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

**1. 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
- 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

**2. 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**

**3. DEVELOP YOUR PARTNERSHIP**

- **Identify** shared populations, geography, services
- **Determine** shared vision, values and goals
- **Create** a well-defined goal and scope
- **Leverage** each organization's strengths
- **Discover** what you cannot do alone
- **Demonstrate** contribution to each other's mission

**4. MAKE A PLAN**

Operationalize
- Structure and responsibilities
- Integrated vs. independent actions
- Responsibility for costs
- Coordinated assessment cycles

Measure
- For the populations
- For the partnership
- For your individual organizations

**5. 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 disparities
- 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

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