

# Complex Care Startup Toolkit

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

## 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?
2. Consider the value and financial impact of collaborating with healthcare organizations and cross-sector community partners. **New!**

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



## 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.
- **Building the value case for complex care **New!****  
This toolkit guides you through the steps of promoting your complex care program. The resource provides information on population identification, financing, return on investments, funding, and sharing the value of your program.
- **Rethinking value: Perspectives on the benefits of cross-sector collaboratives serving populations with complex health and social needs **New!****  
This evaluation explores how different organizations and community members define and measure the value of cross-sector collaboration in the context of complex care. The evaluation led to the identification of four underlying dimensions that contribute to participants' understanding of "value:" intrinsic benefits, community engagement, outcomes, and sustainable system-level change.
- For more information, see **Legal and business** or **Communications** or **Growth and sustainability**.

### Key consideration # 2: Consider the value and financial impact of collaborating with healthcare organizations and community partners

- **One-stop shop for healthcare and community partners **New!****  
This resource library provides you with information and guidance on how to financially demonstrate the impact of healthcare and social services partnerships.
- **Advancing resilience and community health **New!****  
This report showcases important takeaways from partnerships between community-based organizations and healthcare organizations, including the role of contracts, health equity, and investments.
- **HCTTF Value partnership evaluation tool **New!****  
This interactive tool helps you assess the value of your organization's partnerships with providers, payers, and purchasers, as well as assess your organization's objectives and improvements.



- **Partnership assessment tool for health New!**  
This tool helps you navigate your partnerships between community based organizations and healthcare organizations to improve your teamwork and impact.
- **Cross-agency partnerships for health equity: Understanding opportunities across Medicaid and public health agencies New!**  
This brief helps you explore how partnerships between Medicaid and public health agencies can be used to promote health equity through improving organizational work and culture, data, and community engagement.
- **Integrating to improve health: Partnership models between community-based and health care organizations New!**  
This tool provides you with descriptions and examples of service models, financial relationships, data relationships, partnership effects, and governance models to guide relationships between community-based and healthcare organizations.
- **Value proposition tool: Articulating value within community-based and health care organization partnerships New!**  
This form guides you through outlining a new partnership between a community-based organization and healthcare organization. The tool prompts you about challenges to achieving you and your partner's desired outcomes, how you can address challenges through partnership, and why partnering is more impactful than other approaches.

## 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 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.