

# HEALTH CARE AND PUBLIC HEALTH PARTNERSHIPS

## How to Create Cross-Sector Relationships That Succeed

1.

### TRUST

- Establish shared vision and goals
- Understand each other's business models/ language
- Agree on commitments and roles
- Agree to disagree
- Create a multiyear plan
- Define and build on success

### OPERATING PRINCIPLES

- Define clear community purpose and impact
- Encourage meaningful community engagement
- Focus on equity to ensure each voice is heard
- Create a build-it-to-last mentality
- Be accountable to the vision and goals
- Avoid scope creep
- Use data to drive specific actions

### PROCESS

- A neutral facilitator:**
- Promotes transparency
  - Manages expectations
  - Balances competing agendas
  - Builds trust with the community
- A project manager:**
- Manages the project plan and activities
  - Documents decisions and follow-up actions
  - Keeps focus on the agreed course of action



2.

### ALIGNMENT

#### Each Partner Should Take Stock of Their Own Organization's Purpose and Goals

##### Who You Serve

- Geographically
- Socioeconomically
- Demographically
- By health status
- By payer

##### What You Do

- Delivery/business model
- Legal/statutory requirements
- Funding sources and cycles

##### Why You Do It

- Mission
- Business viability
- Strategic alignment

##### How You Measure Success

- For your population(s)
- As an organization
- Against health care field measures
- At frequent intervals

#### So They Are Prepared to Move Forward Together

3. DEVELOP YOUR PARTNERSHIP

**Identify**  
shared populations,  
geography, services

**Determine**  
shared vision,  
values and goals

**Create**  
a well-defined  
goal and scope

**Leverage**  
each organization's  
strengths

**Discover**  
what you cannot  
do alone

**Demonstrate**  
contribution to each  
other's mission

4. MAKE A PLAN

Operationalize

- Structure and responsibilities
- Integrated vs. independent actions
- Responsibility for costs
- Coordinated assessment cycles

Measure

- For the populations
- For the partnership
- For your individual organizations

5.

### CREATE LASTING IMPACT



#### Partner for a Healthy Future

- Improve the health of the populations you serve
- Support the ongoing strategic plans of your organizations
- Build a foundation of partnership for future teams



#### Report Meaningful Results

- Make sure your leaders know how the partnership is benefiting their respective goals
- Share how the efforts and outcomes are helping your organizations succeed with their populations served



#### Move Upstream Together

- Build on your successes to address the root causes of illness and health inequities
- Jointly pursue changes that improve the health of individuals and their families as well as the community



#### Adapt

- Adapt to the changing needs of your populations and communities
- Be open to your joint vision and goals changing as you evolve
- Anticipate need for additional partners