

Getting to VALUE: Identifying and Communicating Value in Your Organization

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mctac

THE MANAGED CARE TECHNICAL
ASSISTANCE CENTER OF NEW YORK

Introduction & Housekeeping

Housekeeping:

- Slides are posted at [MCTAC.org](https://mctac.org)
- Questions not addressed today will be:
 - Reviewed and incorporated into future trainings and presentations
 - Added to Q&A resources when possible
- Feedback forms

Reminder: Information and timelines are current as of the date of the presentation

What is MCTAC?

MCTAC is a training, consultation, and educational resource center that offers resources to *all mental health and substance use disorder providers in New York State*.

MCTAC's Goal

Provide training and intensive support on quality improvement strategies, including business, organizational and clinical practices to achieve the overall goal of preparing and assisting providers with the transition to Medicaid Managed Care.



McSILVER INSTITUTE
FOR POVERTY POLICY AND RESEARCH



The National Center on
Addiction and Substance Abuse

CTAC & MCTAC Partners



People Get Better With Us



Small Business Initiative Partners



Agenda

- ▶ In depth overview of elements of a successful value proposition
- ▶ Discussion around each point
- ▶ Review your value proposition

What We Do

- ▶ A statement that mimics the organization's Mission statement and has language that incorporates the impact on health and wellness.

Vision
Mission
& Values

Tips for Writing Your Mission

YES	NO
The language of the audience	Jargon, alphabet soup
Concise and to the point (bullets)	Wordy, long
Specific message	Vague
Suggests “action” & “result”	Passive & questionable
Flows when spoken	Clumsy with clauses & hard to follow
Includes “why”	Only “what” & “how”
Stimulates	Yawn
Pithy & powerful	Rambling & forgettable

Example: “What You Do”

- ▶ **Acme Behavioral Health provides recovery oriented housing, employment and peer support services to individuals with mental health and addictive disorders that serve to promote good health and greater participation in the community.**

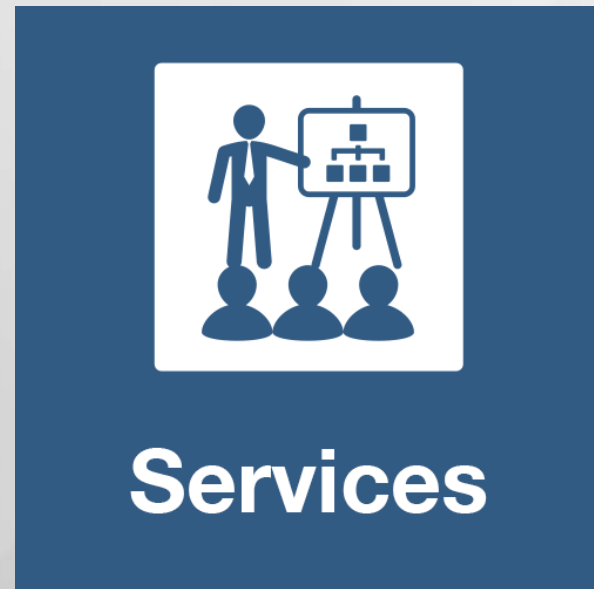
Who We Serve

- ▶ A breakdown of the population served by the organization with percentages of total population served annually (if available)



Our Services

- ▶ A listing of discrete services (not programs) provided by the organization.



Our Approach

- ▶ **A statement of the organization's philosophy, orientation and practice**
 - Person-centered, trauma-informed, recovery-oriented, etc.



Results or Impact

- ▶ **Process and outcome data (graphic and/or narrative percentages of total population/subpopulation served)**
 - Number and types of health promoting interventions
 - Increased employment
 - Stable housing
 - Improvement in relationships/parenting
 - Specific sub-population and intervention outcomes (e.g. number of people age 45 and over who found employment)
 - Customer satisfaction



Tips: Be Sure to Include

- ▶ **“Mission” Statement:** think in terms of these questions: (This is not necessarily your existing agency mission statement)
 - What behavioral health services do you provide?
 - To whom do you provide these services?
 - And to what end? (Including how your services positively impact the **health** of the people you serve).
- ▶ **Services:**
 - Remember to think in terms of services and NOT programs (a listing of discrete services/interventions/treatment).

Tips: Be Sure to Include

▶ Populations:

- Are there any specific characteristics that distinguish the populations that you provide these services to? Try to be specific (age group, gender, psychiatric diagnosis, chronic disease)

▶ Approach:

- What best practices do you use? What practices is your workforce trained in?
- Do you have a specific philosophy around service delivery? (e.g. Recovery, Trauma-informed, person-centered)
- Is there anything unique or different about your service delivery that improves the person's experience of care?

▶ Outcomes:

- Do you have any outcomes that help to “prove” your value? What is it that informs you that you are making a difference in the quality of life and the health of the people you serve?



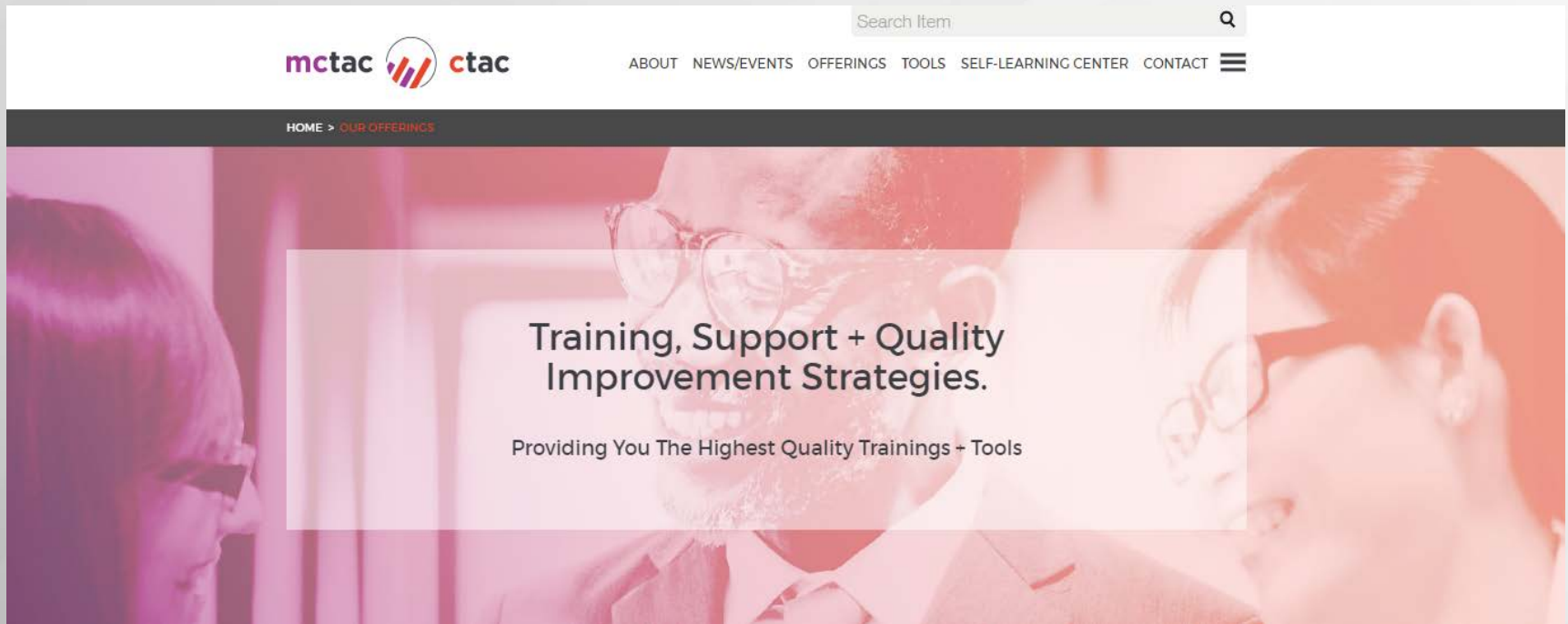
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Questions and Discussion



Please email additional questions to mctac.info@nyu.edu and register for future events at <http://www.mctac.org> under "Upcoming Events."