PCPCC June National Briefing: Overview of PCPCC Strategic Plan

David K. Nace, MD, Chairman, Board of Directors
Marci Nielsen, PhD, MPH, Chief Executive Officer
Patient-Centered Primary Care Collaborative
Thursday, June 27, 2013
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. healthcare 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’
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)
Marci Nielsen, PhD, MPH
CEO, PCPCC
202-417-2074
mnielsen@pcpcc.net
www.pcpcc.org