



Ensuring that the Project is Worth the Investment

Patty Charvat

Senior Vice President, Strategy & Marketing

Tamera Hicks, RN

Clinical Director, Physician Practices

Agenda

Introductions

Our partners

Session 5: Ensuring that the Project is Worth the Investment

Questions & answers



HANYS Care Connections Team



**Kathleen Rauch, RN, MSHQS,
BSN, CPHQ**

Vice President, Quality Advocacy,
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Associate Director, Associate
Professor,
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Our partners



OUR FUNDER

Funding from the [Mother Cabrini Health Foundation](#) allows HANY to expand its capacity to provide education, direct support, tools and data to our members. With Care Connections, we strive to build hospital-community partnerships and share evidence-based chronic disease prevention and management strategies to address healthcare access barriers at the local level.



OUR PARTNER

DataGen®, Inc. develops custom analytics for participants to help them understand healthcare access barriers and the chronic disease burden in their communities so they can develop tailored interventions.

Patty Charvat

Charvat is the Senior Vice President, Marketing & Strategy for the Mohawk Valley Health System.

For the past seven years at MVHS, Charvat has developed comprehensive initiatives and partnerships to improve the health and quality of life of community members. She received the Health Hero Freedom Fund Award from the NAACP/Rome NY branch and was named Outstanding Public Relations/Journalism Alumna at Utica University for her contributions to the community.

Prior to joining MVHS, Charvat was an independent healthcare marketing and communications consultant. She worked with more than 50 different healthcare organizations across the country. She began her career at the Healthcare Association of New York State, with her most recent position being Vice President of Corporate Communications and Marketing.



Tamera Hicks, RN

Hicks is the Clinical Director of Physician Practices at Samaritan Health System. She started her career as a CNA at Mercy before moving onto Samaritan Keep Nursing Home to work toward her LPN.

In 1999, Hicks joined a private Dermatology and Plastic Surgery practice as an LPN. After 10 years in private practice, she joined Samaritan. Over the years she managed several teams at Samaritan before being promoted to Clinical Director of Physician Practices in 2022.

In her role she oversees all clinical aspects for 20 multispecialty clinics including five family practice clinics. Hicks has also worked to develop a Chronic Care Team. This team assists patients in their needs surrounding their chronic health issues, and with their social determinants of health.



Question 1

What is your process for setting shared goals and building evaluation plans in these partnerships?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Tamera Hicks, RN
Clinical Director, Physician
Practices

Question 2

How do you set up a grant-funded project for long-term success, even after the grant period ends?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Question 3

What differences have you seen between projects who have people championing them versus those who do not have champions?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Tamera Hicks, RN
Clinical Director, Physician
Practices

Question 4

How do you support project champions in health systems where everyone is very busy with their daily work responsibilities? (and not lead to burn out!)

Tamera Hicks, RN
Clinical Director, Physician
Practices

Question 5

How is evaluation tied to sustainability?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Tamera Hicks, RN
Clinical Director, Physician
Practices

Question 6

How do you craft the narrative of a project to be more appealing to new funders?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Tamera Hicks, RN
Clinical Director, Physician
Practices

Question 7

What are your tips for leveraging evaluation plans to justify financial investment in a project? How do you prepare to show the return on investment?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Question 8

What role can community-engaged project interventions play in health system strategy? In health system marketing?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Question 9

Are community-engaged interventions in your health systems tied to Community Health Improvement Plans?
What are your processes for assuring this happens?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Tamera Hicks, RN
Clinical Director, Physician
Practices

Question 10

What are the biggest differences you see in projects that last versus projects that don't?

Patty Charvat
Senior Vice President,
Strategy & Marketing

Tamera Hicks, RN
Clinical Director, Physician
Practices

Recommended Reading

Partnership Building Toolkit

Sections:


Setting and Attaining Shared Goals;

Maintaining Success; and

Building relationships with decision makers

Why these sections?

These sections cover the crucial elements for the longevity of a project! They reiterate many points that were discussed today, as well as build upon them.



Setting and Attaining Shared Goals

When all partners are comfortable and feel integral to the team, it will be time to consider the goals of the project. Over the next few meetings, the group must define the goal that the team wants to achieve. When will the team know they have succeeded? Each member should clearly see how their partnership contributes to the overall goal.

Partners should work together to establish a SMARTIE Goal, which adds inclusivity and equity to the traditional SMART goal development.

SMARTIE Goal	
S - Specific	What do you want to do?
M - Measurable	How will you track progress?
A - Attainable	How will you do it?
R - Relevant	How is this relevant to each partner's mission?
T - Time-bound	When do you want to do it?
I - Inclusive	What new perspectives could you bring into the project?
E - Equitable	Can you change the goal to incorporate equity and inclusion?

This process includes revisiting health disparities data with your community partners. Discuss additional data sources that can be used to define the problem and measure improvement. Determine how data will be shared, who will 'own' the data, when results will be shared and whether data use agreements are necessary.

Examine the data together and talk about what's 'really going on'. The community should be heavily involved in the process of gathering information, with emphasis on community members' voices and lived experiences. Facilitate the process of prioritizing and identifying root causes within a community using the tools below.


SMARTIE Goals can start by writing a problem statement, which should be done collectively.

Sources: [Mobilizing for Action through Planning and Partnership](#), National Association of County and City Health Officials; [Leveraging Community Expertise to Advance Health Equity](#), Urban Institute.

Writing a Problem Statement (activity)

This document provides an overview of the basic components that make up a problem statement. This tool can assist your organization with developing its own problem statement to address any needs, concerns or improvement areas.

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Upcoming sessions

Wednesday, April 8 | 10 – 11 a.m.

Centering community voices

The disability activist motto “nothing about us without us” emphasizes that communities must be included in discussions and decision-making processes that affect them. Hospitals and health systems must ensure that community members can share their ideas, participate in decision-making and create shared accountability structures. This session will go over building trust with your community, creating tangible assets of collaboration with your community and ensuring that community involvement remains a core element of your work.

Final session in this series:

- April 15 | Extend your hospital’s reach with community health workers



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Connections

Questions?

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