



Value Proposition: Resetting in the Wake of COVID-19

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Welcome & Introductions

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**Share your organization
and location in the
chat box to say hello!**

In This Session You Can Expect

- Dynamic Workshop Format
- Interactive and Topical Discussions
- Value of Peer Learning
- Audience Polling
- Valuable Resource Materials



COVID-19 HAS CHANGED EVERYTHING!!

- Private/public health system capacity
- Demand for home and community-based services
- Population health strategies
- Quality
- Member Experience
- Health care costs
- Health care focus



Quick Poll

Your Turn...

Has your organization developed value proposition statements to market each of the products and services offered?

Quick Poll

Next Question...

Has your organization's contracting relationship with payors changed during the COVID-19 pandemic?

Value Proposition Definition

A value proposition is a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings. Value Proposition development is a component of an organization's marketing strategy.

Aging Networks can use value propositioning to target potential healthcare payors that can benefit from a particular product or service. A strong marketing strategy with effective value propositions helps an organization maintain a competitive advantage.

Characteristics of Strong Value Propositions

- Clearly communicates the benefits of the products or services your CBO provides;
- Focuses on what your customers value, want and need in language that resonates with them;
- Is compelling and easy to remember; and
- Differentiates your agency's products or services from the competition
- **The ideal value proposition is direct and appeals to a customer's strongest decision-making drivers.**

Why Are Value Propositions Important?

In seeking contractual relationships in healthcare and other sectors, The Aging Network must demonstrate the value they bring to these new customers.



PREPARATION IS CRITICAL!

RESEARCH:

Emerging Organizational
needs/points of pain

Quality/performance
standards

Mission/Vision



ALIGN:

Map your organization's
services/products to the
organization's needs

Establish the capacity of your
products/services to meet the
organization's *current* needs

- Fill a gap?

- Provide a solution to a
problem?



TAILOR:

Do you understand the
perspective or
responsibility for achieving
organizational success of
the particular person to
whom you are *selling*?

DISCUSSION

Thinking Outside the Box

CBO Programs Get a Facelift

**Williams Jaxon
Consulting, LLC**

SOLUTIONS FOR COMMUNITY HEALTH

Quick Poll

Let's Hear From You Again!

Do you think that the value of evidence-based health promotion programs has changed in the wake of COVID-19?

ALIGN THEIR CONCERNS WITH YOUR PROGRAMS

Before March 2020		
Potential Clients Concern	Possible Answers/Pitch	Why?
Quality & QA Organizational Perspective	Accreditation	Gold Standard
Quality & Performance Measures: a) Fall Risk Management b) Blood Pressure Control c) Pain Assessment and Management d) Medication Review Reconciliation e) Depression: Utilization of PHQ-9 f) Discharge Planning	a) A Matter of Balance, Tai Chi for Arthritis b) Chronic Disease Self-Management Program, Enhance Fitness c) Chronic Pain Self-Management Program, Tai Chi for Arthritis d) HomeMeds e) PEARLS, Short-term case management	PCMH, JCOHA, HEDIS and Star Ratings, CAHPS and HCAHPS

ALIGN THEIR CONCERNS WITH YOUR PROGRAMS

After March 2020		
Potential Client Concerns	Possible Answers/Pitch	Why?
Social Isolation & Loneliness	Assessment, Friendship calls, Online socialization groups, online educational resources, remote evidence-based programs	Special Conditions: Pandemic
COVID-19 Testing/Contact Tracing	Develop new program/pilot with client	
COVID-19 Vaccine Distribution and/or Education	Develop new program/pilot with client	
Health Disparities	Culturally-competent interventions	Health Equity

Pre COVID-19 Value Proposition

We have a 15-year track record of providing comprehensive and effective services to **[estimate how many]** older adults in this region on a monthly basis. Our evidence-based, accredited and licensed diabetes education program has provided enrollees with a statistically significant **reduction in their HgbA1c of 1.0**. The results have been sustained over **a six-to-12 month follow-up period**.

Our research tells us that 20,000 of your members over the age of 65 have diabetes. Additionally, many of your patients (members) are familiar with our area agency on aging because they have used our services and have come to rely on us as a valued and trusted source of information.

Value Proposition: COVID-19 Twist

- We have a 15-year track record of providing comprehensive and effective services to **[estimate how many]** older adults living with diabetes in this region monthly. Our evidence-based, accredited Diabetes Self Management Education program has provided participants with resources and supports to successfully manage their health. **Diabetics are more susceptible to the coronavirus and harsher COVID symptoms.** Their recovery can be complicated.
- Our programs support improved wellness (most program alumni experience a significant reduction in their A1c reading 6-12 months after completion.) These results can impact **reductions in hospital readmissions and support post COVID recovery.**
- Our research shows that 30% of your members/patients over the age of 65 have diabetes. Our agency's experience in serving older adults-those hit hardest by COVID-can be an ideal complement to your organization's COVID management strategies.

Quick Poll

Can We Get Your Opinion?

Has your organization changed your value proposition for evidence-based programs as a result of the COVID-19 pandemic?

Open Forum



Thanks for joining today!

Register for upcoming events:

Office Hours with Sharon Williams:

- May 26th @ 1-2 p.m. ET - [Navigating Opportunities to Advocate for Medicaid Payment for Evidence-based Programs in your State](#)
- July 21st @ 1-2:00 p.m. ET - [Navigating Network Partnerships](#)

Webinar:

- March 3 @ 3-4 p.m. ET - [What's Current in Medicare Reimbursement for Evidence-Based Programs](#)

Conference:

- June 7-10th: [Age+Action Virtual Conference](#)

Resources

- [NCOA: Developing Your Value Proposition for Evidence-based Programs How-To Guide and Worksheet](#)
- [Developing Your Value Proposition: A Step-By-Step Guide for Behavioral Health Providers](#)
- [How Community-Based Organizations Can Support Value-Driven Health Care](#)
- [3 Questions to Design a Social Value Proposition that Truly Makes a Difference](#)
- [Forbes: How To Develop a Compelling Value Proposition](#)
- [LinkedIn: 7 Steps to Develop Your Customer Value Proposition](#)
- [How to Build Compelling Value Propositions for the COVID-19 Recovery](#)

Developing Your Value Proposition for Evidence-based Programs

How-To Guide and Worksheet

What is a Value Proposition?

"A value proposition is a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service. This statement convinces a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings." A value proposition statement is used to target customers who can benefit most from a particular product service or product, and thereby helps an organization to maintain a competitive advantage.¹

Characteristics of a Strong Value Proposition

Benefit	CY 2020 Offerings*	Relevance and Impact during COVID-19
SSBCI		
Food and Produce Produce, frozen food, canned goods, food gift cards to meet nutritional needs <i>See Appendix A.3</i>	101 plans 986 counties 23 states and PR	Access to healthy foods is increasingly important, including opportunity for grocery delivery for individuals unable to leave their home.
Meals Home-delivered and congregate-setting meals unrelated to surgery or hospitalization <i>See Appendix A.4</i>	71 plans 284 counties 12 states and PR	Meal delivery is important to vulnerable individuals who are unable to leave their homes and can help identify potential social isolation risks.
Transitional Supports General supports for living that can include housing consultations and/or subsidies for rent and utilities (e.g., gas, electric, water) <i>See Appendix A.5</i>	67 plans 138 counties 4 states and PR	Individuals with reduced finances (e.g., due to lack of employment for themselves or family members who may typically provide financial support) would benefit from transitional supports to ensure they are able to remain in their home.
Social Needs Benefit Programs, events, services that address social need and can include companion care to address isolation <i>See Appendix A.6</i>	34 plans 138 counties 15 states	Social isolation is a significant concern during COVID-19 as individuals are temporarily homebound and visitors are less likely; social health benefits (including virtual) can address this isolation.
Service Dog Supports Part of an "other" category, plans can offer up to five additional SSBCI in addition to predefined CMS categories	51 plans 789 counties 14 states	Service pets can be beneficial in reducing the likelihood and impact of social isolation during home confinement, including live and robotic pets.

Potential Opportunities: MA Supplemental Benefits Can Address COVID-19 Needs

Source: ATI Advisory, May 2020. Meeting Medicare Beneficiary Needs During COVID-19: Using Medicare Advantage Supplemental Benefits to Respond to the COVID-19

Potential Opportunities: MA Supplemental Benefits Can Address COVID-19 Needs

Benefit	CY 2020 Offerings*	Relevance and Impact during COVID-19
Expanded Primarily Health-Related Supplemental Benefits		
In-home Support Services to assist individuals with disabilities and/or medical conditions in performing activities of daily living (ADLs) and instrumental activities of daily living (IADLs) within the home <i>See Appendix A.1</i>	223 plans 1,262 counties 30 states and PR*	In-home supports, including in-person and virtual, are increasingly important as individuals avoid congregate settings. Virtual in-home supports (comprehensive remote patient monitoring) can be used to monitor members' health status and mobilization, identifying potential changes that warrant follow up as well as to monitor COVID 19+ members healing at home.
Caregiver Supports Respite care provided through a personal care attendant, or short-term institutional-based care <i>See Appendix A.2</i>	125 plans 1,289 counties 24 states	As adult day centers continue to close, informal caregivers may be providing additional hours of support beyond what they typically provide. Respite services can expand the capacity of these caregivers and prevent members from avoidable emergency or other healthcare utilization.
Smartphone/Tablet	New benefit due to pandemic	Telehealth is essential to ensure beneficiaries maintain access to needed services and can help to promote positive mental health during isolation and crisis.

Source: ATI Advisory, May 2020. Meeting Medicare Beneficiary Needs During COVID-19: Using Medicare Advantage Supplemental Benefits to Respond to the COVID-19