

Elements Of A Successful Value Proposition

Be sure to include these five areas when crafting your draft statement of value. Keep your content limited to one page.

1. “Mission” Statement: think in terms of these questions: (This is not necessarily your existing agency mission statement)
 - a. What behavioral health services do you provide?
 - b. To whom do you provide these services?
 - c. And to what end? (Including how your services positively impact the **health** of the people you serve).
2. Services:
 - a. Remember to think in terms of services and NOT programs (a listing of discrete services/interventions/treatment).
3. Populations:
 - a. 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)
4. Approach:
 - a. What best practices do you use? What practices is your workforce trained in?
 - b. Do you have a specific philosophy around service delivery? (e.g. Recovery, Trauma-informed, person-centered)
 - c. Is there anything unique or different about your service delivery that improves the person’s experience of care?
5. Outcomes:
 - a. 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?