



# Complex Care Startup Toolkit

[nationalcomplex.care/startup-toolkit](https://nationalcomplex.care/startup-toolkit) | June 2021

## Communications and growth of success: **Growth and sustainability**

This document is part of the *Complex Care Startup Toolkit*, a practical collection of guides, templates, and other tools to launch and grow a new complex care program. Find the full toolkit at [www.nationalcomplex.care/startup-toolkit](https://www.nationalcomplex.care/startup-toolkit).

Sustaining complex care initiatives beyond the initial pilot intervention and/or grant period is challenging. This module provides resources on making the business case for your interventions and approaches to building a sustainable business model for your program.

### Key considerations

1. What value does your complex care initiative bring to your key stakeholders?
2. How will your organization grow and sustain your intervention to expand impact while staying financially viable?
3. Demonstrate the value of complex care interventions by tailoring the proposition to the needs and interests of strategic financial partners. Some domains of impact include: quality, cost, utilization, and participant/provider story.

Below, find resources you can use as you work through each of these key considerations.



## Resources

**Key consideration #1:** What value does your complex care initiative bring to your key stakeholders?

More resources for making the value case for complex care coming soon.

**Key consideration #2:** How will your organization grow and sustain your intervention to expand impact while staying financially viable?

- **Beyond the grant: A sustainable financing workbook**  
This workbook helps you to build a sustainable financial model for your program, especially after grant funding has ceased to be a viable long-term option.
- **Generalizability framework**  
This framework helps you to take a practical approach for using evidence to assess whether a given program can be replicated or adapted to work in a new setting.

**Key consideration #3:** Demonstrate the value of complex care interventions by tailoring the proposition to the needs and interests of strategic financial partners, some domains of impact include: quality, cost, utilization, and participant/provider story.

- See more in **Strategy and business** and **Communications**.



## About the Camden Coalition of Healthcare Providers

We are a multidisciplinary nonprofit working to improve care for people with complex health and social needs in Camden, NJ, and across the country. The Camden Coalition works to advance the field of **complex care** by implementing person-centered programs and piloting new models that address chronic illness and social barriers to health and well-being. Supported by a robust data infrastructure, cross-sector convening, and shared learning, our community-based programs deliver better care to the most vulnerable individuals **in Camden** and **regionally**.

The **National Center for Complex Health and Social Needs** (National Center), an initiative of the Camden Coalition, connects complex care practitioners with each other and supports the field with tools and resources that move complex care forward. The National Center's founding sponsors are the Atlantic Philanthropies, the Robert Wood Johnson Foundation, and AARP.