



PRACTICAL PLAYBOOK[®]

Public Health. Primary Care. Together.[®]



The Practical Playbook: Supporting Partnerships to Improve Health Outcomes

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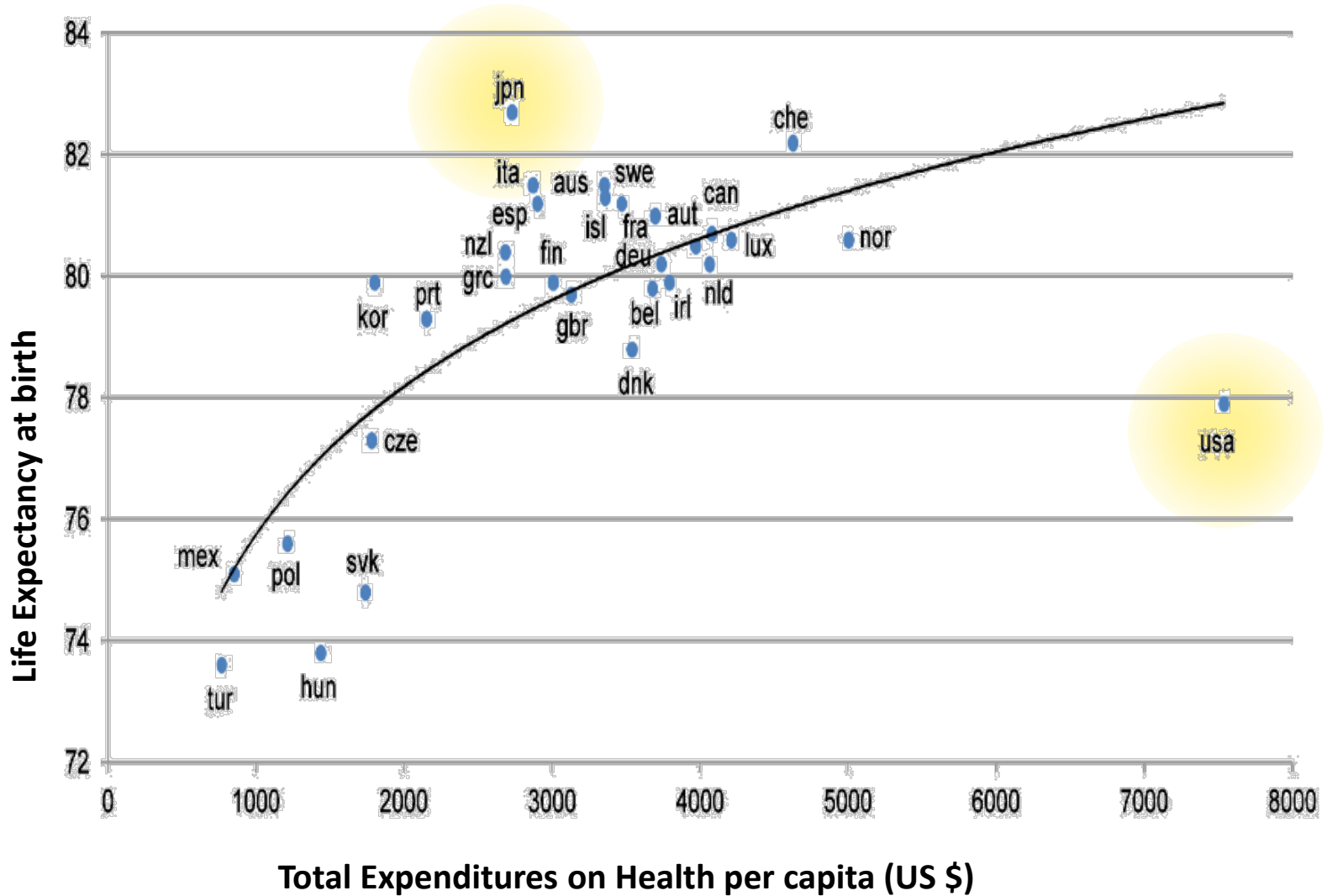
Advisor to the Acting Assistant Secretary for Health, HHS

Virginia Watson, MA

Centers for Disease Control and Prevention

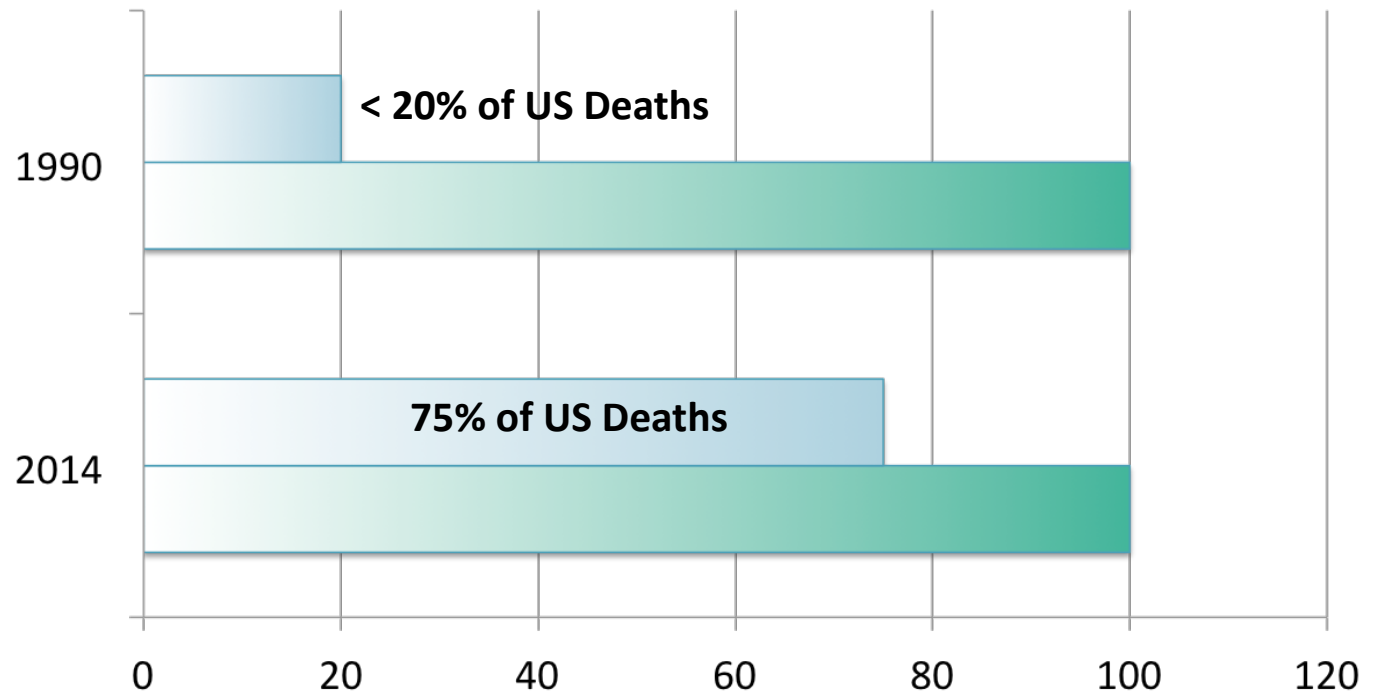
Project Manager, The CDC Experience Legacy Project

Our National Health Challenge



Increasing Burden of Chronic Disease

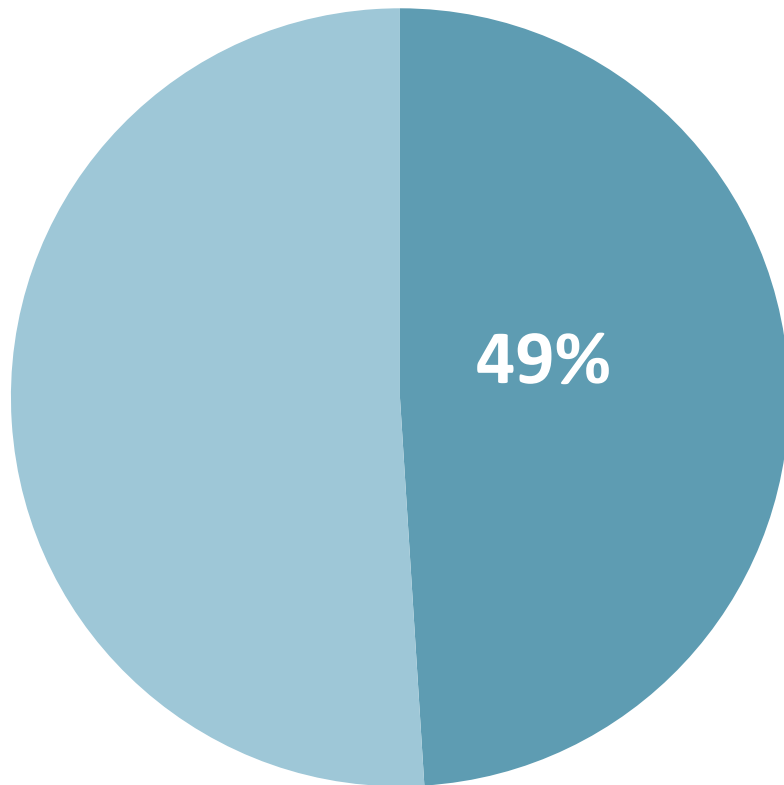
Chronic Disease Deaths Comparison by Percent, 1990 vs. 2014



	2014	1990
Chronic Disease Deaths	75	20
Deaths	100	100

Opportunities for Population Health Savings:

Medicare Admissions



Total: 49% of all Medicare admissions:

- Ambulatory care-sensitive admissions
- Preference-sensitive admissions
- Readmissions
- Short-stay medical admissions



Population Health – but how?

Re-designing care with our communities

What Can Collaboration Offer to Public Health and Primary Care?

Public Health

- Data and Analytics
- Reach
- Impact on Root Causes of Health
- Promotion
- Policy Influence

Primary Care

- Information
- Access to Patients
- Credibility
- Innovation
- Commitment



There is a Role for Everyone

Primary Care

- Clinical Providers
- Billing System
- Data on Patients
- Data Warehousing

Public Health

- Portal to other community agencies
- Epidemiological data
- Health educators and nutritionists

Other Partners

- Community Agencies and advocates / Councils
- Insurance Providers
- Social Services
- Mental Health Services

What is the Practical Playbook?

A cornerstone of the next transformation of health, in which primary care and public health groups work collaboratively to achieve population health improvement.

www.practicalplaybook.org

Target Audiences – Public health, primary care, and their partners



Strengths that Public Health Can Bring to the Partnership



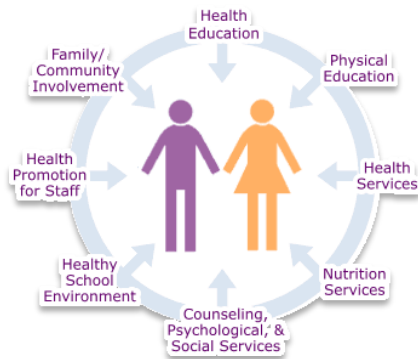
Data/Analysis



Reach



Root Cause
Impact



Promotion



Public Policy
Influence

Strengths that Primary Care Can Bring to the Partnership



Electronic Medical Records



Community Visibility



The Patient-Centered Medical Home



Personal Relationships & Patient Access

Goals of the Practical Playbook



What the Playbook Should and Should Not Be



What Does Success of the Playbook Look Like?



IMPROVED HEALTH!!

How Can The Practical Playbook Help?

PRACTICAL PLAYBOOK®

PURCHASE THE PLAYBOOK GET EMAIL UPDATES ABOUT BLOG SEARCH

FUNDAMENTALS BUILDING A PARTNERSHIP EXPERT INSIGHTS RESOURCES SUCCESS STORIES

THE PRACTICAL PLAYBOOK

Helping Public Health and Primary Care Work Together to Improve Population Health.

[GET STARTED](#)

de Beaumont Duke CDC

Share Data Online: A New Jersey collaborative helps partners prioritize health [READ STORY](#)

Healthy Corner Stores: Philadelphia's model for improving food access [READ STORY](#)

Why Build a Partnership?

We Are Better Together

Get started with Fundamentals.

FUNDAMENTALS

Public health and primary care are natural, foundational partners for addressing the challenges in today's health system. Together, along with other partners, we can improve population health.

WHAT IS POPULATION HEALTH? • WHY BUILD A PARTNERSHIP? • WHAT MAKES PARTNERSHIPS SUCCESSFUL?

What is Population Health?

Why Build a Partnership?

What makes Partnerships Successful?

Turn Knowledge into Action.



BUILDING A PARTNERSHIP

Collaboration between primary care and public health is a powerful tool for improving community health. Understanding why collaboration works is necessary, but it is not enough. Turning knowledge into action is the key.

ORGANIZE & PREPARE • PLAN & PRIORITIZE • IMPLEMENT • MONITOR & EVALUATE • SUSTAIN YOUR PROJECT

Organize & Prepare

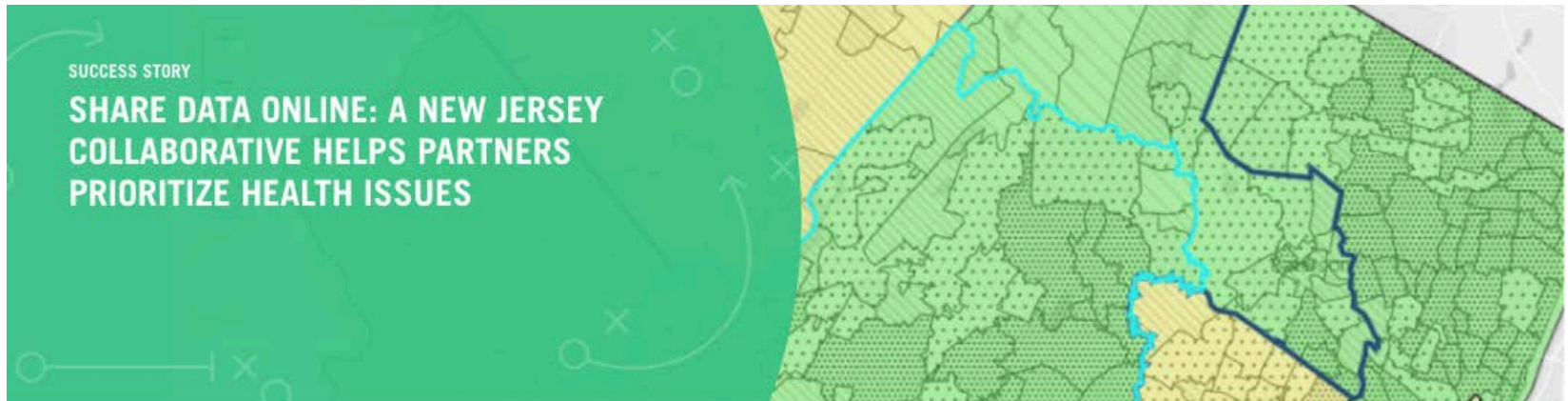
Plan & Prioritize

Implement

Monitor & Evaluate

Sustain Your Project

Learn from the Success of Others.



Home > Success Stories > Share Data Online: A New Jersey collaborative helps partners prioritize health issues

SECTIONS

Getting Started: Onboard with Collective Impact

Tools: Sharing data, communicating and keeping track

Lessons Learned

Contacts

Overview

The North Jersey Health Collaborative (NJHC), formed in 2013, started with nine visionary organizations. Today the collaborative has over 100 members and 24 funding partners, maintains an online data portal, and helps partners in its four-county area to prioritize health issues.

The Collaborative recently completed their first shared community health needs assessment. After analyzing 150 data indicators, surveying 74 community leaders, and hosting an arts-based competition to collect perspectives on health from 40 community members, the Collaborative, together with community, has voted on the top 5 issues per county.



The North Jersey Health Collaborative is a partnership of approximately 100 organizations sharing data and engaging in health improvement planning for collective impact to improve health in North Jersey. [View Website](#)

Hear Expert Perspectives.



Working with Data

Getting Funding

Working Together

Health Care

Strengths of the Playbook



- Unique resource targeted at both primary care and public health
- Practical focus
- Strong interest and eagerness to use
- Strong positive feedback
- Success stories provide evidence it can be done
- Over 700 tools/resources
- Supportive partners
- Time is NOW

Now...how can PPB support you?

Scenario 1:



Scenario 1

She goes to the “homepage” to learn more about what PPB has to offer and gets started.

Shonda learns that what she is actually doing is building a partnership to improve population health. She learns each partner brings strengths to the partnership. She learns success requires shared goals, community, and aligned leadership. She learns sharing data is important and that sustaining the program requires commitment.

Scenario 2:



Scenario 2:

Carlos goes to the PPB homepage and gets started.

He is ready to build a partnership. He learns there are stages to building. He knows his target health outcome and has identified partners. What he didn't know is that he should consider the community as a partner and that he should pay attention to how he engages those partners.

THE PRACTICAL PLAYBOOK

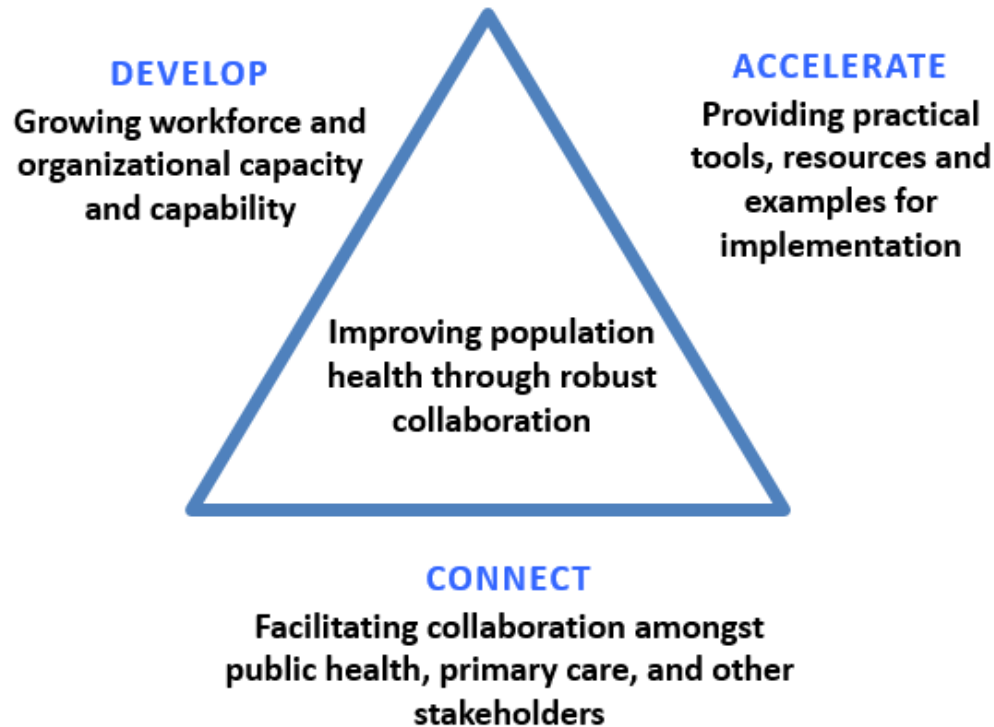
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Practical Playbook Message Triangle



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- Denise Koo
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Health Resources and
Services Administration

- Sarah Linde
- Nadra Tyus

Do you have questions or want to talk more about about partnerships and collaborations to improve health?

Join us at the consultation kiosk from 1:05pm to 2:30pm.

For more information:
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