Field of Dreams

"Not as easy as it might seem"

Have a Game Plan

- Put a strong team on the field
  - Our team is a strong line-up of complementary EBDP Interventions
- Hire good managers, coaches and statisticians
  - Ohio Departments of Aging and Health
  - GMs for each intervention
  - Talented AAA site coordinators and network of Master Trainers/coaches/leaders
  - Strong bullpen and instructional league

Have a Game Plan

- Fill the seats
  - Effective promotion and incentives gets them in the door, but a good product keeps them in their seats for all eight innings
  - Develop a strong fan base of referrers

Have a Game Plan

- Sell the skyboxes to long-term investors
  - Companies/funders want to be part of a good thing that's available and produces a good return on Investment

- Ohio's Line-Up Of EBDPs
- Potential Long-Term Investors
  - What they want
  - Strategies to reach them

Ohio's Line-Up Of EBDPs

- Major League – Statewide
  - CDSMP/DSMP – Healthy U
  - Healthy IDEAS
  - Reducing Disability in Alzheimer's Disease (RDAD)
- Farm System– Regional
  - Matter of Balance

Ohio's Line-Up Of EBDPs

- Draft Prospects – Tomorrow's Stars
  - Tai Chi
  - On-Line CDSMP
  - More in-home EBDP Programs
- Merge with other leagues
  - YMCAs
  - Diabetes Educators
  - Minority Health Commission

Potential Long-Term Investor

- Public Retirement Systems
- Health Plans
- Accountable Care Organizations
- Patient-Centered Medical Home/payment reforms
- Employers, especially self-insured
- Other state agencies (corrections, rehabilitative services, mental health, budget office, minority health)
- Medicaid
- Foundations and Philanthropy organizations
- AAAs/Transform Older Americans Act dollars
- Participants/Private Pay

What Long-term Investors Want

- Intervention(s) that are free or at little cost
  - Paradigm shift – giving it away free for years
  - How they can support you without investing new cash
  - Cost and price information
- To know the availability of the Intervention(s)
  - Geographically, frequency, multiple populations
  - Need to think of the intervention(s) like a prescription

What Long-term Investors Want

- To know and see how intervention(s) will benefit their members
  - See data on how their members are benefiting
  - Patient recognition
- To know how intervention(s) will benefit their bottom line
  - Reduce Hospital readmissions/ER Visits
  - PCMH Certification

What Long-term Investors Want

- To modify the intervention(s)
  - Skeptical of lay led programs, especially physicians
  - Need to stress the importance of fidelity
- To know what else you can do for them
  - Care Transitions
  - Transportation
- To be recognized for their support

Strategies to Reach Investors

- **Get yourself a seat at the table or invite them to yours**
  - Engage their trade organizations and payors
  - Identify a Champion Investor
  - Provide an Investment Prospectus
    - How you can help them achieve their goals

Questions and Answers

- "If you ask me anything I don't know, I'm not going to answer" Yogi Berra

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