

## VISIONEERING WICHITA BUSINESS COALITION ON HEALTH CONCEPT PAPER

### **BACKGROUND/BUSINESS CASE**

- Employers pay for a significant portion of healthcare expenditures.
- Employers' healthcare costs continue to rise and be a major source of concern to employers of all sizes.
- Employee health status affects employers' healthcare costs.
- Employee health status affects productivity.
- Health, healthcare and economic development are interconnected.
- Employers should be concerned with whether their healthcare expenditures provide a return in terms of cost, quality, and access for their employees.

### **MISSION/PURPOSE**

- Provide leadership in the community on behalf of its contributors to promote high-quality healthcare, appropriate utilization of healthcare dollars, access to preventive and primary care, and to reduce the cost of healthcare.
- Create a collaborative environment more attractive to businesses and their employees.
- Provide a central resource for employers, employees, and the community to raise awareness of the relationship between community health and economic development.
- Facilitate data-driven strategies to improve health and healthcare in the region.

### **BUSINESS MODEL AND STRUCTURE**

The business model is based on the ability of the coalition to leverage the collaborative structure of an organization to identify common issues and concerns confronting regional employers, develop collaborative solutions and provide resources, information, education, and tools that any one contributor could not do by themselves. Through a collaborative structure, the coalition will facilitate the ability for all stakeholders to come together to discuss issues and develop mutually beneficial solutions. The organization would be organized as a 501(c)3 charitable organization allowing contributions to be tax deductible.

### **CONTRIBUTORS**

- |                                 |                              |
|---------------------------------|------------------------------|
| • Regional businesses/employers | • Employee Organizations     |
| • Business associations         | • Hospitals                  |
| • City/County government        | • Universities               |
| • Insurance companies           | • Medical Society/Physicians |

### **BENEFITS FOR CONTRIBUTORS**

- The ability to leverage finite resources to develop programs and services to control costs, and improve quality and access
- Resources, tools, and information to help measure and evaluate efforts to improve specific health conditions among employees
- A forum for cooperation, collaboration, and creative problem solving to develop models to contain costs and improve outcomes
- The ability to work collaboratively with healthcare providers to measure and improve quality

**GOVERNANCE**

The coalition would have an inclusive governance structure representative of its contributors. A board of directors will provide overall direction and leadership and ensure that the contributors have an effective voice in setting priorities and seeking solutions.

**INFRASTRUCTURE AND RESOURCE REQUIREMENTS**

The projected budget for the first year of operation is approximately \$200,000. The on-going resource requirements for the organization will ultimately be driven by the strategic plan and priorities of the organization as defined by the board and the contributors. In the first year of operation, the major focus of activity will involve the leadership of the Coalition establishing relationships with business leadership, developing and sharing information, increasing participation , facilitating meetings, and establishing strategic priorities. Resource requirements include:

- Human Resources
  - Executive Director (Full-time)
  - Administrative Assistant (Part- or Full-time)
- Supplies and Equipment
  - Computer
  - Basic office supplies
- Services
  - Legal
  - Accounting
  - Website development
- Space and Utilities
- Meetings

**SPONSORSHIP**

To the extent that the coalition could be housed within an existing organization (at least initially) some expenses could be kept to a minimum. In addition to space and access to a basic office environment, a sponsoring organization might also facilitate the flow of funds in the start-up phase through use of an existing 501(c)3 organization.

**FUNDING**

Funding for the Coalition will come from at least four sources:

- Annual Contributions from Businesses
- Philanthropy/Grants
- Services/Seminars/Conferences
- Other Contributions

The majority of funding in the first year would be through contributions from participating businesses and grants. The proposed structure for suggested annual contributions is based on the number of local employees of contributing organizations.

***Suggested Annual Contributions***

<b>Number of FTE's</b>	<b>Rate</b>
Over 5,000	\$12,000
2,000 to 5,000	\$10,000
1,500 to 2,000	\$7,500
1,000 to 1,500	\$5,000
750 to 1,000	\$3,000
500 to 750	\$2,500
100 to 500	\$2,000
Under 100	\$1,000

Learn more at [www.healthywichita.com](http://www.healthywichita.com).