HEALTH CARE AND PUBLIC HEALTH PARTNERSHIPS
How to Create Cross-Sector Relationships That Succeed

TRUST

- Establish shared vision and goals
- Understand each other’s business models/ language
- Agree on commitments and roles
- Agree to disagree
- Create a multiyear plan
- Define and build on success

OPERATING PRINCIPLES

- Define clear community purpose and impact
- Encourage meaningful community engagement
- Focus on equity to ensure each voice is heard
- Create a build-it-to-last mentality
- Be accountable to the vision and goals
- Avoid scope creep
- Use data to drive specific actions

PROCESS

A neutral facilitator:
- Promotes transparency
- Manages expectations
- Balances competing agendas
- Builds trust with the community

A project manager:
- Manages the project plan and activities
- Documents decisions and follow-up actions
- Keeps focus on the agreed course of action

ALIGNMENT

Each Partner Should Take Stock of Their Own Organization’s Purpose and Goals

- Who You Serve
  - Geographically
  - Socioeconomically
  - Demographically
  - By health status
  - By payer
- What You Do
  - Delivery/business model
  - Legal/statutory requirements
  - Funding sources and cycles
- Why You Do It
  - Mission
  - Business viability
  - Strategic alignment
- How You Measure Success
  - For your population(s)
  - As an organization
  - Against health care field measures
  - At frequent intervals

So They Are Prepared to Move Forward Together

DEVELOP YOUR PARTNERSHIP

1. TRUST
2. ALIGNMENT
3. DEVELOP YOUR PARTNERSHIP
4. MAKE A PLAN
5. CREATE LASTING IMPACT

CREATE LASTING IMPACT

- Partner for a Healthy Future
  - Improve the health of the populations you serve
  - Support the ongoing strategic plans of your organizations
  - Build a foundation of partnership for future teams
- Report Meaningful Results
  - Make sure your leaders know how the partnership is benefiting their respective goals
  - Share how the efforts and outcomes are helping your organizations succeed with their populations served
- Move Upstream Together
  - Build on your successes to address the root causes of illness and health inequities
  - Jointly pursue changes that improve the health of individuals and their families as well as the community
- Adapt
  - Adapt to the changing needs of your populations and communities
  - Be open to your joint vision and goals changing as you evolve
  - Anticipate need for additional partners

This tool was supported by Cooperative Agreement number CDC-OT18-1802, funded by the Center for State, Tribal, Local, and Territorial Support of the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.