

# Webinar Reminders

1. Everyone is muted.

- **Press \*6 to mute yourself and \*7 unmute.**

2. Remember to chat in questions along the way!

3. Webinar will be recorded, posted on CCI's website, and sent out via email.



CCI

CENTER FOR CARE  
INNOVATIONS

**Articulating the Value Proposition**  
**Nonprofit Finance Fund**  
**September 26, 2018**

## Introductions

- Perspective & Context from Center for Care Innovations (CCI)
- Nonprofit Finance Fund (NFF)
- Webinar Goals

## Overview of Value Proposition

- What Drives the Need for an Effective Value Proposition?
- Key Components of an Effective Value Proposition

## Developing & Articulating Value Proposition

- Intellectual Capital – Culture of Learning
- Social Capital – Collaborations
- Human Capital – Staffing & Expertise
- Financial Capital – Addressing Resource Needs

## Next Steps

- Center for Care Innovations – Global Surveying

# Nonprofit Finance Fund: Where Money Meets Mission

**NFF envisions a world where capital and expertise come together to create a more just and vibrant society**

We unlock the potential of mission-driven clinics through

- **Tailored investments**
- **Strategic advice**
- **Accessible insights**

Guided by our Core Values →



- Prepare program managers/directors to clearly articulate the value of innovative approaches to patient care within their health centers, and
- Highlight ways that program managers/directors can think about the financial and mission impact of their programs on the enterprise-level business.



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# Balancing Strategy, Outcome Goals & Resource Availability for the Enterprise

## Financial Capital

Alignment of resources to deliver on mission long term



## Intellectual Capital

Knowledge of what works: ability to track & report on outcomes



## Human Capital

Board and staff: the people and org culture powering programs

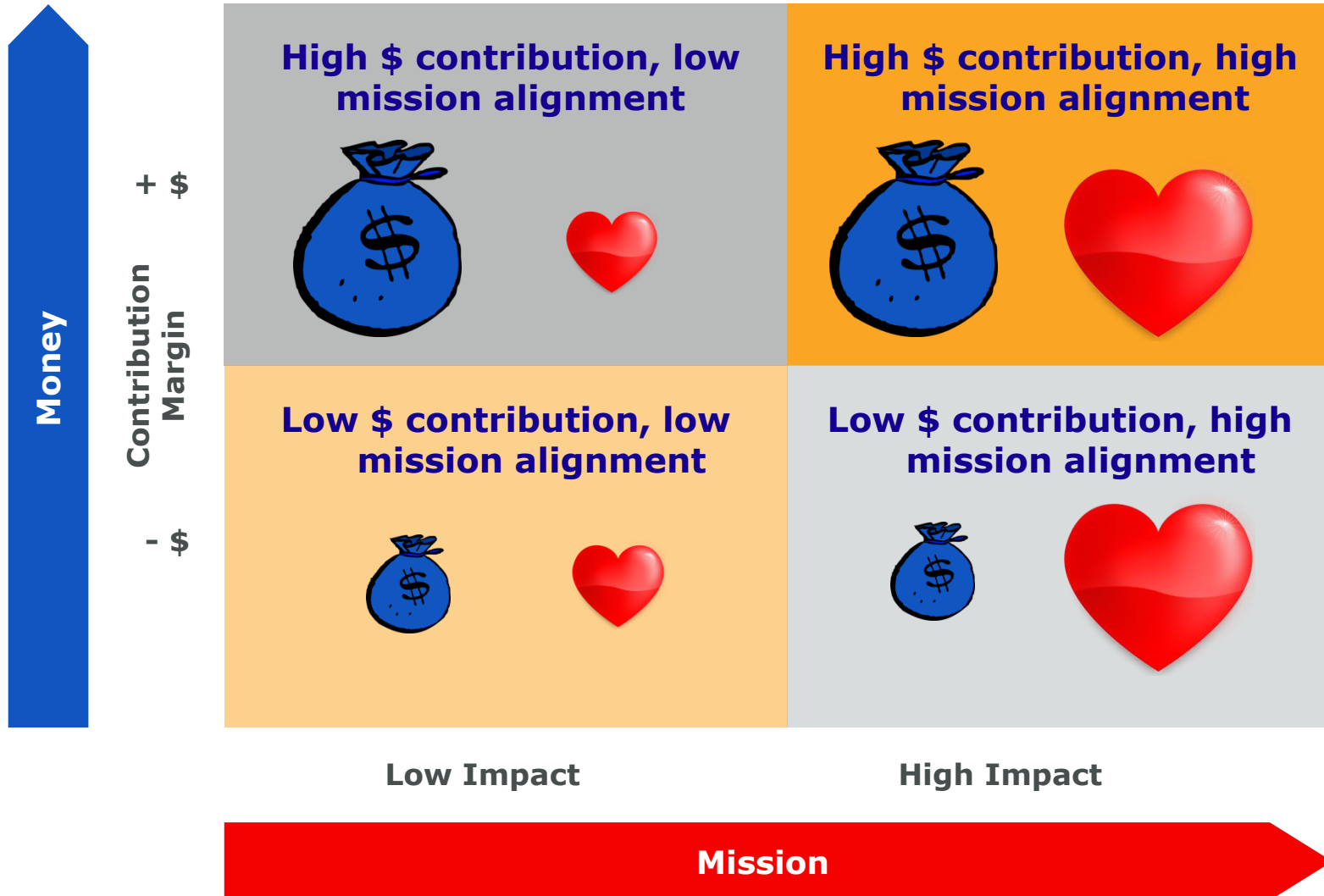


## Social Capital

Network strength: connections to funders, peers, and constituents



# Mission-Money Matrix





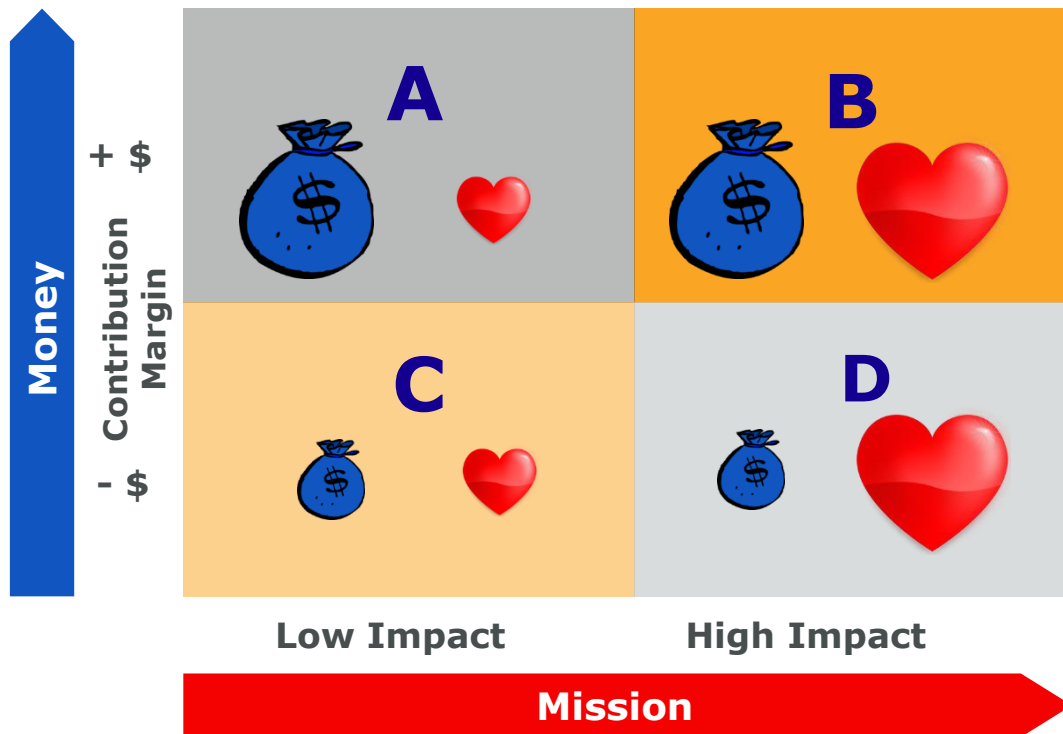
# Poll: How does your solution align?

(Multiple Choice)

- A. High \$ Contribution, Low Mission Alignment
- B. High \$ Contribution, High Mission Alignment
- C. Low \$ Contribution, Low Mission Alignment
- D. Low \$ Contribution, High Mission Alignment

# Poll: How does your solution align?

Please write out (LETTER) – (SOLUTION)  
*example: A - Texting*



- Texting
- Medical Scribes
- Group Visits
- Telephone Visits
- Patient Portal

# What You Do, How You Do It and Why You Do It Better Than Others!



## Key Components:

1. Clear and compelling articulation of the problem/challenge your intervention is seeking to address considering the audience.
2. Qualitative description of how the program delivers services or an intervention that positively impacts your patients and/or health center.
3. Quantitative description of programmatic outcomes (social benefits) and potential cost savings (financial benefits) to the community and your health center.
4. Qualitative & quantitative description of how your program and health center can achieve results more efficiently and/or effectively than alternative options.
5. Support and resources that are needed to generate desired patient and financial outcomes

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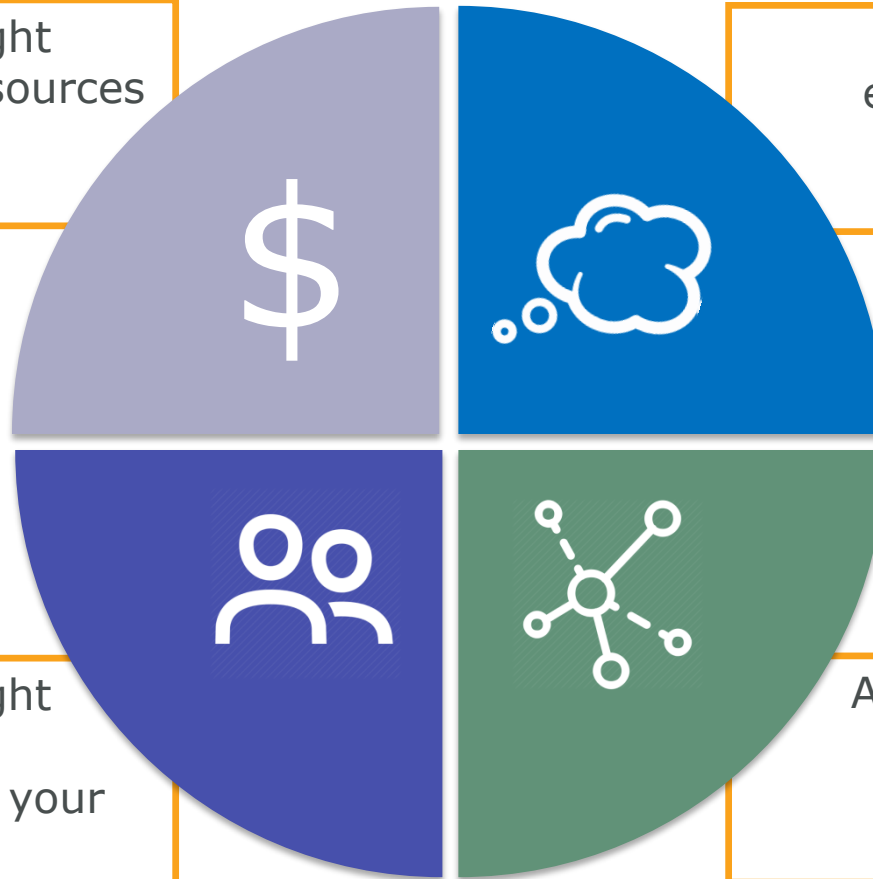
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# Balancing Strategy, Outcome Goals & Resource Availability for the Enterprise

Do you have the right information and resources to support effective mission delivery?



Is your program effective in delivering on mission, and how do you know?

Do you have the right staff and program structure to deliver your mission effectively?

Are your relationships and partnerships supporting effective mission delivery?

# Value Matrix: How Will Your Solution Impact the Health Center?

<b>Solution:</b> <b>EXAMPLE</b>	<b>Human</b>	<b>Social</b>	<b>Intellectual</b>	<b>Financial</b>
<b>Fiscal Value</b>	<ul style="list-style-type: none"> <li>Improved recruitment &amp; retention</li> </ul>	<ul style="list-style-type: none"> <li>\$ from additional referrals from other providers</li> </ul>	<ul style="list-style-type: none"> <li>Tracking outcomes have potential for value-based contracting</li> </ul>	<ul style="list-style-type: none"> <li>Cost per patient decreases</li> </ul>
<b>Mission Impact</b>	<ul style="list-style-type: none"> <li>Addressing comprehensive challenges of clients (more than just <i>what we can do</i>)</li> </ul>	<ul style="list-style-type: none"> <li>See more clients</li> </ul>	<ul style="list-style-type: none"> <li>Agreed set of outcomes as a collaborative- clear to track progress</li> </ul>	<ul style="list-style-type: none"> <li>Reduce rates of recidivism</li> </ul>
<b>Short Term Impact</b>	<ul style="list-style-type: none"> <li>Improved patient engagement</li> </ul>	<ul style="list-style-type: none"> <li>Reputation in the community as a coordinated effort</li> <li>Police/First responders able to focus on other community priorities</li> </ul>	<ul style="list-style-type: none"> <li>Less patients "fall through the cracks"</li> <li>Individual orgs improve their data/referral systems</li> </ul>	<ul style="list-style-type: none"> <li>Reduce crime rates</li> </ul>
<b>Long Term Impact</b>	<ul style="list-style-type: none"> <li>Burnout: staff have other services to turn to. Less of a burden on just "us"</li> </ul>	<ul style="list-style-type: none"> <li>Reduce barriers to accessing other services</li> <li>Increase referrals for wrap-around care</li> <li>Access to funding increases</li> </ul>	<ul style="list-style-type: none"> <li>Improve integrated referral process across all sites</li> </ul>	<ul style="list-style-type: none"> <li>Increase cost savings for health system, tax payers</li> </ul>
<b>Opportunity Cost</b> what happens if you don't do it?	<ul style="list-style-type: none"> <li>Staff dissatisfaction, high turnover rates, burnout</li> </ul>	<ul style="list-style-type: none"> <li>Loss of community trust and support</li> <li>Operating in a silo to address an issue</li> </ul>	<ul style="list-style-type: none"> <li>All funders want to see outcomes &amp; TOC</li> </ul>	<ul style="list-style-type: none"> <li>\$ from ER presentation</li> <li>\$ from incarceration (per day)</li> <li>Ambulance fee to respond to overdose</li> </ul>

## Qualitative Considerations:

- What is your theory of change?
- How has outcome and financial data informed decision-making and/or patient care?
- How has your piloted solution improved or enhanced internal processes, systems or capacities?
- Is there a negative impact on the organization's systems by not implementing this solution?
- What data collection and reporting systems are being utilized?
- How are outcomes/results shared internally and externally?

## Quantitative Considerations:

- Inputs, activities, outputs and outcomes resulting from services



## Qualitative Considerations:

- What is the nature of the relationships, collaborations and partnerships that you are managing currently? Historically?
- How has data been managed/shared with external stakeholders regarding your solution's outcomes and finances?
- How is the health center's reputation in the community impacted?

## Quantitative Considerations:

- Number of stakeholders involved in collaboratives
- Number of additional clients served based on the relationships, collaborations and partnerships





## Qualitative Considerations:

- What unique skills and expertise does your human capital have regarding:
  - Service delivery
  - Managing and reporting outcome and financial data
  - Leveraging internal and external relationships
- How might provider recruitment, retention, satisfaction and efficiency be impacted?

## Quantitative Considerations:

- Size of the team responsible for providing services
- Number of team members supporting data management and reporting
- Number team members managing internal and external relationships



## Qualitative Considerations:

- Who are your funders and supporters for the piloted solution?
- What revenue opportunities have been generated based on the solution?

## Quantitative Considerations:

- What is your historical/recent financial performance?
- What does it cost to generate patient outcomes (e.g., cost per unit of service)?
- What is the cost savings related to your approach to service delivery vs. alternatives (e.g., short-term for funder; long-term for taxpayers/govt.)?



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- **Reflect** on today's content and takeaways with your team. Using the *Value Proposition Guiding Questions* worksheet, start developing a draft value proposition for your solution.
- **Connect:** Share and discuss the value proposition with your peers, internal management team and your coach.
- **Prepare** for our next webinar. What issues are being raised, challenges are you up against or specific questions do you have related to the value proposition?
  - Send your *Value Matrix* worksheet to NFF [lthirer@nff.org](mailto:lthirer@nff.org) by **Tuesday, October 9<sup>th</sup>** and be ready for an open dialogue next month.

# Thank You!

For questions regarding the Spreading Solutions That Work program, contact:

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your feedback!**



# Thank you.



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Nonprofit  
Finance Fund

**Where Money Meets Mission**

- Competing health center priorities and a resource constrained environment requires that management carefully consider change and adaptation.
- Program managers can best advocate for innovative approaches to delivering on mission by developing a compelling and articulate value proposition.
- Understanding the strengths and the resource needs for a program or intervention from the perspective of Intellectual, Social, Human & Financial capital will strengthen your value proposition.
- **What are your takeaways?**

# Your Financial & Outcomes Story: Value Proposition Guiding Questions

## Audience:

### Compelling Problem to You & Your Health Center

What are your (and your Health Center's) concerns & motivations?

### How Your Solution Provides a Result & the Outcomes Sought

Consider specific outcomes, target pop., track record and cost savings.

### Why Your Solution is Better than Alternative Approaches

What financial, intellectual, social & human capital strengths can you offer?

### Support & Resources You Need

What capacities and investments are required, both financial and non-financial?



# Value Matrix: How Will Your Solution Impact the Health Center?



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