

# Complex Care Startup Toolkit

[nationalcomplex.care/startup-toolkit](https://nationalcomplex.care/startup-toolkit) | August 2022

## 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?

- **Case study one: Adventist Health, Clearlake, CA New!**  
This case study activity is an example of how you can develop the value of your complex care programs. Please refer to the **Building the Value Case for Complex Care** guide while working through this case study.
- **Case study two: Regional One Health, Memphis, TN New!**  
This case study activity is an example of how you can develop the value of your complex care programs. Please refer to the **Building the Value Case for Complex Care** guide while working through this case study.

**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.
- **Developing a committee to help with financial sustainability New!**  
This guide from the Community Tool Box helps you understand what, why, when, and how you can develop a financial sustainability committee for your program and organization.
- **Billing resource New!**  
Use this billing resource as a guide to explore various billing codes for your complex care program. Defining your sources of revenue will support program sustainability.
- **Sample work plan New!**  
Use this sample work plan from The Practical Playbook to help outline the budget, outcomes and measurements, communication strategy, and roles and responsibilities of your intervention.



**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.

- **Grant writing toolkit New!**  
This toolkit helps you learn how to write a strong grant proposal to funders.
- **Nonprofit grant writing: How to secure grants for your cause New!**  
This guide helps you clearly communicate your complex care program proposal and suggests how to tailor your grant to the needs of funders.
- **Value case summary sheet New!**  
This template helps you demonstrate the cost, utilization, quality, satisfaction, and equity impact of your complex care intervention.
- **Example: Value case summary: Cross sector New!**  
Use this completed template as a guide to help you demonstrate the cost, utilization, quality, satisfaction, and equity impact of your complex care intervention.
- **Financial analysis chart example New!**  
This example of a financial analysis chart will help you figure out how to demonstrate the financial cost and impact of your complex care intervention.
- See more in **Strategy and business** and **Communications**.

## About the Camden Coalition

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.