its work beyond the initial grant period.
Process Overview

Characterize Stakeholders
Gather information on requirements and motivations of stakeholders

Develop Value Proposition
Determine value of collaborative activities and align with stakeholder needs

Determine Scope
Assess strategic options and determine initial scope

Define Business Model
Define service offerings and sustainable funding/revenue models

Identify Risks
Identify risks and develop mitigation approaches

Draft Transition Plan
Develop roadmap to achieve sustainable state

Typical Challenges

• Macroeconomic and political environment

• Alignment of Alliance mission with stakeholder interests

• Track record/communications

• Alliance’s origins
Seven Success Factors

1. Understand the market
2. Determine what the Alliance does especially well
3. Develop a clear point of view on what the Alliance wants to do
4. Articulate a value proposition by identifying activities in the “sweet spot”
5. Identify an appropriate funding model
6. Match governance to desired future state
7. Evolve over time as the environment changes
## Challenges and Leverage Points (I)

<table>
<thead>
<tr>
<th>Major challenges</th>
<th>Better Health Greater Cleveland</th>
<th>Community Health Alliance</th>
<th>KC Quality Improvement Consortium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of critical mass, infrastructure</td>
<td>Limited financial capacity of local stakeholders</td>
<td>Little financial involvement by local stakeholders</td>
<td></td>
</tr>
<tr>
<td>Limited involvement of a key provider org.</td>
<td>Gap at Executive Director level</td>
<td>Spread over many activities</td>
<td></td>
</tr>
<tr>
<td>Potential leverage points</td>
<td>EMR-based reporting</td>
<td>Consumer engagement</td>
<td>Solid track record</td>
</tr>
<tr>
<td>Purchaser involvement</td>
<td>Laboratory to draw outside funds</td>
<td>Visible, well-networked leader</td>
<td></td>
</tr>
</tbody>
</table>
## Challenges and Leverage Points (II)

<table>
<thead>
<tr>
<th>Major challenges</th>
<th>Wisconsin Collaborative for Healthcare Quality</th>
<th>Greater Detroit Area Health Council</th>
<th>Healthy York County Coalition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple quality-related organizations competing for same funders</td>
<td></td>
<td>Economic crisis</td>
<td>Dominated by one provider organization</td>
</tr>
<tr>
<td>Potential leverage points</td>
<td>Thought leadership and data assets in quality measures</td>
<td>Established business model</td>
<td>Statewide chronic care initiative</td>
</tr>
<tr>
<td>CEO-level commitment of members</td>
<td></td>
<td>Infrastructure</td>
<td>Success with wellness initiative</td>
</tr>
</tbody>
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