

DEVELOPING YOUR VALUE BASED PAYMENT VALUE PROPOSITION

Developed By:

Suzanne Daub, LCSW

Principal

Health Management Associates

sdaub@healthmanagement.com

September 2023

The source of funding for this grant award is District appropriated funds earned based on the American Rescue Plan Act (ARPA) of 2021. The obligated amount funded by Grantor shall not exceed \$999,000 in the first year per year, and one option year of up to \$500,000 unless changes in the obligated amount are executed in accordance with ARTICLE XV of this agreement.



INTRODUCTION

- » Value-Based Purchasing (VBP) is an approach that ties payment to the quality and efficiency of healthcare services delivered.
- » This resource covers the development of a value proposition, a compelling statement or proposition that outlines the unique benefits and value that a healthcare provider or organization offers to payers, service recipients, and other stakeholders. A well-crafted value proposition helps healthcare providers and organizations communicate their unique strengths and advantages to payers and patients, ultimately driving engagement, partnerships, and success in value-based payment models.

WHAT IS A VBP VALUE PROPOSITION?

- » A concise statement that articulates
- The population you serve.
 - The advantages your organization brings to the table.
 - The unique reasons that make your organization the optimal provider.
 - How your organization provides a solution to a need in your community.
 - The benefits of partnering or contracting with your organization.

WHAT IS A VBP VALUE PROPOSITION?

- » Your value proposition should answer the 4 W's and an H:
- Who are you? (and why are you uniquely prepared to meet this need?)
 - What will you do? (what intervention?)
 - Where will your impact occur? (the geographic and population target; number to be served)
 - Why is this intervention or these services necessary? (What data demonstrates the need? What gaps are there in the system of care that you and your partners are meeting? What data supports your assertion that this is a need?)
 - How will you know you've made a difference in addressing the problem?

WHAT IS A VBP VALUE PROPOSITION?

» Strong Value Statements:

- Focus on addressing the needs of the most vulnerable and critically underserved populations, identified through well-documented local assessments.
- Highlight the expertise and capacity of the organization, especially its unique expertise and connections to the targeted populations, such as language, culture, understanding of relevant health condition(s)

STEPS TO DEVELOPING YOUR VALUE PROPOSITION

1. Our target population
2. The services we provide
3. Demonstrating our impact
4. Identifying who your value proposition is for
5. Develop your value proposition
6. Prepare materials describing the value proposition (your pitch deck)

THE ANATOMY OF A VALUE PROPOSITION: TARGET POPULATION

- » Who is our target population?
 - Based on research and analysis
 - What are the specific needs of this target population?
 - What are the prevailing disparities within this population?
 - Where are the gaps in services?

THE SERVICES WE PROVIDE

>> What services do we provide to address these needs and gaps?

OUR IMPACT

- » What outcome and cost data do we have to demonstrate our positive impact?
- » How does our impact compare to state or nationwide data?
- » Are we missing data needed to “make our case”?

>> Useful data or metrics include:

- Reductions in emergency department utilization, hospitalization and/or hospital readmission.
- Access data (e.g., how quickly patients get seen from time of referral).
- HEDIS Measures (e.g., reduction in hemoglobin A1C, reduction in hypertension, etc.).
- Behavioral health outcomes (e.g., reduction in depression symptoms as demonstrated through PHQ 2/9, reduction in alcohol and other drug use)
- Successful transitions in care
- Consumer satisfaction
- Engagement in care

DETERMINING WHO OUR VALUE PROPOSITION IS FOR

>> Identify your key stakeholders

- Payers, MCOs, Accountable Care Organizations (ACOS)
- Potential partners (e.g., other healthcare providers and community-based organizations)
- State and county administrators/policy makers

VALUE PROPOSITION TEMPLATE

>> <Organization/Program Name> provides <what services> to <what target population> in <what geographic area> that are impacted by <what conditions>, resulting in <specific outcomes>.

VALUE PROPOSITION TEMPLATE FOR POTENTIAL PARTNERS

- »» What challenges your partner's ability to achieve desired outcomes?
- »» How can you help address this through partnership?
- »» Why is partnering with you more effective than other approaches?

Value Proposition Tool,
created by the Center for
Health Care Strategies:
Articulating Value within
Community-Based and
Health Care Organization
Partnerships
[Value-Proposition-Tool-
Fillable-Form_080918-1.pdf](#)
[\(chcs.org\)](#)

VALUE PROPOSITION TEMPLATE

» Last year alone, [name] was a health home for [total local estimate number or percent from UDS mapper] low-income people needing [types of services offered] in [service area]. Our primary care helps prevent or avoid more intensive and costly health care services. In our culturally aware, whole person care approach, we maintain close relationships and referral networks with [key collaborators, i.e., local hospital, health department, behavioral health services, social services; community-based organizations, etc.] Who address the social factors that influence the health of our patient populations.

[HITEQ Center - Health Center Value Proposition Template](#)

VALUE PROPOSITION TEMPLATE

- >> [Name] helps to improve the health of populations by
- Working to improve the health of the entire community by supporting economic and job growth. In 2014, health centers directly supported 170,331 full-time jobs and 169,463 jobs in other industries nationwide and generated over \$45.6 billion in total economic activity.
 - Assessing and addressing the social determinants of health (SDOH) impacting their patients. A four-state pilot of the SDOH tool, protocol for responding to patients' assets risks and experiences found that most patients faced 4-11 SDOH. To address SDOH, we provide services such as [population health activities, such as social supports; family and/or youth programs; access to food; community safety].
 - Our multi-disciplinary team integrates patient-focused care, including [list enabling services i.e., Care management and coordination].

[HITEQ Center - Health Center Value Proposition Template](#)

VALUE PROPOSITION TEMPLATE

- » [Name] helps improve the patient experience of care by:
- Providing a health home to our community members who need it most: nationally, uninsured health center patients were more likely than other uninsured people across the nation to have a usual source of care.
 - Meeting the needs of diabetic patients: diabetic patients at health centers nationwide fare better than non-health center patients.
 - Helping uninsured people get insurance: [Name] employed [number of staff] outreach and enrollment staff who helped enroll [number of individuals enrolled in health coverage] people in health coverage in [timeframe].
 - Offering weekend and evening hours and access to timely appointments: [percent] of patients said they were always got the care they needed when they needed care right away. [percent] always got an appointment for a check-up or routine care when they needed it.
 - Engaging patients in their health using technology, including our patient portal [patient portal name], which can [patient portal capabilities].
 - Helping our patients find, use and understand complex health information:
 - [percent] of our staff are bilingual [languages].
 - At our health center [percent] of our patients thought that their provider listened carefully to them and [percent] thought their provider explained things in a way that was easy to understand.

[HITEQ Center - Health Center Value Proposition Template](#)

- » Health Information Technology, Evaluation, and Quality Center
 - <https://hiteqcenter.org/Resources/Value-Based-Payment/Data-Demonstrating-Health-Center-Value/health-center-value-proposition-template>
- » Center for Healthcare Strategies
 - [Value-Proposition-Tool-Fillable-Form_080918-1.pdf \(chcs.org\)](#)
- » National Council for Behavioral Wellness: Developing Your Value Proposition Guide
 - [Developing Your Value Proposition Guide - National Council for Mental Wellbeing \(thenationalcouncil.org\)](#)

MINI SELF ASSESSMENT



Knowledge	1	2	3	4	5	6	7	8	9	10
------------------	---	---	---	---	---	---	---	---	---	----

Comfortability	1	2	3	4	5	6	7	8	9	10
-----------------------	---	---	---	---	---	---	---	---	---	----

Confidence	1	2	3	4	5	6	7	8	9	10
-------------------	---	---	---	---	---	---	---	---	---	----

Reflect & Connect:

What do you think your organization may look like 5 -10 years from now if you incorporate and build upon these concepts?

[Photo by Glenn Carstens-Peters on Unsplash](#)



HMA

HEALTH MANAGEMENT ASSOCIATES

Suzanne Daub, LCSW

Subject Matter Expert

sdaub@healthmanagement.com

[Link to Bio](#)

Caitlin Thomas-Henkel, MSW

Project Director

cthomashenkel@healthmanagement.com

[Link to Bio](#)

Amanda White Kanaley, MS

Project Manager

akanaley@healthmanagement.com

[Link to Bio](#)

Samantha Di Paola, MHA, PMP

Project Coordinator

sdipaola@healthmanagement.com

[Link to Bio](#)