

# ARCHI



September 14, 2016

Atlanta Regional Collaborative for Health Improvement

*Joining Forces to Improve Health Outcomes in Metro Atlanta*

# Welcome, Introductions & Review

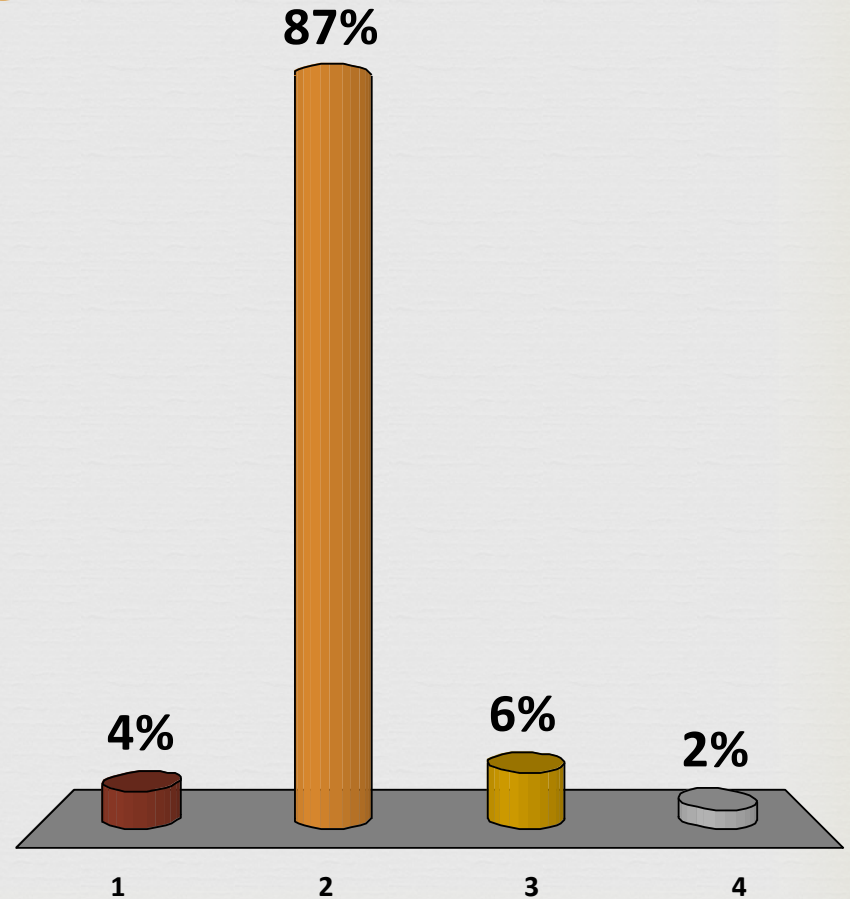


*Kathryn Lawler, Atlanta Regional Commission*

# Which scenario offers the strongest foundation?



1. Far-Reaching
2. Atlanta Transformation
3. Better Health Atlanta
4. Promote Health Today



# Strategy

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## *Atlanta Transformation*

Encouraging Healthy Behaviors

Family Pathways

Coordinated Care

Global Payment

Capture and Reinvest

Expand Insurance

Innovation Fund



# ReThink Health - Atlanta

Logout



Introduction   Create New Scenario   **Results**   Select Scenarios   Map   About

Expand All   Close All   Guide

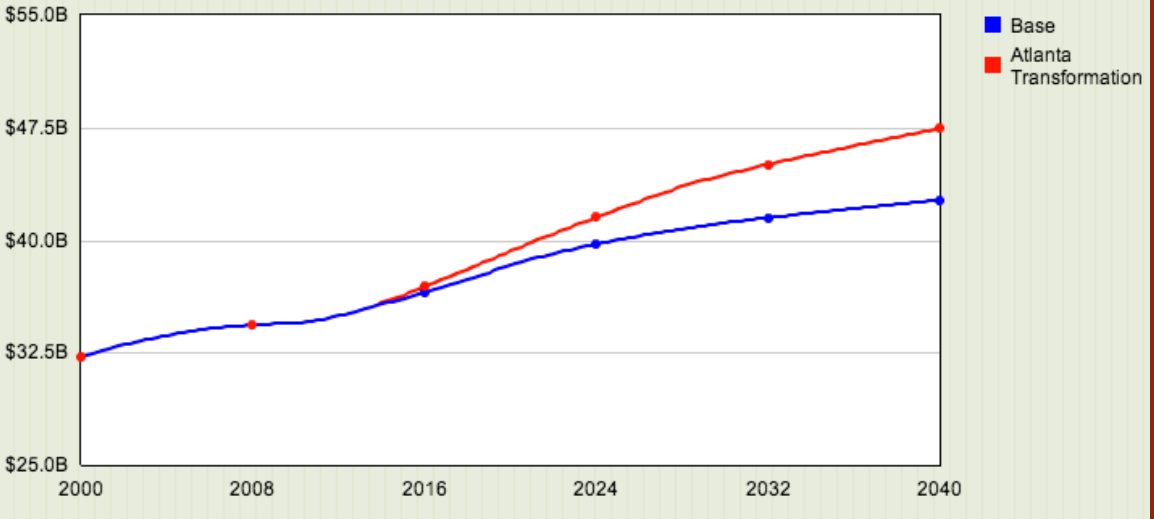
- Indicators
- Stakeholder Indicators
- Net Incomes
- Cumulative Results
- ROIs
- 4-Panel
- ▶ HEALTH
- ▶ COSTS
- ▶ CARE
- ▶ PROVIDER
- ▶ SPENDING
- ▶ REINVESTMENT
- ▼ PRODUCTIVITY
  - Value
  - Worker care costs, per cap
  - Value net of worker care costs, per cap
  - Value net of worker care costs, per cap
  - Value net of worker care costs, per cap

## Progress Toward Core Values

Scenario: Atlanta Transformation

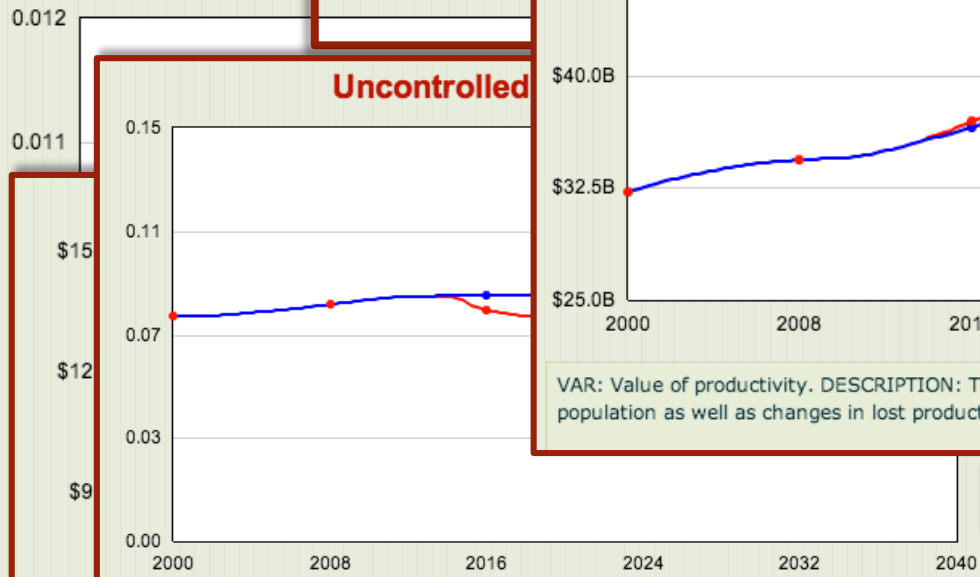
Percent Change in  
**Health**  
↓ -16.2% Deaths

## Value of productivity



VAR: Value of productivity. DESCRIPTION: Total economic output of workers, affected by the size of the employed population as well as changes in lost productivity due to absenteeism and presenteeism.

**Death**  
**Uncontrolled**



Fraction of total population with uncontrolled mental illness

Value of productivity  
Worker care costs, per cap

Work-in-Fr

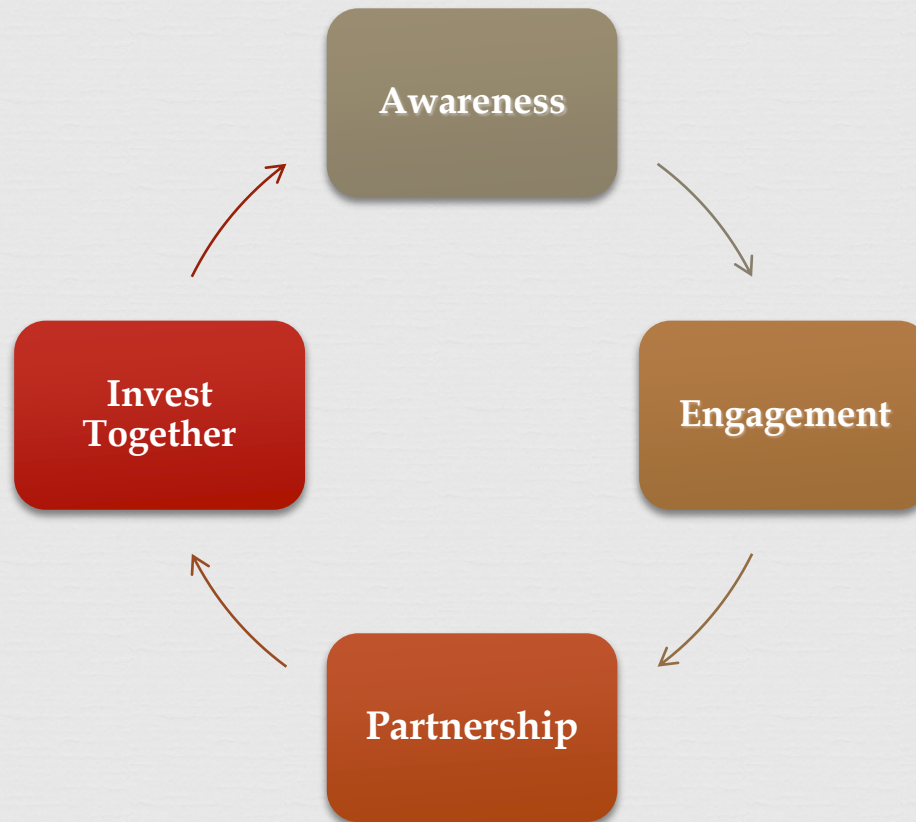
Model Version 2a1: 12.26.12

# Transformational Communities



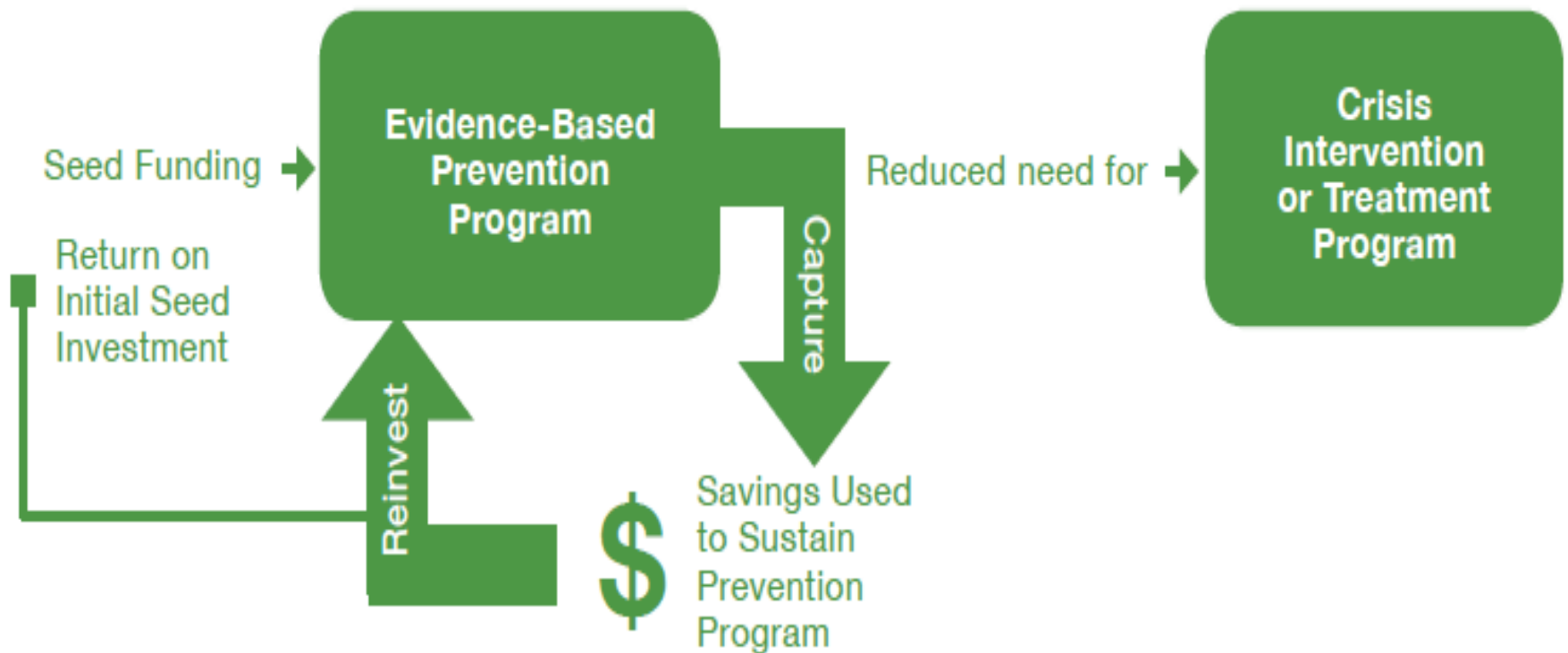
# Alignment

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# Investment

## Capture & Reinvest





# ARCHI Partners



- |  |  |  |
|--|--|--|
| ❧ Annie E. Casey Foundation- Get Georgia Reading | ❧ Georgia Alliance for Health Literacy   | ❧ RiteAid Pharmacy                                   |
| ❧ Alliant GMCF                                   | ❧ Georgia Center for Nonprofits  | ❧ Saint Joseph's Health System                       |
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| ❧ Emory University- Fuqua Center                 | ❧ Open Hand Atlanta  |  |
| ❧ Emory Urban Health Initiative                  | ❧ Partnership for Southern Equity  |  |
| ❧ Erica Edmond                                   | ❧ Paul Stange  |  |
| ❧ Evonne Yancey                                  | ❧ Perkins & Will   |  |
| ❧ Fulton County Government                       | ❧ Piedmont Healthcare  |  |
| ❧ Friends of Refugees                            |  |  |

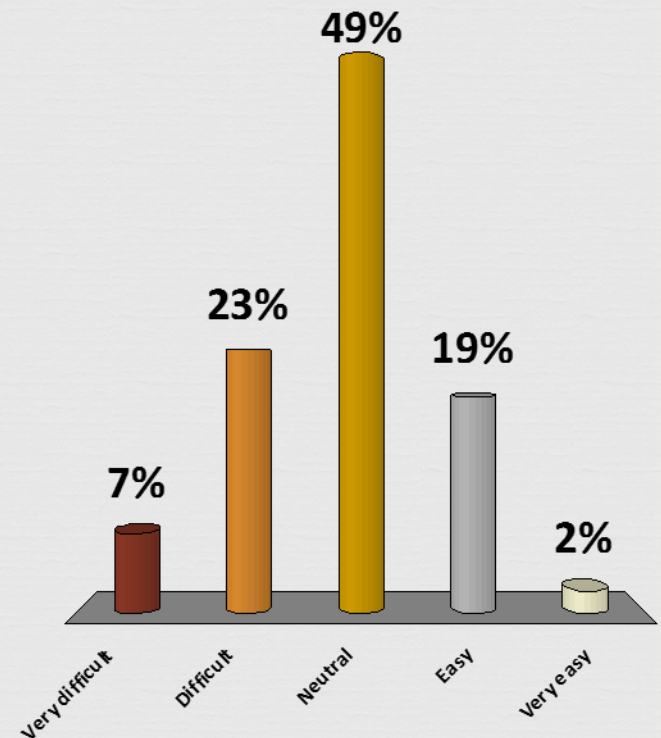
# Updates & Announcements



*Evonne Yancey, ARCHI*

# How easy or difficult is it for you to quickly explain to a colleague what ARCHI does?

- A. Very difficult
- B. Difficult
- C. Neutral
- D. Easy
- E. Very easy



# ARCHI Communications



*Jim Kann, Kann & Company*

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# ARCHI: Market Research and Messaging Update

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# Why We Conducted a Study

- Improve the clarity and effectiveness of the organization's communications
- Provide the input for better positioning of the organization, a potential name change, and improving overall communications
- Establish a benchmark
  - Improvements can be measured after implementation

# What We Set Out to Learn

- Degree to which stakeholders understand and can articulate ARCHI's mission and long-term goals
- The organization's "reason for being"
- The "elevator pitch"
- Key words and phrases to emphasize

# Our Approach

- Research conducted by Standpoint, Inc.
- Insights and recommendations are based on 20 telephone in-depth interviews among key stakeholders conducted between June 24 and July 6, 2016
- Participants varied in their involvement/engagement with ARCHI

- Respected. Has the backing of “heavy hitters” in the region.
- Its affiliation with ARC, GHPC, and United Way provides significant credibility.
- Members are interested, hopeful, and cautiously optimistic.
- Still waiting to see successful outcomes and how the model can be scaled.
- Understand the mission and goals, but find it very hard to explain it succinctly.
- Too many priorities and focus areas. The big picture overwhelms the baby steps.

- Missionary “sell”
  - ❑ Long-term commitment
  - ❑ Culture change
  - ❑ Power of collaboration
- Alignment of resources with projects
  - ❑ Shared goals
  - ❑ “Align expectations with reality”
  - ❑ Understand the micro and the macro
  - ❑ Better definition of ROI



- Testimonials and proof statements. Communicate the small steps
- Better clarity around expressing what ARCHI does. Is our message clear to funders and stakeholders?

## ARCHI Does:

- Backbone support
- Common agenda
- Convene and facilitate
- Provide data
- Synthesize evidence
- Align at different levels
- Demonstrate proof of concept
- Communicate

## ARCHI Does NOT Do:

- Operate programs
- Provide ongoing staff support
- Provide grant funding or awards

- The “ask” needs more clarity. Not always clear what ARCHI needs from “me”
  - Are the problems being adequately communicated?
- Recognition of the need to look to other partners or sectors for solutions
  - More than healthcare
  - Need to cast a wider net

# Guidance for Future Communications

- It is not about healthcare delivery / much broader
- Communicate short-term wins and benefits, and how this connects to the bigger picture
- Demonstrate how groups have come together as a result of ARCHI affiliation (tangible outcomes/ how Playbook gets operationalized)
- How neighborhood-specific initiatives apply to the Regional perspective
- How ARCHI impacts effectiveness of service providers (not planning for planning sake)
- Refrain from too much public health jargon
- Realistic expectations of what can be accomplished in 1 year, 3 years, 5 years, etc. (What does success look like?)
- Identify and connect-the-dots of all of the resources/assets in the Region (matchmaker)
- Help us imagine how entities can start working together

# Revised Vision

- Current: Interests, incentives and investments are aligned to generate and sustain a healthy population and a vibrant economy.
- A vibrant community and economy that supports the health and well-being of all Atlantans.

# Revise Mission

- Current: To engage public, private, and community partners to improve healthcare and foster health-promoting social, economic, and educational environments.
- New: Engage community partners to improve the effectiveness of our region's health, social, and educational investments.



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# ARCHI Brand Architecture

Name

Position

Brand Promise

Key Messages

Proof Points

# Key Messages/Proof Points

## Key Messages

- Silo-busting solutions that address the underlying (root) causes of disparity.
- Redirection of financial resources; Focused, collaborative investment strategy to realize long-term, sustainable results.
- Outcomes focused. Integrating innovation and proven strategies.
- Community-driven and community-owned interventions.
- Commitment to improve wellbeing for generations.
- Leadership and expertise. The problem is owned by all; the solution

## Proof Points

- Model of collective impact
- Capture and reinvest
- Data-driven (community health needs assessments and playbook) and shared measures tracked across partners
- Transformational communities, place matters
- 28-year plan that has measurable outcomes by 2040
- A ***shared leadership model*** reflects the complexity of the challenge ahead. Top down and bottom up. Innovations come from community leaders and public/private investments.

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# ARCHI Brand Architecture

Name

ARCHI

Position

Innovate. Invest. Transform.

Brand Promise

Support the mission of our partners through the collective impact of diverse resources that advance the key indicators of Atlantans' health and well-being.

# Next Steps

- 3-year plan
  - Goals/objectives
  - Operationalize
  - Organization
- Marketing and communications program
  - Image and identity
  - Messaging
  - Tools
  - Partner communication
  - Publicity
  - etc.

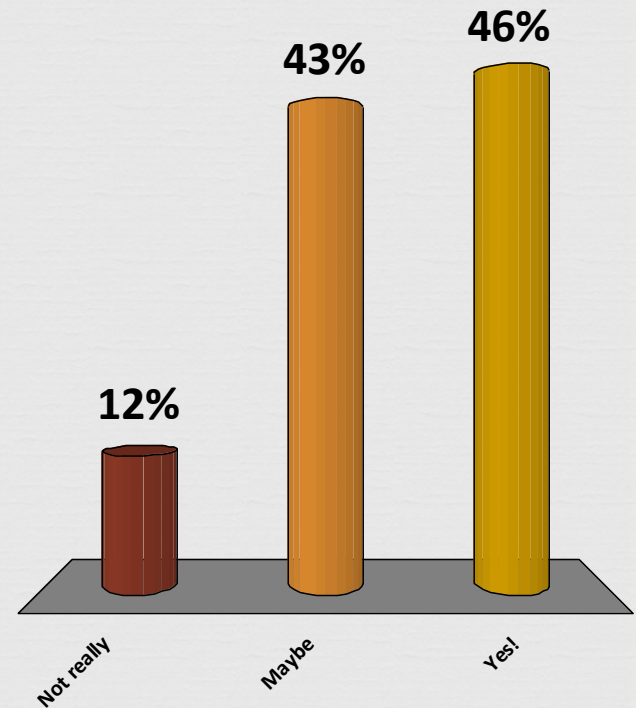
# Polling





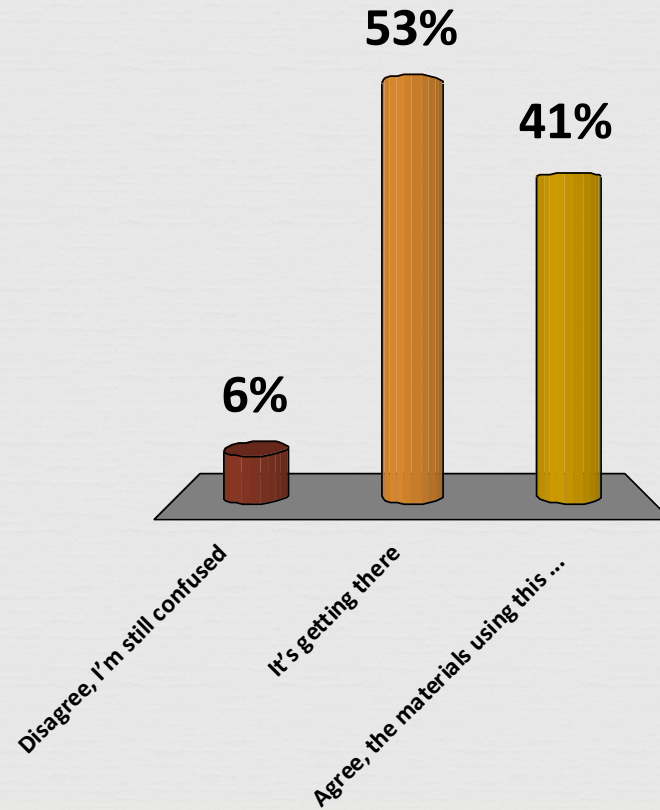
Atlanta's regional problems are complex-  
ARCHI is taking a complex approach to solving  
these issues- this language will help me think  
and describe this more succinctly?

- A. Not really
- B. Maybe
- C. Yes!



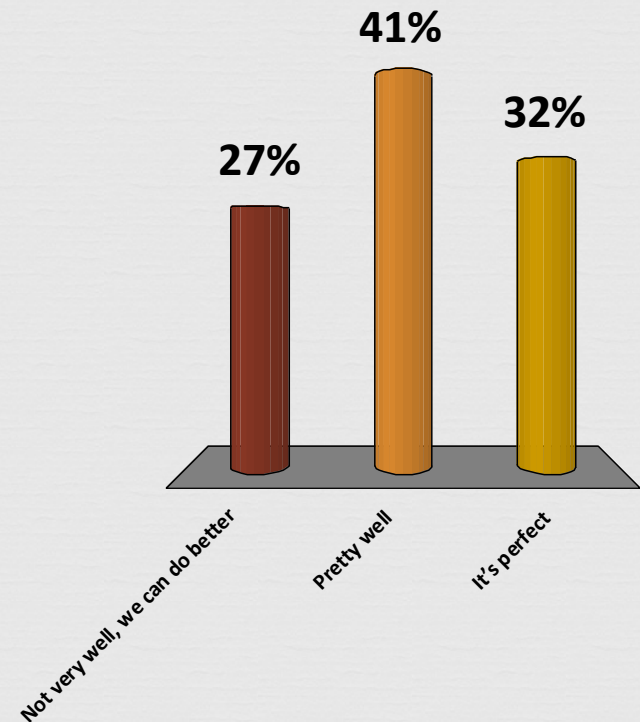
# ARCHI's messaging sounds like it is on the right track:

- A. Disagree, I'm still confused
- B. It's getting there
- C. Agree, the materials using this language will be helpful to me



How well does the name ARCHI (Atlanta Regional Collaborative for Health Improvement) communicate the organization's message?

- A. Not very well, we can do better
- B. Pretty well
- C. It's perfect



# Community Health Workers



*Madelyn Adams, Kaiser Permanente*

# Youth Community Health Worker Training: An Alignment Story in Tri-Cities



*Robyn Bussey, Georgia Health Policy Center*

*Arletha Livingston, Morehouse School of Medicine*

*Protip Biswas, United Way of Greater Atlanta*

*Ginna Goode, Piedmont Healthcare*

*Christopher Ervin, ARCHI Tri-Cities Stewardship Group*

*Mary Wilson, ARCHI Tri-Cities Stewardship Group*

*Kelsey Jones, CHW Training Participant/McClarín High School Graduate*

*Sean Martin, CHW Training Participant/McClarín High School Graduate*





# Community Health Worker Training



Video

# Closing



*Etha Henry, United Way of Greater Atlanta*



# Partnership Agreement



# ARCHI Partners



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# Upcoming Quarterly Breakfast



December 7, 2016

# ARCHI



September 14, 2016

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*Joining Forces to Improve Health Outcomes in Metro Atlanta*