



### **Title of Design Lab:**

### **Community Health Improvement: Opportunities for Marketing and Collaboration**

### **Topic Champions:**

- Melissa Schigoda, NNPHI
- Lisa Tobe, Wildflower Consulting

### **Short Summary of session**

Industry changes and new regulations have opened up new CHA-CHIP market opportunities (Health Department Accreditation Program, requirements for non-profit hospitals to conduct CHNA), and these market opportunities are also opportunities for NNPHI and member PHIs to increase visibility and collaboration in this area. Three distinct needs emerge out of this opportunity: increased marketing of member services; more knowledge sharing, collaborative development, and overall improved connectedness among NNPHI members; and sharing capacity = collaborative capacity model. These opportunities are applicable to multiple program areas and initiatives. Through a CHI Marketing Assessment conducted by Wildflower Consulting we have some preliminary results to guide and encourage collaboration, including the potential for development of a Directory of Experts, which would drive awareness and business to the PHI experts working in this topic area.

### **Key Takeaway points:**

1. There are increasing market opportunities for PHIs to expand their business practices surrounding Community Health Improvement.
2. The CHI Market Assessment can guide increased collaboration and visibility opportunities in this field, which is also applicable to other fields in public health.
3. The market collaboration gap can provide suggestions for where you might want to focus if you want to focus on collaboration.
4. The unique context of not-for-profit hospitals (obligation to meet mandates, concerns about penalties and readmission rates, and the tremendous pressure they face to operate) requires an appropriate understanding when approaching collaboration.
5. A Directory of Experts could be a useful tool for driving awareness, but questions remain: internal or external? What's the marketing strategy? How can we spread the word about PHIs generally in addition to this Directory specifically?

### **Action Steps:**

- **More work explaining what public health institutes are generally**
  - Shared responsibility across network to share this message
  - Twitter blasts/social media re: defining a PHI
  - Not specific to CHA/CHIP
- **Address Barriers**
  - Keeping website updated/current
  - If all inquiries go through Business Development for filtering, who should we put on the directory and why?
  - Are references, work samples needed?
- **Determine strategy to drive awareness**
- **Determine: should directory be internal or external?**
- **Would you be interested in joining the next CHA//CHIP workgroup discussion?**
  - Invite all CPDL attendees to join next workgroup meeting.