

OUTREACH BUSINESS VALUE TOOLKIT

Overview: This toolkit accompanies the Strategic Framework developed by Health Outreach Partners (HOP) and John Snow, Inc. (JSI) as part of the Business Value of Integrated Health Outreach Programs Project. The goal of the framework and accompanying tools is to enable health center leaders to consider the multiple pathways to potential financial benefits of an integrated health outreach program.

Getting started: Each tool asks leaders to input data specific to their local community need and/or make some assumptions/estimations. The reason for asking for local data and assumptions is to ensure that the financial outcome estimates reflect the underlying local conditions that can vary across communities (e.g., Medicaid patients may have an average of 2.5 visits/year for one community health center (CHC) but 3.3 visits/year in another) and leaders' risk tolerances (e.g., leader may feel most comfortable estimating that 50% of those newly eligible will enroll even if national estimates suggest something different). The tools are also designed this way to allow leaders to perform sensitivity analyses by varying underlying assumptions. By looking at return on investment using a range of assumptions from aggressive to most likely to conservative, it may make it easier for leaders to guide their management teams and boards to make well-informed investment decisions.



Strategic Framework

Summary document outlining costs, outreach activities, outputs, and potential financial benefits of multiple pathways.



Tool 1: Eligibility and Enrollment Calculator

Purpose: To estimate possible financial benefits from recruiting and enrolling new patients, and converting existing uninsured eligible patients.



Tool 2: Alternative Payment Tool

Purpose: To identify areas where outreach may play a role in helping a health center achieve goals or provide services related to alternative payment arrangements.



Tool 3: Clinical Efficiency Tool

Purpose: To estimate possible financial benefit associated with improving provider efficiency by including an outreach worker on the care team.



Tool 4: Community Resources Tool

Purpose: To consider areas where an outreach program may contribute to avoiding current costs associated with activities such as marketing, needs assessments, and cultural competency training.



Dimensions of Outreach Program Integration

Purpose: To outline six dimensions of outreach program integration including alignment of goals, leadership, communication, infrastructure, evaluation, and financial integration.

