

PCPCC June National Briefing: Overview of PCPCC Strategic Plan

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Patient-Centered Primary Care Collaborative

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About PCPCC



Our Mission:

“Advancing an effective and efficient health system built on a strong foundation of primary care and the patient-centered medical home.”

Achieve our mission through five Stakeholder Centers, led by experts and thought leaders

- Advocacy & Public Policy
- Care Delivery & Integration
- Employers & Purchasers
- Outcomes & Evaluation
- Patients, Families & Consumers



About PCPCC

Activities

- **Share results and outcomes** from medical home initiatives that improve outcomes, quality, and costs;
- **Educate public policymakers and the private sector** on the benefits of investing in the medical home; and
- **Convene a diverse group of thought leaders** to promote awareness, innovation, and learning



Membership

Since 2006, PCPCC membership has grown to represent more than 1,000 organizations, including:

- Provider associations
- Large employers
- Health plans
- Providers & health systems
- Pharmaceutical firms
- Policymakers
- Patient advocacy groups



**The PCPCC Strategic Plan:
Becoming a Leading Voice
for Health System Transformation, 2013-2016**



Key Environmental Trends

- Stakeholders remain uninformed or skeptical about medical home value and impact
- General public is largely unaware of the medical home
- Testing and adoption of new payment models is expediting care delivery reform
- Demand is growing for consumers to be educated and subsequently rewarded for choosing high-quality care
- Federal health and economic policy continues to be driven by debt and deficit reduction, and entitlement reform, with high quality primary care as key solution



Planning Process

- Planning process began in summer of 2012
- Approved in April 2013
- Board, staff, and stakeholders recognized PCPCC's "unassailable niche:"
 - Unmatched power to engage diverse constituency
 - Reputation as the "go-to" group for medical home
 - Potential to diversify funding through strategic collaborations
 - History of effective leadership and education
 - Established medical home mindshare and market share
 - Effectiveness as an aggregator of research, tools, and best practices



Strategic Thrust

“Position the organization as the key driver of the growing **national movement**, and to establish high-quality medical homes as the core of the U.S. **health care system**, and as the **primary care foundation** that will expedite the marketplace shift toward the **medical neighborhood** and **accountable care.**”



Strategic Framework

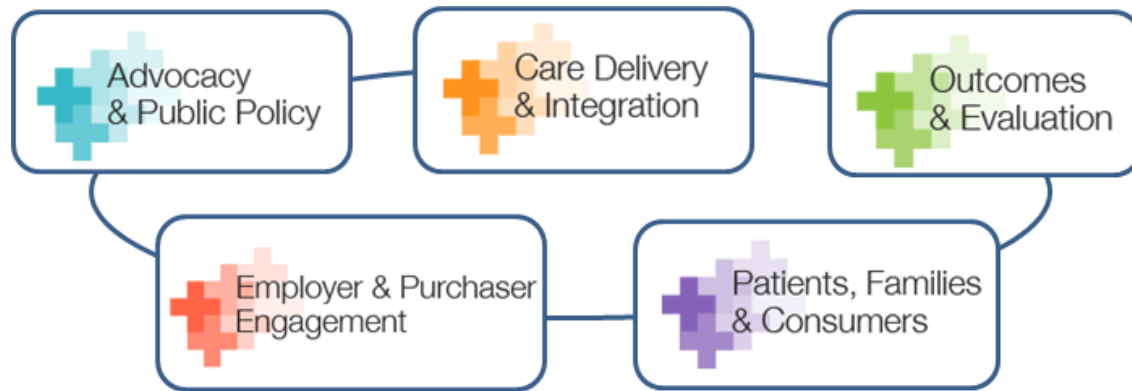
1. Maximize Stakeholder Centers to enhance PCPCC's thought leadership position
2. Launch strategic initiatives that reengage target audiences
3. Adopt a formal business plan to sustain and strengthen the organization
4. Develop and implement a strategic communications and marketing plan



Strategic Goals and Objectives



Goal #1: Maximize Stakeholder Centers



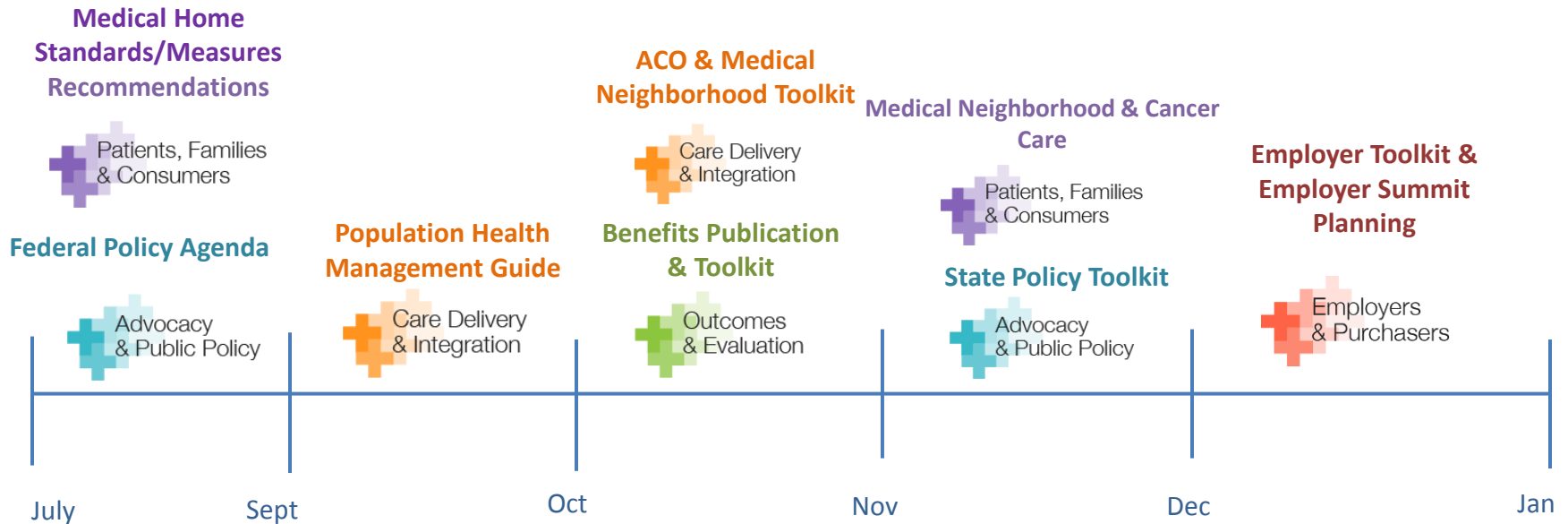
Objectives:

- Utilize cabinet leadership as advisors on all major PCPCC activities
- Focus activity toward tangible thought leadership communications
- Convene leadership retreats to encourage peer-to-peer collaboration around priorities and activities
- Restructure centers to be streamlined and integrated
- Redesign website to provide communications and resource 'hubs'



Center Project Timeline

June 2013 – January 2014



← Additional ongoing center projects include the development of case studies, fact sheets, and online resource libraries that appeal to target audiences →



Goal #2: Launch strategic initiatives that reengage target audiences

Objectives:

- Convene an Employer-Purchaser Summit(s)
 - PCPCC and national and regional partners in NE, Pacific, and Mid-West
- Set the stage for a public engagement campaign
 - Enhance patient and family voice in movement
 - Provide resources that educate consumers about choosing high quality care and influencing employer benefit design
- Collect and disseminate case studies and best practices
 - Highlight the role of patients in quality improvement



Goal #3: Adopt a formal business plan to sustain and strengthen the organization

Objectives:

- Identify revenue targets to achieve reasonable and attainable revenue growth
- Set 10% growth rate for annual revenue goals
- Add new membership levels
- Shift the 501(c)6 activities of the PCPCC into the 501(c)3



Goal #4: Develop and implement a strategic communications and marketing plan

Objectives:

- Position PCPCC as a consistent, effective, and responsive voice on behalf of the medical home and primary care
- Enhance visibility for Center activities/products
- Improve PCPCC's communications infrastructure so it can respond effectively, nimbly, and consistently to breaking issues, research, and opportunities and threats



Questions & Discussion (15 minutes)



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