

HIV TAC TEAM



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:
 - Knowledge
 - Equipment
 - Training
 - Development
 - 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

$\rightarrow x^2 + px + q = 0$
 $\rightarrow x_{1/2} = -\frac{p}{2} \pm \sqrt{\left(\frac{p}{2}\right)^2 - q}$

$W = \int_{s_1}^{s_2} F(s) \cdot \cos \alpha \, ds$
 $v = \frac{ds}{dt}$
 $\tanh x = \frac{e^x - e^{-x}}{e^x + e^{-x}}$
 $\theta = \underline{I} \cdot N$
 $u_c = U(1 - e^{-t/RC})$
 $C + O_2 \rightarrow CO_2$

$f_r = \frac{1}{2\pi} \cdot \frac{1}{\sqrt{LC}}$; $\omega = 2\pi f_r$
 $4 FeS_2 + 11 O_2 \rightarrow 2 Fe_2O_3 + 8 SO_4$

$-\frac{d}{dt} \int_A \vec{B} \, dA = \oint_L \vec{E}' \, dl = - \int_A \left(\frac{\partial \vec{B}}{\partial t} + \text{rot}(\vec{B} \times \vec{v}) \right) \, dA$? $x \neq y$; $z = x$
 $\rightarrow W_{\text{rot}} = \frac{1}{2} \cdot J \omega^2$

$HCl + H_2O \rightleftharpoons Cl^- + H_3O^+$ $\dots a^2 = b^2 + c^2$

$V = \frac{1}{6} \pi h (3e_1^2 + 3e_2^2 + h^2)$ $P_v = \int_{\varphi=0}^{2\pi} \int_{\vartheta=0}^{\pi} \frac{r^2}{5\sigma_2} H_\varphi H_\varphi^* \sin \vartheta \, d\vartheta \, d\varphi$

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

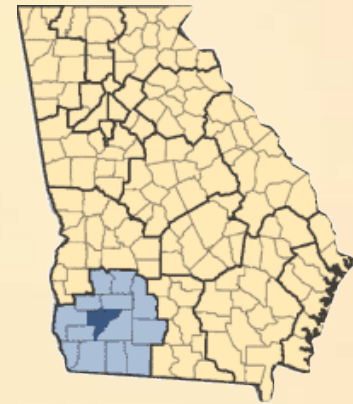
Structure: Grant from Maryland state to support the addition of a second nurse to implement “Project Re-Engineered Discharge” (RED) program

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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WE NEED YOU!

Participate as Health Center co-presenter.

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Thank you for participating in this Webinar. We hope that you are able to find the information provided useful as you continue your P4C project. We ask that you take a few moments to complete the feedback survey you will receive when you close out of this webinar.

Thank you for participating in today's webinar

If you have any additional questions, please email us:

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