

## 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

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### MARKETING THINKING

**4 a. Jobs being worked on or problems being solved by the target markets:**

- Working to reduce ER visits within hospitals
- Trying to reduce absentee rates of students missing school
- Using chronic disease management best-practices to improve health in the region
- Hosting annual community health fair events
- Decrease County Health Ranking results of obesity compared to state averages within all three member-counties
- Increase use of hospital wellness centers
- Increase patient health literacy and patient compliance
- Decrease the A1C levels of diabetics
- Develop a culture of activity, movement, exercise in the community

**4 b. Pains experienced by the target market while doing their work:**

- Health care organizations are experiencing patients that are not complying with nutrition or physical activity instructions
- Training staff is expensive with registration fees and travel costs
- There is so much to know and it is difficult to be confident in selecting or implementing new best practices
- Low usage of community wellness centers and activities

**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

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### 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:**

	Year 1	Year 2	Year 3
Start-up Costs Total	\$0	\$0	\$0
Direct Costs Total	\$18,985	\$19,805	\$20,683
Indirect Costs Total	\$966	\$1,014	\$1,065
<b>Total Expenses</b>	<b>\$19,951</b>	<b>\$20,820</b>	<b>\$21,748</b>

**6 d. Revenues:**

	Year 1	Year 2	Year 3
Conference Fees	\$17,600	\$19,800	\$22,000
Booth Sponsorships	\$2,000	\$2,500	\$3,000
General Sponsorships	\$1,000	\$1,000	\$1,000
<b>Total Revenues</b>	<b>\$20,600</b>	<b>\$23,300</b>	<b>\$26,000</b>

**6 e. Forecasted annual net income (pro forma):**

	Year 1	Year 2	Year 3
Total Revenues	\$20,600	\$23,300	\$26,000
Total Expenses	\$19,951	\$20,820	\$21,748
<b>Total Net Income</b>	<b>\$649</b>	<b>\$2,480</b>	<b>\$4,252</b>