



# Complex Care Startup Toolkit

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

## Community mapping and collaboration: **Strategy and business**

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).

Creating a business strategy and action plan that supports a viable financial model and demonstrates the value and return on investment is essential to sustaining and growing your complex care intervention. Identification of strategic partnerships and alignment of financial incentives will support sustainable program delivery.

### Key considerations

1. Can your program demonstrate its value and return on investment to key stakeholders and funders?

Below, find resources you can use as you work through this key consideration.



## Resources:

**Key consideration # 1:** Can your program demonstrate its value and return on investment to key stakeholders and funders?

- **Return on Investment (ROI) calculator for partnerships to address the social determinants of health**  
This calculator helps you to explore, structure, and plan sustainable financial arrangements to support the delivery of social services to individuals with complex needs.
- **One piece of the puzzle: ROI and building a business case for sustainable partnerships**  
This guide helps you to build a business case and formulate an ROI argument for programs offering services impacting health related social needs.
- For more information, see **Legal and business** or **Communications** or **Growth and sustainability**.

### 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 pro-grams 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.