



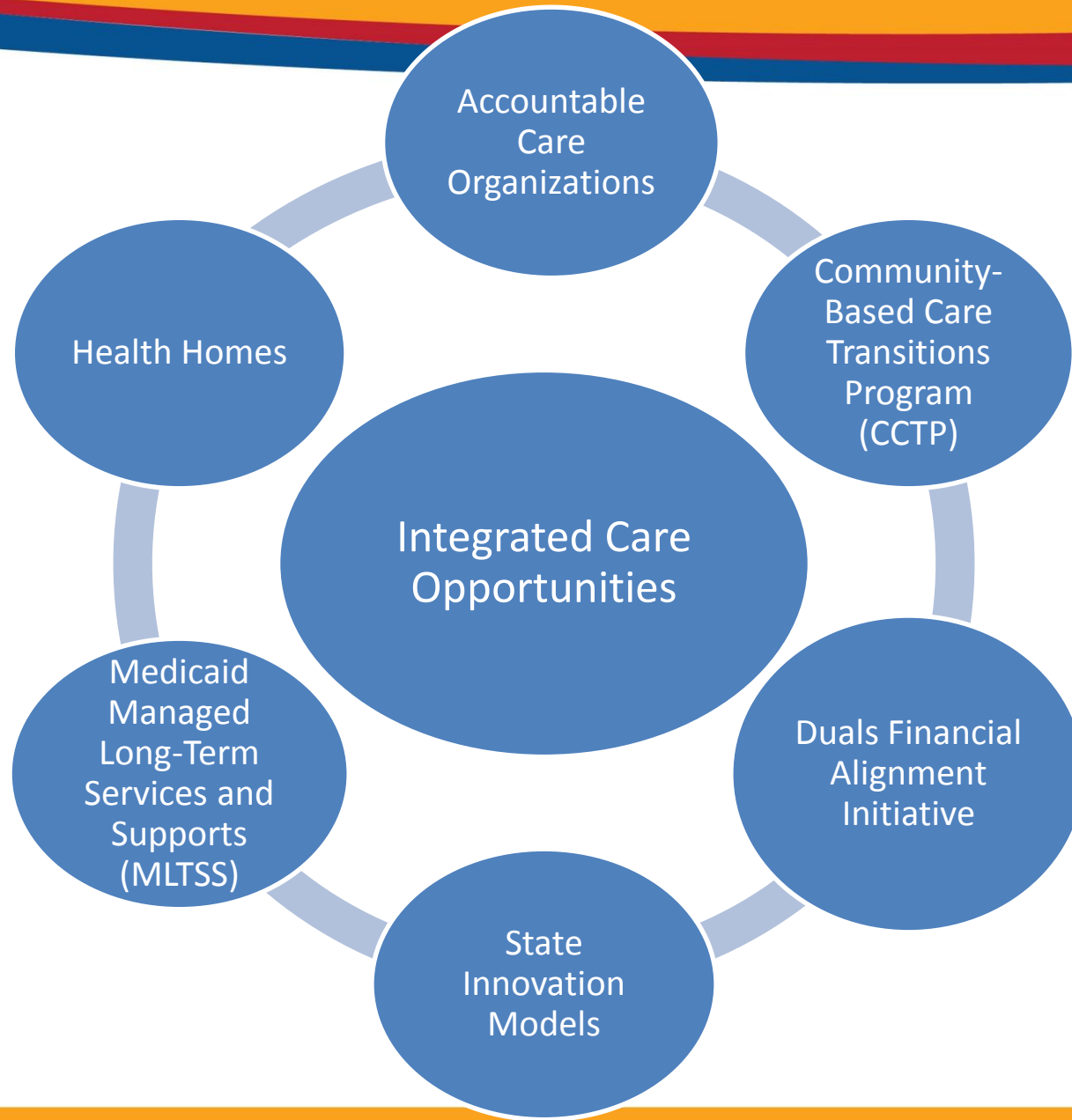
2015 Business Acumen Learning Collaborative: *Welcome Call*



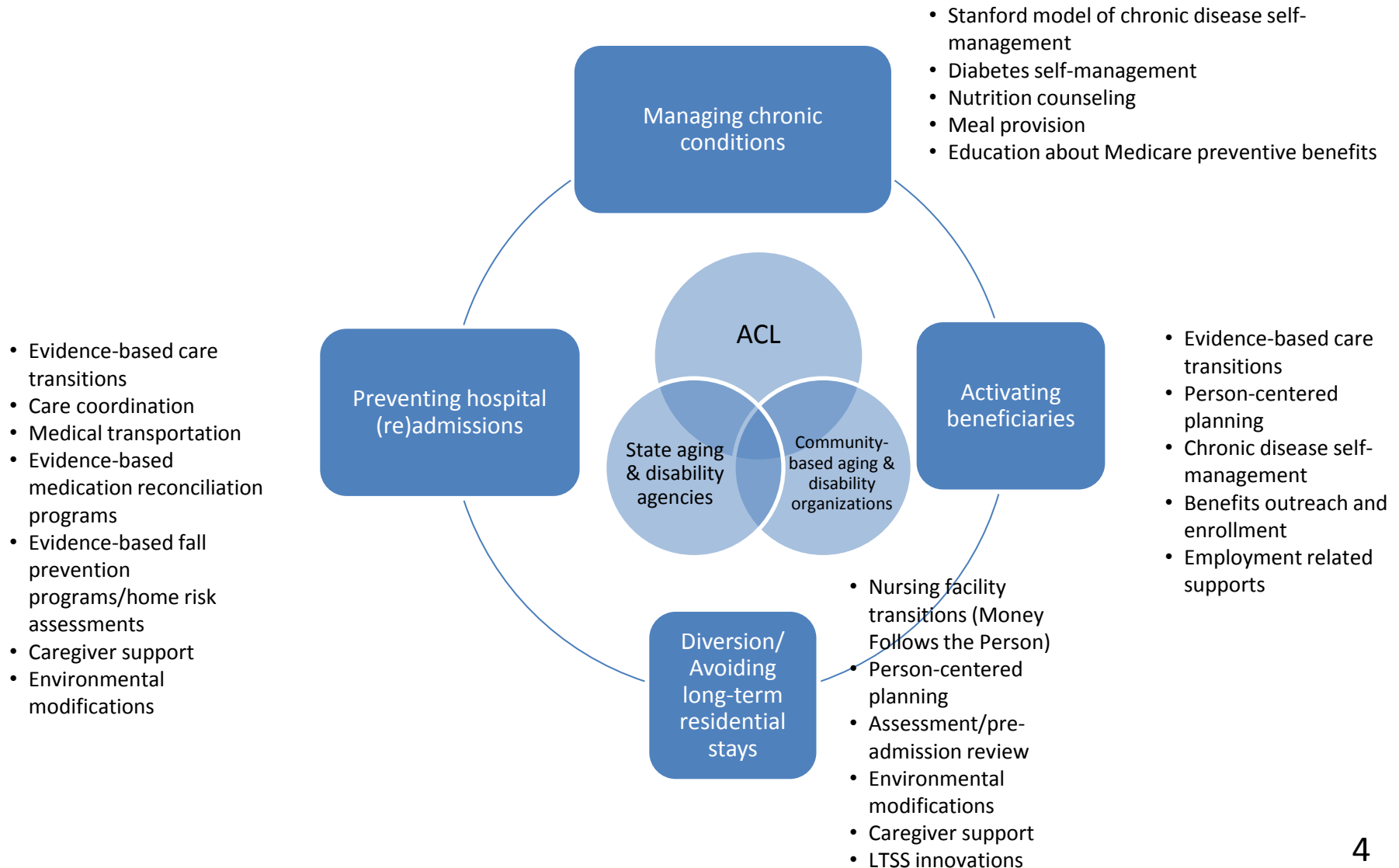
Agenda

- ACL's history, interest, and activities related to business acumen
- Our goal and the journey ahead
- About learning collaboratives
 - Our change package
- Who is on this journey with you?
- How do we get there? (What lies ahead)
- Making individual technical assistance requests
- Questions

Integrated Care Opportunities



Where do CBOs add value?



ACL Business Acumen Activities

2012: Grants to national partners to build the business capacity of aging and disability organizations for MLTSS

2012 - Present:
Engagement with public and private partners

2013-Present: Business Acumen Learning Collaboratives

Our goal

- Each network will have at least one new contract with an integrated care entity by the end of the collaborative.



The journey ahead

- Format: Action learning collaborative



What is an action learning collaborative?

- Aim (*Each network will have at least one new contract with an integrated care entity by the end of the collaborative.*)
- Change package
- Learning sessions/pacing events
- Individual technical assistance (TA)
- Action periods

What is our change package?

- Understand the market
 - Existing and changing
 - What do your customers want?
 - What are your network's strengths (and weaknesses)?
 - Who are your competitors?
- Identify your product line
 - What are your costs?
 - What can the market bear?

Change package (continued)

- Articulate your value/business case
 - Communicating your services and value clearly and consistently
 - How does what you can offer meet your customer's needs or solve their problems?
- Forge relationships/partnerships
 - Who is in your network? Who isn't, but needs to be (based on customers' needs)?
 - Who are your champions (especially those closely tied to your target customers)?

Change package (continued)

- Change your organizational culture
- Establish your legal structure
 - What are your options for structuring your network?
 - What firewalls do you need?
 - What is your contracting vehicle?
- Determine your pricing/capital/cash flow
- Build your infrastructure for referral/billing/tracking outcomes
 - Information technology

Change package (continued)

- Ensure scalability/volume
- Sell your services/negotiate your contract
- Quality/performance management/accreditation

Who is on this journey with you?

- Introductions:
 - Networks
 - ACL staff
 - Collaborative funders
 - Individual TA providers
 - Other TA partners

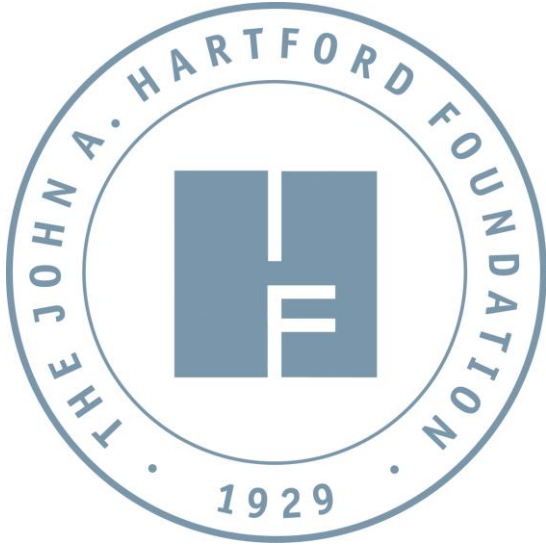
Who is on this journey with you? (Networks)

- Network leads:
 - County of San Diego, Health and Human Services Agency Aging & Independence Services (CA)
 - Alameda County Aging, Disability, and Resource Connection (CA)
 - Indiana Association of Area Agencies on Aging, Inc., and the Indiana Aging Alliance, LLC (IN)
 - Aging and Disability Resource Consortium of the Greater North Shore, Inc. (MA)
 - St. Louis Metropolitan Integrated Health Collaborative (MO)
 - Center on Aging and Community Living (NH)
 - INCOG Area Agency on Aging and Ability Resources, Inc. (OK)
 - The Arc Tennessee (TN)
 - Vermont Association of Area Agencies on Aging (v4a) and the Vermont Community-Based Collaborative (VT)
 - Aging and Long Term Care of Eastern Washington (WA)
 - Wisconsin Institute for Healthy Aging (WI)

Who is on this journey with you? (ACL staff)

- Marisa Scala-Foley (marisa.scala-foley@acl.hhs.gov; 202-357-3516)
- Lauren Solkowski (lauren.solkowski@acl.hhs.gov; 202-357-3494)
- (...and many others)

Who is on this journey with you? (Collaborative funders)



Who is on this journey with you?

(Individual TA providers)

- Tim McNeill, ACL consultant (tmcneill@me.com; (202) 344-5465
-  Aging and Disability Partnership for MLTSS, Mary Kaschak, mkaschak@n4a.org; 202-872-0888)
advocacy | action | answers on aging
 - Disability Rights Education and Defense Fund
 - Health Management Associates
 - National Disabilities Rights Network
 - National Senior Citizens Law Center/Justice in Aging

Who is on this journey with you? (Other TA providers)



Who is on this journey with you? (Members of the 1st collaborative)

- Partners in Care Foundation (CA)
- San Francisco Department of Aging and Adult Services (CA)
- Florida Health Network (FL)
- Elder Services of the Merrimack Valley (MA)
- The Senior Alliance and the Detroit Area Agency on Aging (MI)
- Minnesota Metro Aging and Business Network (MN)
- AAAs of Erie and Niagara counties (NY)
- PA Association of AAAs, Inc. in partnership with the PA Centers for Independent Living (PA)
- North Central Texas Council of Governments (TX)

How do we get there? (The specifics)

- Pacing events:
 - Monthly calls (topical and office hours)
 - In-person (2 days) meetings in DC area: Possible dates for first meeting -- March 30-31, April 15-16, or April 16-17
 - Hartford/SCAN will pay for *up to 2 people per network* to come
 - You may bring up to 2 additional people from your network (at your own cost)
- Action periods: Work in between on your own (& occasional homework)

How do we get there? (The specifics)

- One-on-one technical assistance (TA)
 - Situational, SWOT, and gap analyses
 - Strategic plan with a deliverable schedule
- Other optional learning opportunities (conferences, webinars)
- Monthly reporting (through Partners in Care Foundation)

What happens now?

- Situational analyses/interviews
 - Tim McNeill will contact you in the next week or so

Making individual TA requests

- Initial requests:
 - Contact Lauren Solkowski
(lauren.solkowski@acl.hhs.gov; 202-357- 3494)
- Subsequent requests can be made directly through TA provider(s)

Resources

- ACL Business Acumen Technical Assistance website: [click here for website](#)
- The SCAN Foundation:
 - Tools for CBOs to value and price services for partnerships with health payers: [click here to access tools](#)
 - Victor Tabbush: Overview of Preparing Community-Based Organizations for Successful Health Care Partnerships -- [click here to access the paper](#)
- Aging and Disability Partnership for Managed Long Term Services and Supports website: [click here for website](#)

Resources (continued)

- National Resource Center on Nutrition and Aging – Momentum Webinar 101 Series: Positioning your HCBS Organization in the Healthcare Market
 - *Part 1 – Overview of Health Reform Initiatives - How this Affects Your Organization and Terminology 101*: Offered on January 20th, [click here to access recording](#)
 - *Part 2 – Market Analysis - Determine Health Reform Initiatives in Your Market Area*: Offered on January 22nd, [click here to access recording](#)
 - *Part 3 – Network Development - The Need for Collaboration*: Scheduled for early March (Date TBD). [Click here to register](#)
 - *Part 4 – Developing a Strategy and a Business Model for Your Organization*: Scheduled for early March (Date TBD). [Click here to register](#)

Resources (continued)

- National Council on Aging (NCOA):
 - *Sustainability*: [click here to access Sustainability website](#)
 - *Diabetes Self-Management Training (DSMT) Resources*: [click here to access resources](#)
 - *NCOA online communities (Healthy Aging and DSMT groups)*: Discuss issues related to sustaining evidence-based programs. [To join, click here](#)

Questions?

