

Potential New Business Lines Worksheet

The Goal is to Solve a Problem(s) for the Payor AND Bring Value to Your CBO

Program Title:

Program Description: *(program or service description, audience to be served, your experience with this program or service, and desired outcome in general terms)*

Value to Payor: *(e.g. reduces hospital admissions by XX%, improves patient medication compliance by YY%, improves patient's care plan adherence by ZZ%, etc. and how this value was determined)*

Data Driven: *(Is the program evidenced-based? If so, note the data. Is this a program your agency has run in a social service setting that drove data? If so, note data. Has another agency conducted a similar program and can share sample data? Is your agency able to conduct a pilot to gather data?)*

Cost Effectiveness: *Do you have credible sources indicating the cost savings a payor will derive by offering this programs (e.g. reduced hospital admissions, increased compliance with follow-up doctor's appointments, reduced risk of falls, etc.)? Even if you don't have actual cost savings data, if you can show statistical change – "20% more patients remained compliant with their medications" – the payor can evaluate cost effectiveness from that data.*

Incentive Goals: *Does this program or service help the payor meet an incentive goal (e.g. lower hospital readmissions, health plan Star Ratings, Medicaid performance metrics, etc.)? If so, highlight that fact.*

Potential New Business Lines Worksheet—cont'd

Elevator Speech: from the worksheet above, develop a brief presentation on your proposed program or service. See hypothetical example below—

"I would like to talk with you for a minute about our experience engaging at-risk seniors to help them get their chronic conditions under control and how we might work together to help your members achieve similar results.

"Through a unique diabetes education program we developed, and our experienced patient counselors, we canvased local senior housing communities to identify patients with uncontrolled diabetes. We identified 75 residents in the target communities with uncontrolled diabetes and secured agreement from 45 of them to participate in a 6 month diabetes education and support program designed to help them take control of their health. The results were phenomenal! Of the 45 who started the program, 40 completed the program, which included two verified physician visits with an average A1C improvement rate of 20%. Additionally,

- 10% of the participants are now on a physician-approved, diet controlled care plan,*
- 20 have been able to eliminate at least one medication, and*
- they lost a total of over 500 lbs. as a group.*

Because of the ongoing nature of the program, we have results at 30 days, 90 days, and 6 months and the results have remained consistent.

I know diabetic health is a priority for your health plan and believe our program can help you:

- A. secure participation from many of them in the program;*
- B. help a significant number of them improve their health and quality of life; and*
- C. reduce their medication costs and health risks over time.*

AND, I am confident that based on our community infrastructure, we can deliver this program at a price that you will find very attractive."

Write your own "Elevator Speech"—