# Convening and Mobilizing Community Partners to Improve Health Outcomes

**Healthify**

When it comes to improving health outcomes in your community, there's no more apt adage than "it takes a village." But enacting change requires more than a shared goal — radically improving health outcomes at the community level requires a community-wide approach. With the right partners, and empowered by the right solutions, we can work together to move the needle on health outcomes in your community.

## Identifying Community Stakeholders

And who are the right stakeholders needed to build a community of care? Healthify works directly with local coalitions to define the diverse set of stakeholders needed to spur community-wide discussions, including healthcare and social services organizations, philanthropic institutions, and key funders.

## Defining the Key Challenges

To move forward as a village, it's critical to develop an understanding of the key challenges each network partner faces. By gaining a 360-degree perspective on what the community's greatest needs are — whether it's capacity, sustainability, data transparency, communication, or more — we design a collective impact approach to expand the reach of local efforts and mobilize a network built on a bedrock of mutual trust, aligned objectives, and common motivation.

## Crafting a Plan of Action

Everyone at the table will have their distinct perspective on the right path to take. And while a diversity of opinions provides fertile ground for deep discussions, it's important that every organization in the network works in lockstep to ensure collective impact. Healthify works closely with each organization to craft an actionable framework based on a shared strategic vision, defined activities and timelines, established KPIs, and resource mobilization.

## Adopting the Right Solutions

Improving health outcomes today hinges on having not only the right partners in place but also the right solutions — and that's where Healthify can help like none other. We build the infrastructure and network you need to support end-to-end coordination across the care continuum. By bridging the gap between healthcare and social service organizations, we can empower your community to move the needle on health outcomes.

# Our Approach in Action

Generation Health — known locally as **Gen-H**, a subsidiary of **The Health Collaborative (THC)** — operates as a strategic convener and leader of population health and collective-impact initiatives in the Greater Cincinnati and Northern Kentucky area. Healthify recently collaborated with Gen-H to begin developing an expansive, collaborative network of multisectoral organizations in the community.

The mission: to bring these organizations together to identify an actionable plan for collective impact and drive positive health outcomes in their community.

To do that, we brought together more than 75 organizations across healthcare, social services, and philanthropy to engage in deep discussions about community-wide collaboration. The session was anchored by three critical questions:

## 1. What are the barriers preventing us from working together?

We kicked things off by facilitating discussions that surfaced the challenges preventing these organizations from working as a collective unit. Is there a lack of communication and transparency? Does every organization have access to the same community-level health data? Is heated competition for funding driving distance, rather than unity, among them? Raising visibility of these issues sowed the seeds for not only breaking down silos but building trust and sparking motivation for change.

## 2. What are the unique ways for us to alleviate these barriers?

Once those challenges were defined, it was time to understand what solutions were already available for the community to tap. We heard many perspectives on the types of resources and roles needed to support care coordination; the existing internal, local, and state policies that can be leveraged to support action; and which tools and workflows could be adopted to streamline communications.

## 3. How will we know we've successfully alleviated these barriers?

Finally, how would these organizations know when they've built trust, motivation, and accountability? What indicators of impact would resonate across all of the stakeholders? By discovering paths forward for working together seamlessly, this discussion marked a huge first step in defining the framework needed to maximize productivity through partnership.

> These discussions have not only made the community more aware of the challenges they face and the impact they can achieve together, but have also built significant momentum in transforming a group of distinct organizations into a unified network of local partners guided by a shared mission — to make their community healthier.

## Start a Conversation — With Us

To learn more about Healthify's approach to establishing strong partnerships and building networks in your community, **contact us** today.

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