## Annual Health-Oriented Educational Conference

### ORGANIZATION PROFILE

1. **Network Description:** Network of 10 members; a mix of three CAH’s and their associated rural health clinics plus seven community social service organizations that cover a three-county region.

   - **Mission:** Improve the health and wellness of our communities
   - **Vision:** We want to be an indispensable solution for our members

2. **Product or Service Description:** Annual health-oriented educational conference that includes a 10-county region

### STRATEGIC THINKING

3 a. **Target Market(s):**
   - **Health care organization members:** executive leaders, department directors or managers, clinical provider leadership, and front-line care professionals
   - **Community social service organization members:** executive leadership: program managers, social service professionals, and volunteers

3 b. **Project goals met by this product or service:**
   - Decrease the impact of chronic disease within our communities

3 c. **Project strategic objectives met by this product or service:**
   - Increase collaboration within the network
   - Network members have improved clinical results
   - Increase knowledge of chronic disease management within the region
### Annual Health-Oriented Educational Conference

#### MARKETING THINKING

<table>
<thead>
<tr>
<th>4 a. Jobs being worked on or problems being solved by the target markets:</th>
<th>4 b. Pains experienced by the target market while doing their work:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Working to reduce ER visits within hospitals</td>
<td>• Health care organizations are experiencing patients that are not complying with nutrition or physical activity instructions</td>
</tr>
<tr>
<td>• Trying to reduce absentee rates of students missing school</td>
<td>• Training staff is expensive with registration fees and travel costs</td>
</tr>
<tr>
<td>• Using chronic disease management best-practices to improve health in the region</td>
<td>• There is so much to know and it is difficult to be confident in selecting or implementing new best practices</td>
</tr>
<tr>
<td>• Hosting annual community health fair events</td>
<td>• Low usage of community wellness centers and activities</td>
</tr>
<tr>
<td>• Decrease County Health Ranking results of obesity compared to state averages within all three member-counties</td>
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</tr>
<tr>
<td>• Increase use of hospital wellness centers</td>
<td></td>
</tr>
<tr>
<td>• Increase patient health literacy and patient compliance</td>
<td></td>
</tr>
<tr>
<td>• Decrease the A1C levels of diabetics</td>
<td></td>
</tr>
<tr>
<td>• Develop a culture of activity, movement, exercise in the community</td>
<td></td>
</tr>
</tbody>
</table>

#### 4 c. Gains wished for or expected by the target market while doing their work:

- A population less likely to use the emergency department
- High health literacy amongst community members
- High level of participation in chronic disease education programs
- Patients/community members following provider instructions
- Providers referring patients to chronic disease education programs and to activities at wellness centers
- A1C levels decreasing and activity levels increasing

#### 4 d. Key Messages:

- Low cost and high value education by sharing the expense
- Learning about best practices for key health issues that we can use here within our communities
- Reduce avoidable hospital and ER admissions by working together
- Help patients and communities’ members be active and well and improve health outcomes
- Increasing compliance will be easier after learning tips on effective patient education at the workshop
- Learn how to increase patient self-management at the workshop and reduce emergency department visits
- Bring clarity to the role of care coordination and CHW’s to improve health outcomes is a goal of the workshop
### Annual Health-Oriented Educational Conference

**OPERATIONAL THINKING**

#### 5 a. Desired target market experience and relationship:
- Interactive learning with subject matter experts
- Welcome to ask questions and share experiences
- Opportunity to practice new knowledge
- Follow-up or peer learning continues
- Easy access to materials and resources

#### 5 b. Product or service mode of delivery:
- One full day with two plenary sessions and breakouts
- In-person and classroom style presentations
- Break-out sessions, maximum participation of 50 people
- Incorporate different personality and learning styles in delivering training
- Follow-up round-tables for continued learning and application

#### 5 c. Key Initiatives:
- Develop conference planning procedures and decision-making structure
- Develop speaker agreement templates
- Select theme and topics
- Design conference format and agenda
- Select speakers
- Pre-conference communication and promotion activities
- Conference evaluation

#### 5 d. Key Resources:
- Conference meeting space for 80-100 people
- Speakers; two plenaries, plus 12-18 breakout sessions
- Printing for resources and materials and promotion
- Project staff for planning and implementing conference
- AV equipment
- Snacks and lunch meal for participants

#### 5 e. Key Partners:
- State office of Rural Health
- State or regional AHEC
- Non-member health care organizations for participation and SME’s
- Schools, K-12 and higher education for participation and SME’s
- Regional RHCs and FQHCs for participation and SME’s
- Faith community parish nurses for participation and SME’s
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### FINANCIAL THINKING

**6 a. Financial Goal:**

Provide a positive net income for the network and be affordable for members over the next three years.

**6 b. Financial Assumptions:**

- Start-up will take one year
- 60% attendance by members with ‘member rate’
- 40% attendance by non-members with ‘non-member’ rate
- Network will hire staff for leading project planning and hosting event
- Plenary speakers will be given a speaker fee and paid for through registration fee
- Breakout session SME’s will be volunteers
- Location and AV of training will be provided as in-kind by members
- Food will be covered through registration fee

**6 c. Expenses:**

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-up Costs Total</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Direct Costs Total</td>
<td>$18,985</td>
<td>$19,805</td>
<td>$20,683</td>
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<tr>
<td>Indirect Costs Total</td>
<td>$966</td>
<td>$1,014</td>
<td>$1,065</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$19,951</td>
<td>$20,820</td>
<td>$21,748</td>
</tr>
</tbody>
</table>

**6 d. Revenues:**

<table>
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<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
</tr>
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<tbody>
<tr>
<td>Conference Fees</td>
<td>$17,600</td>
<td>$19,800</td>
<td>$22,000</td>
</tr>
<tr>
<td>Booth Sponsorships</td>
<td>$2,000</td>
<td>$2,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>General Sponsorships</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
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<tr>
<td>Total Revenues</td>
<td>$20,600</td>
<td>$23,300</td>
<td>$26,000</td>
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**6 e. Forecasted annual net income (pro forma):**

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<tr>
<td>Total Net Income</td>
<td>$649</td>
<td>$2,480</td>
<td>$4,252</td>
</tr>
</tbody>
</table>