Engaging Public-Private Partnerships

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Engaging in Public-Private Partnerships to Improve Health Outcomes

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Learning Objectives

• Define public-private partnerships in the context of HIV healthcare organizations

• Discuss the importance of engaging in public-private partnerships to enhance organizational capacity and service delivery

• Outline key steps to develop effective public-private partnerships for healthcare organizations

• Identify best practices for developing public-private partnerships to advance health outcomes
Public and Private Entity

- **Private**: Privately-funded hospitals, for-profit businesses, philanthropic organizations, and pharmaceuticals

- **Public**: Healthcare organizations, FQHCs, academic institutions, health departments, and community-based organizations
Public-Private Partnerships

• Share resources, skills, and assets between 2+ entities
• Experience challenges, benefits, and risks of partnership
• Share in decision-making and risk-taking
• Commit to improving health
Examples of Shared Resources, Skills, & Assets

• Financial Support
• Services
• Expertise
• Space
• Materials
• Technology
Why Public-Private Partnerships?

• Collaborative approach can enhance ability to solve health challenges

• Leverage skills and experience for:
  o Knowledge
  o Equipment
  o Training
  o Development
  o Service Delivery
Benefit of Public-Private Partnerships to Healthcare Organizations

- Leverage resources
- Reduce costs through cost-sharing
- Combine capabilities and build on different perspectives/experience
- Extend reach of services, messages, and programs
- Expand awareness for causes
- Gain insights from different sector
- Improve operational performance and innovation through sharing technology
Incentives for Private Entities

- Gain exposure to new markets
- Create new products to meet unmet social needs
- Enhance reputation
- Demonstrate corporate social responsibility
Public-Private Partnership Contributions to Healthcare System

Greater access to:
- Intellectual capital
- Audiences
- Networks
- Markets
- Technology
- Research and evaluation tools
- Education opportunities
- Infrastructure
Benefit to Health Systems

• Credible partners
• Engage more clients
• Greater support network
• Potential for innovative approaches and programs
• Stronger risk management and greater adaptability
• Accelerate industry development and knowledge
How to Construct a Partnership
Multiple Methods for Building Partnerships

• No single formula

• No set “rules of the game”

• Scope, evaluation process, and roles depend on each partner
Public-Private Partnerships do not just happen; they are built.
Principles for Forming a Partnership

1. Define the issue
2. Identify the need
3. Assess existing resources
4. Identify prospective partners
5. Structure the partnership
   • Define the roles, responsibilities, and scope
6. Implement the partnership
7. Assess the impact and lessons learned
Phases of Partnership Development

1. Design Phase
   • Establish a vision
   • Identify a partner

2. Execution Phase: The “Deal”
   • State the objectives, establish a timeline
   • Define elements of plan, roles, responsibilities
   • Establish guidelines, maintain communication

3. Evaluation Phase
   • Consider outcomes
   • Costs v. benefits
Assessing Potential Partners

• Areas of interest?
• Motivation for partnering?
• Public image/reputation?
• Social responsibility?
• Aligned missions?
• Financially stable/sustainable?
Seven C’s of Strategic Collaboration

1. Clarity of purpose
2. Creation of value
3. Congruency of mission, strategy, and values
4. Connection with purpose and people
5. Communication between partners
6. Continual learning
7. Commitment to the partnership
Components of a Written Agreement

1. Organizational details for each partner
2. Goals and objectives
3. Operating principles
4. Roles and responsibilities of partners
5. Performance measurements
Components of a Healthy Partnership (1)

• Clear objectives and scope
• Co-creation of partnership design
• Mutual benefits and shared responsibilities
• Trust and respect
• Good communication
• Clear management process
• Compliance with legal requirements
• Plan for implementation and evaluation
Components of a Healthy Partnership (2)

- Legal and regulatory framework
- Transparency and accountability
- Policy support
- Commitment to public good
- Common understanding
- Sharing of resources
- Community involvement
Evaluation Checklist for Public-Private Partnerships

- Have you achieved the intended outcomes?
- Have there been any unexpected outcomes?
- Is there evidence that the partnership is valuable?
- What were the costs and benefits of the partnership?
- What are the lessons learned?
Measuring Effectiveness of a Partnership

- Total public and private resources leveraged
- Number of people impacted
- Amount of investment leveraged
- Return on investment
- Impact on health outcome
Case studies: Public-Private Partnerships
Medical Residency Program

**Partners:** Virginia Mason Graduate Medical Education program (Seattle) & Eastgate Public Health Center

**Goal:** Improve access to care for underserved areas & populations

**Structure:** Medical residents see patients throughout their residency in one clinic – patients benefit from continuity of care
Community Case Management Program

Partners: Cecil County Health Department (CCHD) and Union Hospital of Cecil County (UHCC), Maryland

Goals: Reduce unnecessary hospital readmissions for chronic conditions

Structure: Grant from Maryland state to support the addition of a second nurse to implement “Project Re-Engineered Discharge” (RED) program
Reducing Cancer Disparities

**Partners:** Cancer Coalition of South GA, health departments and community health centers

**Goals:** Prevent cancer and increase survival rates

**Structure:** Coalition hired health navigator to identify at-risk patients and link them to screening
Connecting Health Centers

**Partners:** 10 primary care community-based organizations

**Goals:** Advocate for healthcare access initiatives on local, state, and federal levels and serve the needs of medically-underserved communities

**Structure:** An on-going local consortium
Home-Based Screenings and Treatment

**Partners:** Durable medical equipment (DME) vendor and a managed care organization, Gateway Health Plan

**Goals:** Expand value-added services for health plan members signed up for home delivery of testing supplies

**Structure:** Techs conduct in-home HbA1c testing for diabetic members with gap in monitoring, self-care education and follow-up
Addressing Hypertension and Diabetes Disparities

**Partners:** Neighborhood Health plan and local grocery stores and pharmacies

**Goals:** reduce high blood pressure and diabetes disparities among African Americans

**Structure:** MCO places facilitator in local grocery stores to survey consumers, provide fresh produce vouchers, provide diabetes education and screenings
Community Champions!

**Partners:** Boston Public Health Commission, Boston Alliance for Community Health, city agencies, community organizations, and 75 resident Healthy Community Champions (HCCs)

**Goal:** Increase smoke free housing options

**Structure:** HCCs recruit, train, and offer technical assistance to landlords and real estate management companies interested in converting their housing stock to be completely smoke-free
Hip Hop for HIV Awareness

**Partners:** Houston Department of Health and Human Services, 97.9 The Box, AIDS Foundation Houston, Amerigroup Community Care

**Goal:** Increase HIV testing among African American young people (15-35 years old) in Houston

**Structure:** Individuals get tested at a Ticket for Testing location and receive a free concert ticket.
Get Screened Oakland

**Partners:** CBO/ASOs, hospitals, clinics, local businesses, faith-based organizations

Initiated by Mayor Ronald Dellums (former) and supported by private companies and organizations

**Goal:** Increase routine HIV testing and linking patients to care

**Structure:** Site visits, community meetings, community health fairs, and outreach events
Strategic Business Planning

**Partners:** Deloitte and AIDAtlanta

**Goal:** Expand AIDAtlanta’s services and develop a more sustainable business model

**Structure:** Deloitte executives develop a strategic plan and 2-year roadmap for AIDAtlanta. Executives conducted research, interviews, community scans, and developed leadership and staff training to prepare for organizational changes
Offer the Test

**Partners:** Pfizer & DC Department of Health

**Goal:** Increase HIV testing in primary care settings in DC

**Structure:** Pfizer representatives deployed to utilize existing relationships with physicians to discuss routine testing, answer questions
Medication Management Therapy

**Partners**: Walgreens and CDC

**Goals**: Improve retention in care, adherence to drug treatment regimens, and improve health outcomes

**Structure**: Conduct a 3-year pilot program provided by pharmacists with primary care providers at HIV-focused community pharmacies to examine the impacts of MTM on HIV patients
Public Health Detailing

**Partners:** Public health professionals and private primary care providers in rural New Hampshire

**Goal:** Integrate HIV screening and improve STD testing in primary care settings

**Structure:** Primary care outreach facilitated by public health program manager
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If you have any additional questions, please email us: P4CHIVTAC@mayatech.com