

**Oregon Health Authority / Public Health Division
Health Promotion & Chronic Disease Prevention**

**Living Well with Chronic Conditions / Tomando Control de su Salud
Business Plan**

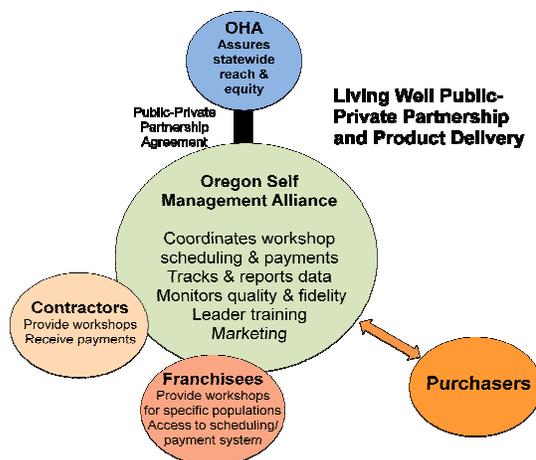
August 31, 2012

This project was supported in part by American Reinvestment and Recovery Act Chronic Disease Self Management Program cooperative agreement 90RA0001 from the Administration on Aging (AoA), and Diabetes Prevention and Control Program cooperative agreement IU58/DP001986 from the US Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official view of the CDC or AoA.

Executive Summary

Evidence-based chronic disease self-management programs are widely available across Oregon, delivered via a diverse network of organizations. Current sources of funding for these efforts are similarly diverse, however, and in many cases not sustainable. In order to ensure universal access to evidence-based chronic disease self-management programs in Oregon – and the resultant increases in quality of life and decreases in chronic disease-related healthcare costs – significant changes must be made in the delivery and financing of these programs.

Living Well with Chronic Conditions and Tomando Control de Su Salud are evidence-based chronic disease self-management programs delivered as a series of six weekly 2-1/2 hour workshops. The Living Well Business Plan identifies an efficient, effective delivery and funding mechanism for bringing these programs to scale via the **Oregon Self-Management Alliance**. This entrepreneurial, private small business will coordinate statewide supply and demand for programs by developing a delivery network, marketing programs to payers and participants, and facilitating centralized systems for payment processing, scheduling, workshop leader training, and quality assurance. The plan outlines estimated expenses and revenue for the Alliance; pricing structures for franchisees, program delivery contractors, and purchasers; and a five-year schedule for shifting the current delivery and financing structure to the new Alliance model.



The Alliance will operate via a public-private partnership agreement with OHA that governs profit sharing, data gathering and information sharing, program fidelity monitoring, and future expansion of systems to support additional evidence-based self-management programs. Rather than delivering programs directly, the Alliance will maintain a network of local delivery contractors to meet purchaser demand. This will allow purchasers

sufficient program access to realize healthcare cost savings without having to employ staff or coordinate workshops and will provide a single contracting entity for statewide program delivery.

Turnkeys (franchisees) will consist of entities that serve specific, defined populations and require in-house capacity to provide workshops directly to their customers, such as Federally Qualified Health Centers, hospitals, or health system payers such as Coordinated Care Organizations (CCOs). For an annual fee, the Alliance will provide turnkeys with start-up training, materials and support, and workshop materials, leader training, technical assistance, and access to the Alliance's statewide scheduling and payment platform.

Delivery network contractors may be nonprofits, public agencies, and qualified individuals or organizations that provide Living Well and/or Tomando Control programs. Members of the contracting network will receive payment per workshop series, participant or completer via the Alliance's statewide scheduling and payment platform.

Contracted purchasers will include entities such as health plans, health systems and employers that are motivated to improve health outcomes and contain healthcare costs. Initial target markets will include CCOs, Medicare Advantage plans, and the Public Employees Benefit Board and Oregon Educators Benefit Board.

OHA's Public Health Division will play an important role in monitoring program and participant data to ensure equity of access, especially as relates to populations experiencing health disparities such as low-income Oregonians, racial and ethnic minorities, and the un- and under-insured.

As health system transformation progresses in Oregon, focus is increasing on innovative means to prevent and reduce the burden of chronic diseases and contain costs. Living Well and Tomando Control offer a promising response to this trend by delivering potential cost savings and improved health outcomes for participants. In order to bring these programs to scale, they must be integrated into the transforming health system. The Living Well Business Plan provides a roadmap for this process by centralizing coordination, marketing, and administration; standardizing workshop delivery; and enhancing workshop delivery capacity.