



# 14<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium

## Welcome to Day 2

# The “What” of the Symposium

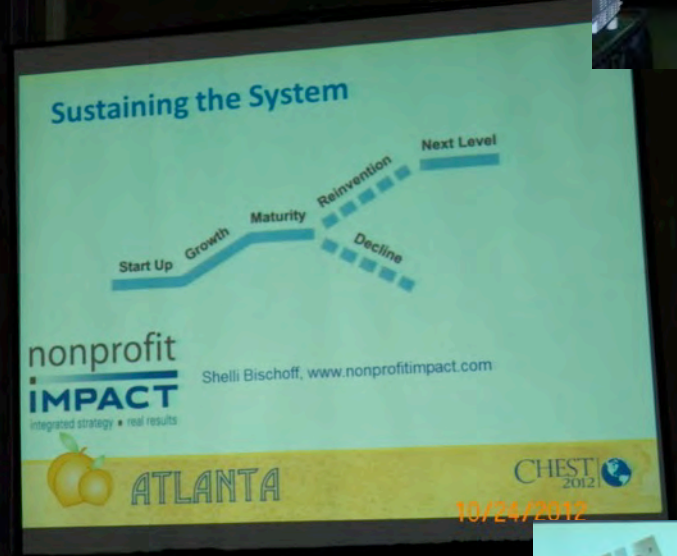
- **Construct Management Tools that Build, Sustain and Spread Your Unique Program Assets**
- **Connect to a Resource Rich Campaign and Network**
- **Develop and Practice a Leadership Narrative to Convene Partners and Stakeholders**





***“Every statistic represents an individual”***

**“Wrong side of the information gap”**





***“Get your hand  
off the door”***



# My Program's Strategic Plan





## 13<sup>th</sup> Annual ACCP Community Asthma and COPD Coalitions Symposium

**Utilizing Technology to Implement  
Guidelines Based Care**

**Telemedicine in Chronic Disease**

**Ronald Poropatich, MD**





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## Networking Break-Ins

# Break Ins

- Preventing Re-Hospitalization for COPD
  - Jerry Krishnan, MD, PhD
- Successful School-based Asthma Programs
  - Facilitators: Eric Ambrecht, PhD, Peggy Gaddy RRT, MBA



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# Sustaining Your Program- Defining Your Program's Value

# My Program's Strategic Mission

## EXERCISE #2A

### My program's strategic mission



The impacts my program will have on my population of focus include

\_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

(**long-term outcomes/impacts** my program is aimed at)

# My Program's Strategic Goals

## EXERCISE #2B

### My program's strategic goals



I will measure progress towards long-term outcomes/impacts by tracking \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

(**short-term and intermediate outcomes** that will help you achieve your impacts – what measurable knowledge & behaviors will change as a result of your activities)

# My Program's Strategic Objectives

## EXERCISE #2C

### My program's strategic objectives



I will assess products and activities  
by tracking: \_\_\_\_\_,  
\_\_\_\_\_, and  
\_\_\_\_\_.  
(my program **outputs**)

# My Program's Strategic Tasks

## EXERCISE #2D

### My program's strategic tasks

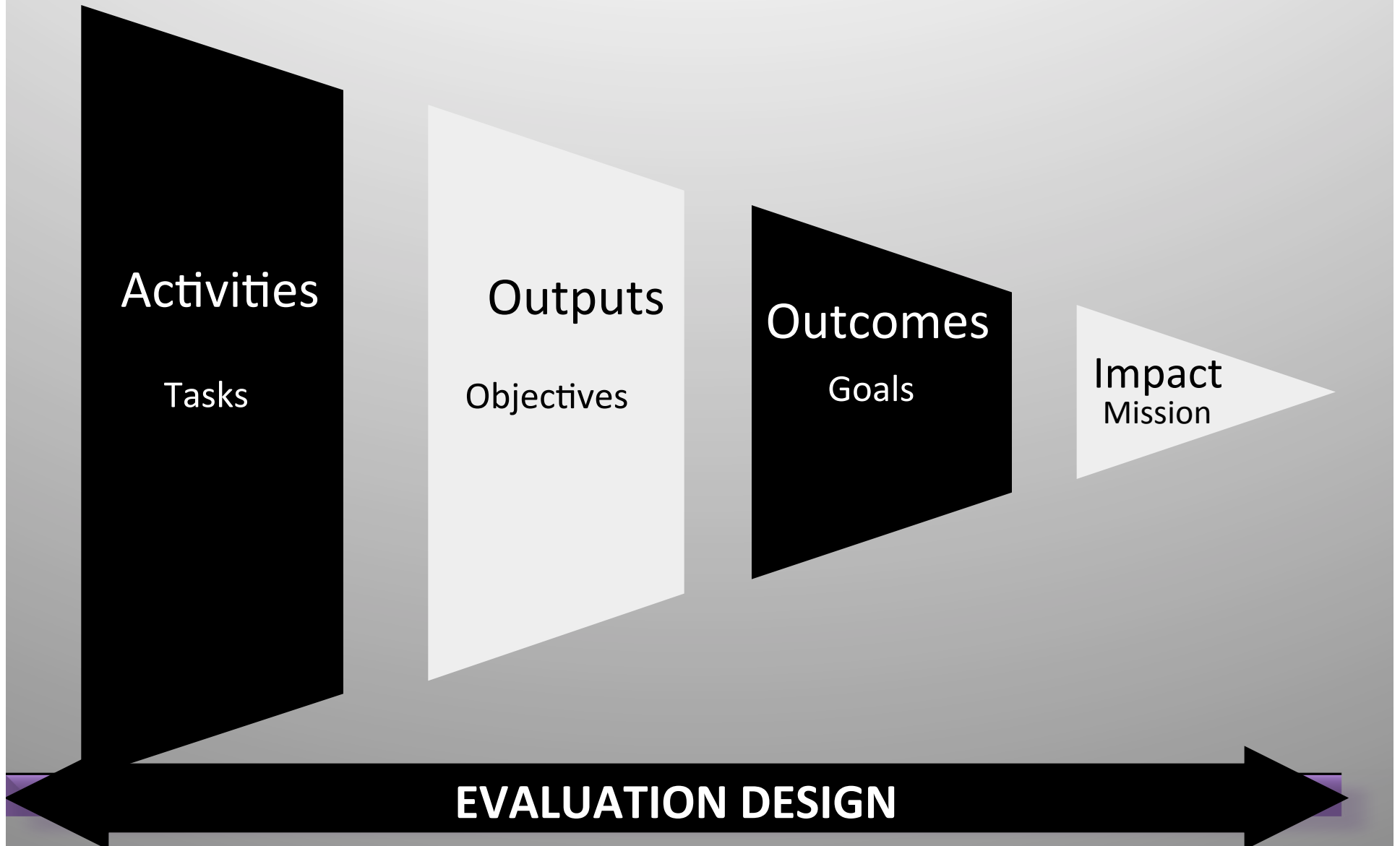


To achieve my mission, I will take the following actions:

\_\_\_\_\_,  
\_\_\_\_\_, and  
\_\_\_\_\_.  
(my program **activities**)

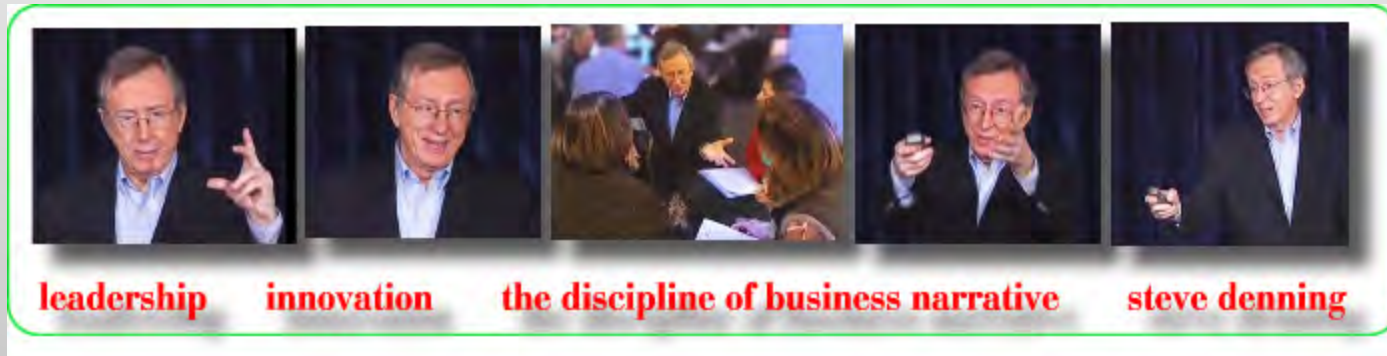
# Translating into a Logic Model

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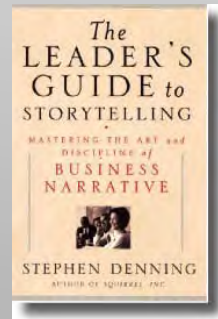
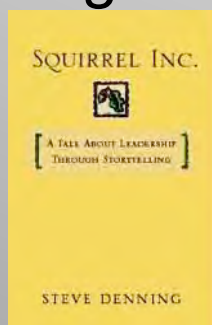




# Storytelling as a Business Narrative



Organizational storytelling is an emerging discipline



Disciples: Madelyn Blair, Evelyn Clark, Seth Kahan, Gary Klein, Doug Lipman, Carol Pearson, Annette Simmons, Dave Snowden, and Victoria Ward

**“A narrative is a **promise** about what you will deliver...The promise becomes a **value proposition**, a compact story about the value you bring to your customers in meeting their **needs**...Eliciting this value proposition depends on knowing **what the customer cares about** and being responsive to this need.”**

**Stephen Denning**

# What is a Value Proposition

- An analysis and quantified review of the benefits, costs and value that an organization can deliver to customers/ funders and other stakeholders.

# What is a Value Proposition Statement

- An irresistible invitation to accept a totally seductive offer that is a promise of the value you will deliver to a stakeholder.

# Creating Your Value Proposition

**Charting Your Route Forward - Knowing Where You Want to End Up and Writing the Plan to Get There** 9:00 - 10:00 am

**EXERCISE #4**

My Population of Focus: The People I serve: \_\_\_\_\_

**My Mission:**  
The Long-Term Impacts I Will Create by Achieving for My  
Population of Focus: \_\_\_\_\_  
What I Will Measure: \_\_\_\_\_

**My Goals:**  
What I Will Achieve to Ensure I Meet My Commitments: \_\_\_\_\_  
Short-term & Intermediate Outcomes: \_\_\_\_\_  
What I Will Measure: \_\_\_\_\_

**My Objectives:**  
What I will measure and track to assess my products and activities: \_\_\_\_\_  
Outputs: \_\_\_\_\_

**My Tasks:**  
The Activities I Will Run to Achieve Impacts: \_\_\_\_\_

**My Costs:**  
The Investments that Drive the Price:  
Management: \_\_\_\_\_ %  
Evaluation: \_\_\_\_\_ %  
Programming: \_\_\_\_\_ %

**EXAMPLE**  
Pop of Focus: \_\_\_\_\_

**EXAMPLE**  
Impact: \_\_\_\_\_  
Measure: \_\_\_\_\_  
Impact: \_\_\_\_\_  
Measure: \_\_\_\_\_

**EXAMPLE**  
Intermediate Outcomes: \_\_\_\_\_  
Measure: \_\_\_\_\_  
Measure: \_\_\_\_\_

**EXAMPLE**  
Outputs: \_\_\_\_\_

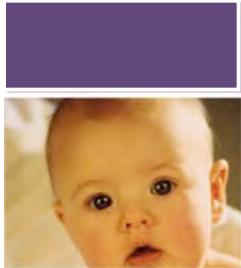
**EXAMPLE**  
Activity: \_\_\_\_\_  
Activity: \_\_\_\_\_  
Activity: \_\_\_\_\_

**EXAMPLE**  
Management Costs: \_\_\_\_\_  
Management Costs: \_\_\_\_\_  
Management Costs: \_\_\_\_\_  
---TA: \$120,000

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How it Works

**A Mentoring Conversation With  
Faculty Programs**



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## Leaving in Action

# Value Proposition Script

Leading a Breakthrough—Realistic Requests and Bold Offers 10:00 – 10:45 am

**EXERCISE #5**

For \$ \_\_\_\_\_ (MY COSTS) my program will improve asthma outcomes  
 for \_\_\_\_\_ (MY POPULATION OF FOCUS) by  
 achieving \_\_\_\_\_  
 and \_\_\_\_\_ (MY IMPACTS & OUTCOMES).  
 My community will benefit from my work in terms of (MY UNIQUE VALUE FOR THIS AUDIENCE): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EXAMPLE**

For \$250,000, Asthma Care in Action will improve the quality of life for the 3,000 pediatric asthma patients we serve by reducing asthma events by 50%, doubling the number of families capable of effectively self-managing their asthma, and reducing children's exposures to environmental asthma triggers in their homes. We estimate our work will deliver \$250,000 per year in savings to the health care system through 50% fewer ER visits.

What data do I need to refine my value proposition statement and how can I get it?

\_\_\_\_\_

\_\_\_\_\_

Who in my community needs to hear my value proposition statement?

\_\_\_\_\_

\_\_\_\_\_

Business	Key Value Proposition
City of San Francisco	Improve the health and safety of the community
City Council Members	Improve health, safety & quality of life
Business Community	Improve quality of life
Healthcare Community	Cost Savings, Better Outcomes
Community Organizations	Cost Savings, Better Outcomes
Residents	Reduced Stress, Lower Expenses, Better Health & Quality of Life
Local Government	Cost Savings, Better Outcomes, Lower Expenses, Better Quality of Life
Businesses	Cost Savings, Better Outcomes, Lower Expenses, Better Quality of Life

In \_\_\_\_\_



# Completing Our Work

- **Write Your Value Proposition Leadership Story**
- **Say It Out Loud**
- **Be Showered with Encouragement!**

# Making the Pitch

“For \$ \_\_\_\_\_ per  
year (MY COSTS) we will dramatically improve  
asthma outcomes for

\_\_\_\_\_ (MY  
POPULATION OF FOCUS) by achieving

\_\_\_\_\_, and  
\_\_\_\_\_

\_\_\_\_\_ (MY HIGH VALUE OUTCOMES).”

- [FIND A PROGRAM NEAR YOU](#)
- [JOIN THE NETWORK](#)
- [EXPLORE ASTHMA RESOURCES](#)

### From The Discussion Forum

#### Asthma Awareness Month - Outreach

Emily Norton 7 Apr 2010 - 12:21 pm  
3 comments

#### National Asthma Forum

epaBrandy 7 Apr 2010 - 4:06 pm  
1 comments

[more from the forum »](#)

[post to the forum »](#)

### Weekly Poll

What are the key elements to bringing asthma under control?:

- Funding
- Community Partnerships
- Comprehensive Asthma Management

[vote »](#)

### SPOTLIGHT



Communities in Action for Asthma-Friendly Environments  
**2010 National Asthma Forum**  
WASHINGTON, DC JUNE 17-18, 2010

1 2 3 4

#### Upcoming Event

**Attend the 2010 National Asthma Forum**

[read more »](#)

### FROM THE BLOG

#### Welcome to the new AsthmaCommunityNetwork.org!

Dave Rowson 7 Jun 2010 - 11:00 am

#### Action plans help

Jay M Portnoy 7 May 2010 - 6:32 pm

[more from the blog »](#)

[post to the blog »](#)

#### Keys to Success

**Request a Mentor** – Find support and guidance from an AsthmaCommunityNetwork.org mentor. Learn how other programs have successfully overcome similar challenges.

#### Program Spotlight

**WIN for Asthma** – Learn how bilingual community health workers offer family-focused asthma education, address household triggers, and link families to clinical and social resources.

### Upcoming Events

**JUN 19** Learn and Teach the Asthma Basics

**JUN 26** Wesley House Allergy & Asthma Health Fair

**JUL 24** Free Asthma Screening

[more events »](#)

[add your event »](#)

### New Resources

5/25/10

Interactive Asthma Action Plan (iAAP)

5/24/10

Interactive Asthma Action Plan (iAAP)

[more resources »](#)

[add your resource »](#)



# Gratitude

