HEALTHIER WISCONSIN PARTNERSHIP PROGRAM

Improving health through community – academic partnerships
PROGRAM OVERVIEW

- Blue Cross / Blue Shield Conversion

- Advancing a Healthier Wisconsin Endowment

- MCW Consortium on Public and Community Health

- Healthier Wisconsin Partnership Program
  - Annual statewide Request for Proposals for community-MCW partnerships
  - $5-$8 million funding per cycle: development and impact awards
  - Current total: $10 million, 49 partnership projects
AUTHENTIC PARTNERSHIPS

PRINCIPLES OF STEWARDSHIP

- Collaboration
- Prioritization
- Leverage
- Accountability
- Transformation

COMMUNITY-ACADEMIC PARTNERSHIP MODEL

- Understanding the environment for partnerships
- Commitment to partnership principles
- Partnership development
- Partnership agreement
SUCCESES & CHALLENGES

- Formalized and well-organized vision statement
- Respected and recognized leadership
- Clear, open process
- Engaged by, and inclusive of, all stakeholders
- Time to build partnership
- Commitment to maintain it
- Communication plan
- Agreement on collaboration
- Shared credit
- Mutual responsibility
- Evolutionary

- Lack of clear project purpose or plan
- Unbalanced or unacceptable leadership
- A history of conflict among key interests
- Unrealistic goals with unattainable timelines
- Hurried or forced relationships
- Ineffective communication
- Overburdened financial commitments
- Ill-distributed responsibility
- Exclusivity/silo-thinking
FUNDING PRIORITIES

HEALTH IMPROVEMENT MODEL

- Address major areas of health risks
- Focus on specific populations
- Prevention of death and disability

Transform health improvement efforts through capacity-building and systemic programs

PROMISING PROGRAMS

- Competitive national merit review success
- Tie with state health plan priorities
- Technical capacity from community and faculty partners
- Stated sustainability and outcome measurement plan
- Demonstrated impact, policy change, statewide innovation
LESSONS LEARNED: IMPLEMENTATION

- Invest in technical assistance, outreach and innovative technology.
- Focus the RFP clearly on desired impact.
- Evaluate and report findings from funded projects and the overall program.
- Develop publicity and broad communication plan.
- Continuously improve process.
- Be flexible and open to new ideas.
LESSONS LEARNED: TRANSFORMATION

The funder is a partner, a change agent in the transformation.

- Lead institutional evolution
  - Strategic emphasis on public and community health
  - Cultivate senior leadership
  - Simplify bureaucracy and process
  - Spearhead development of a community IRB
  - Foster continued faculty, staff, student partnerships

- Engage community leadership
  - Participate in shared funding opportunities
  - Engage public, solicit input, incorporate feedback
  - Build community collaborations around health topics
  - Conduct national merit reviews
  - Steward funds with transparency