



**Title of Design Lab:**

**Exploring New Business Strategies: The Delivery of Medical and Social Service Programs**

**Topic Champions:**

- Joe Hafey , formerly with Public Health Institute (PHI) (CA)
- Richard Cohen , Public Health Management Corporation (PHMC)
- Ellen Rautenberg, Public Health Solutions (PHS)

**Summary of session:**

Two of the largest PHIs, PHMC and PHS, provide direct services for medical care and social services. As a business strategy, this has enabled both PHMC and PHS to diversify their funding, increase credibility and reach with diverse communities and has created the opportunity to leverage the capacities and activities towards new lines of business, partnerships and relationships. While providing direct services requires a different type of infrastructure that many PHIs may not have, the changing landscape of health system transformation and non-profit management of public services lends itself to new opportunities for collaboration. Some of the barriers for PHIs may be concerns about competition with other partners and concerns about liability and several strategies were discussed to mitigate these strategies. Several areas of direct service were discussed as opportunities for PHIs, including navigator services, early childhood education, food procurement and realty.

**Action Steps:**

In the future, NNPHI may host a webinar on this topic for members.