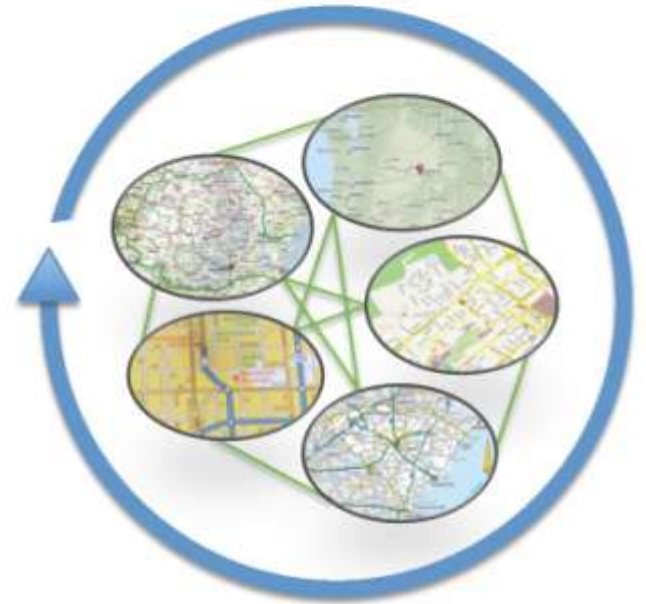




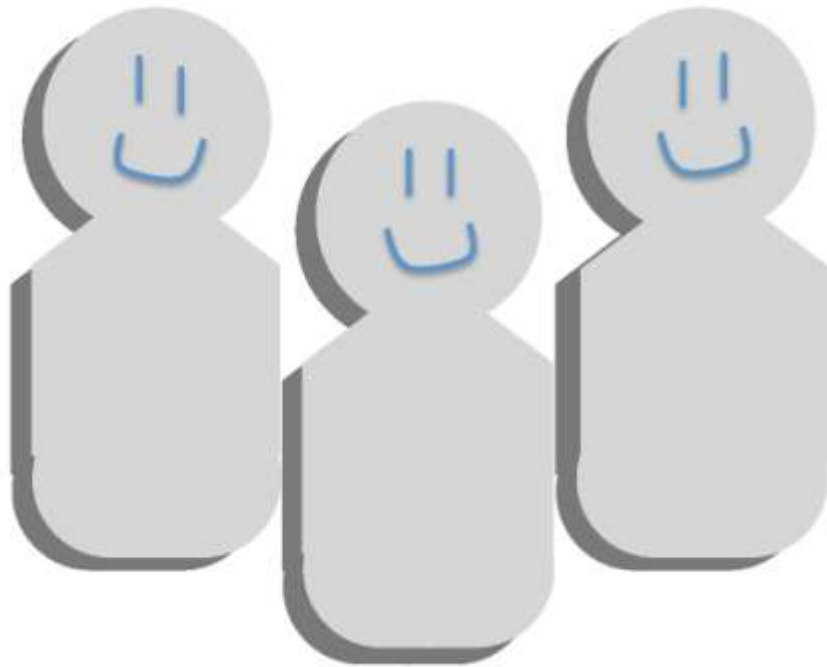
*five places. five metrics. five years.*



## **Investing in the Health of Communities**

Maine Quality Counts • Webinar • January 28, 2014

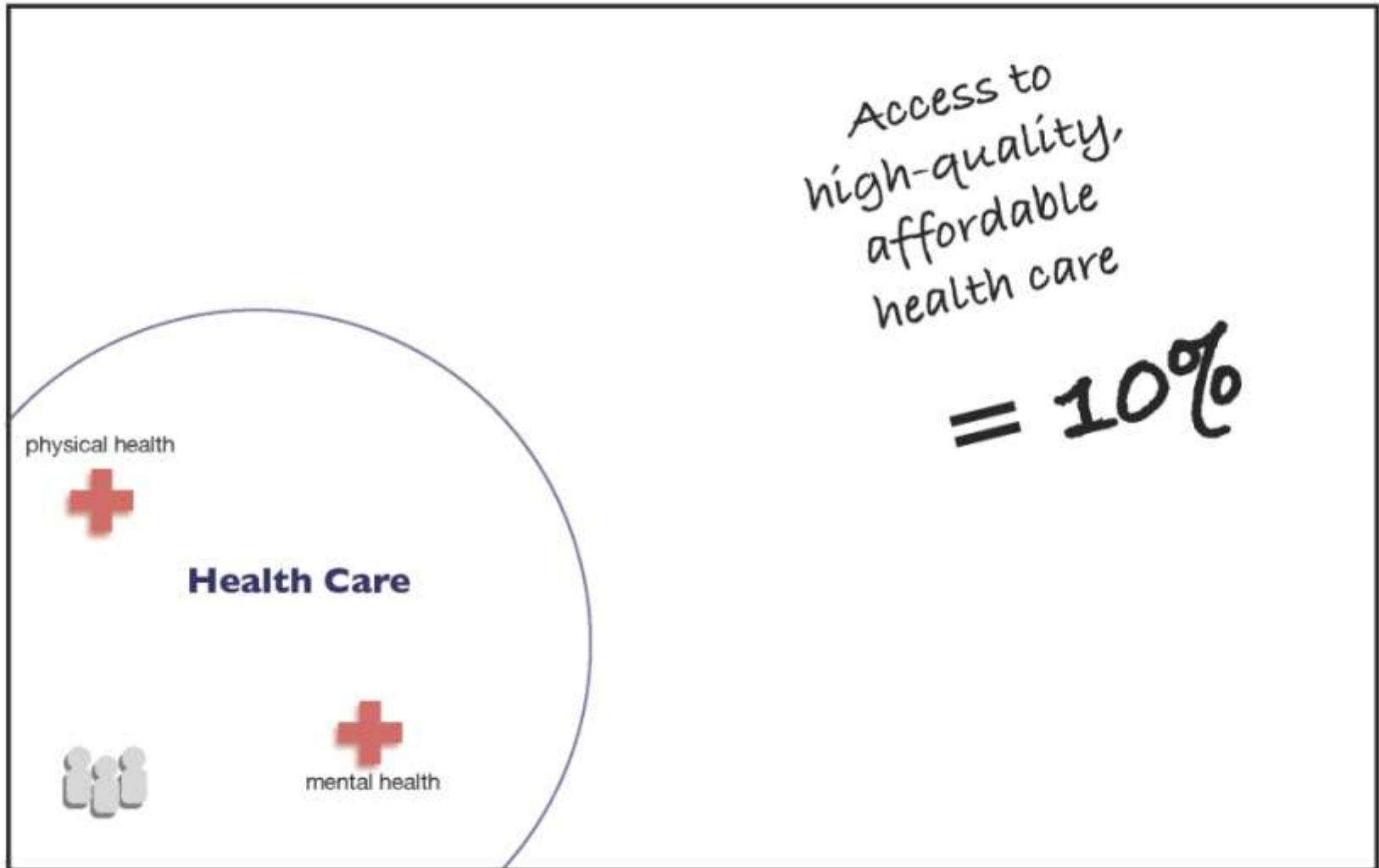
## What matters to health?



*Access to  
high-quality,  
affordable  
health care*

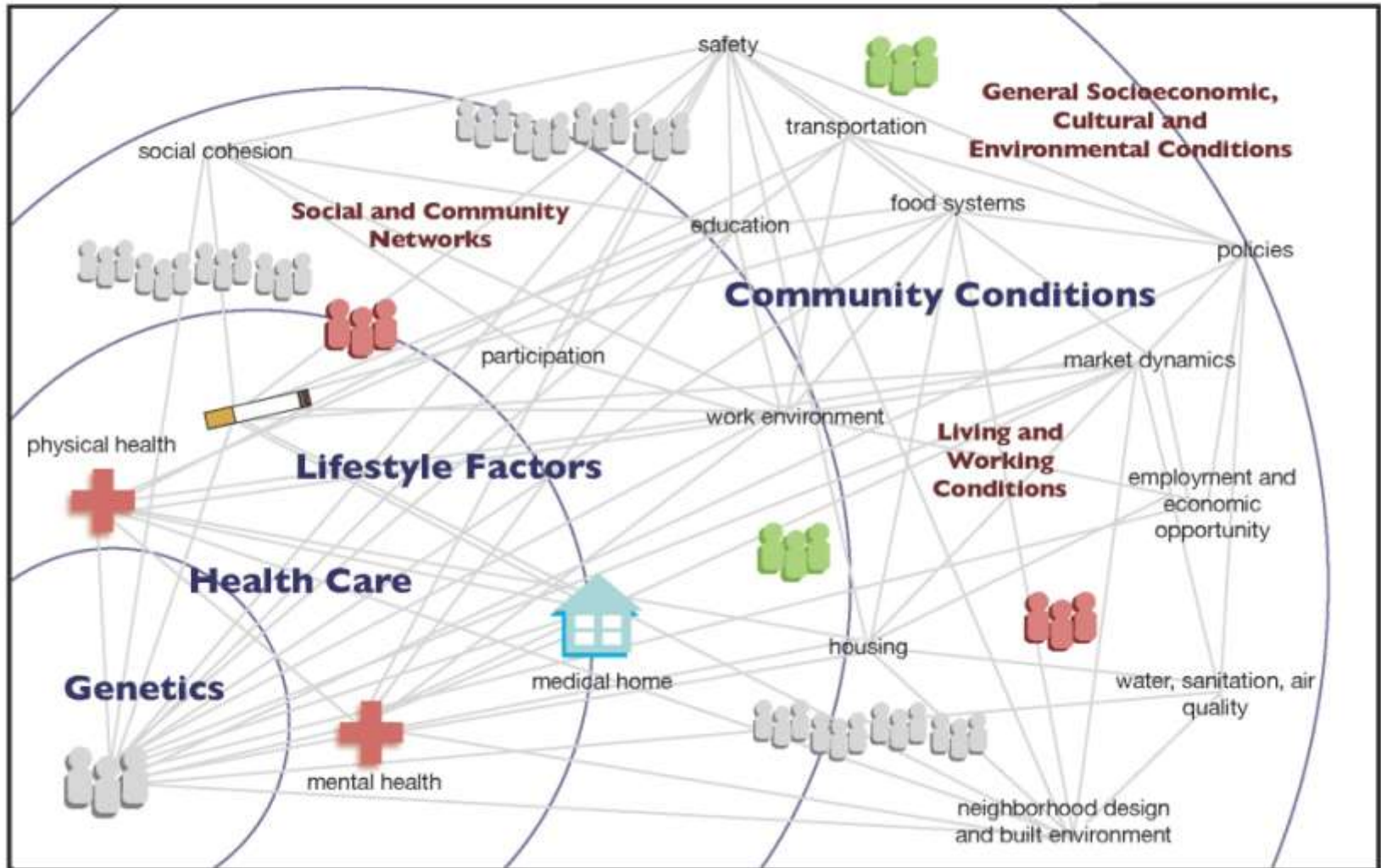


## What matters to health?



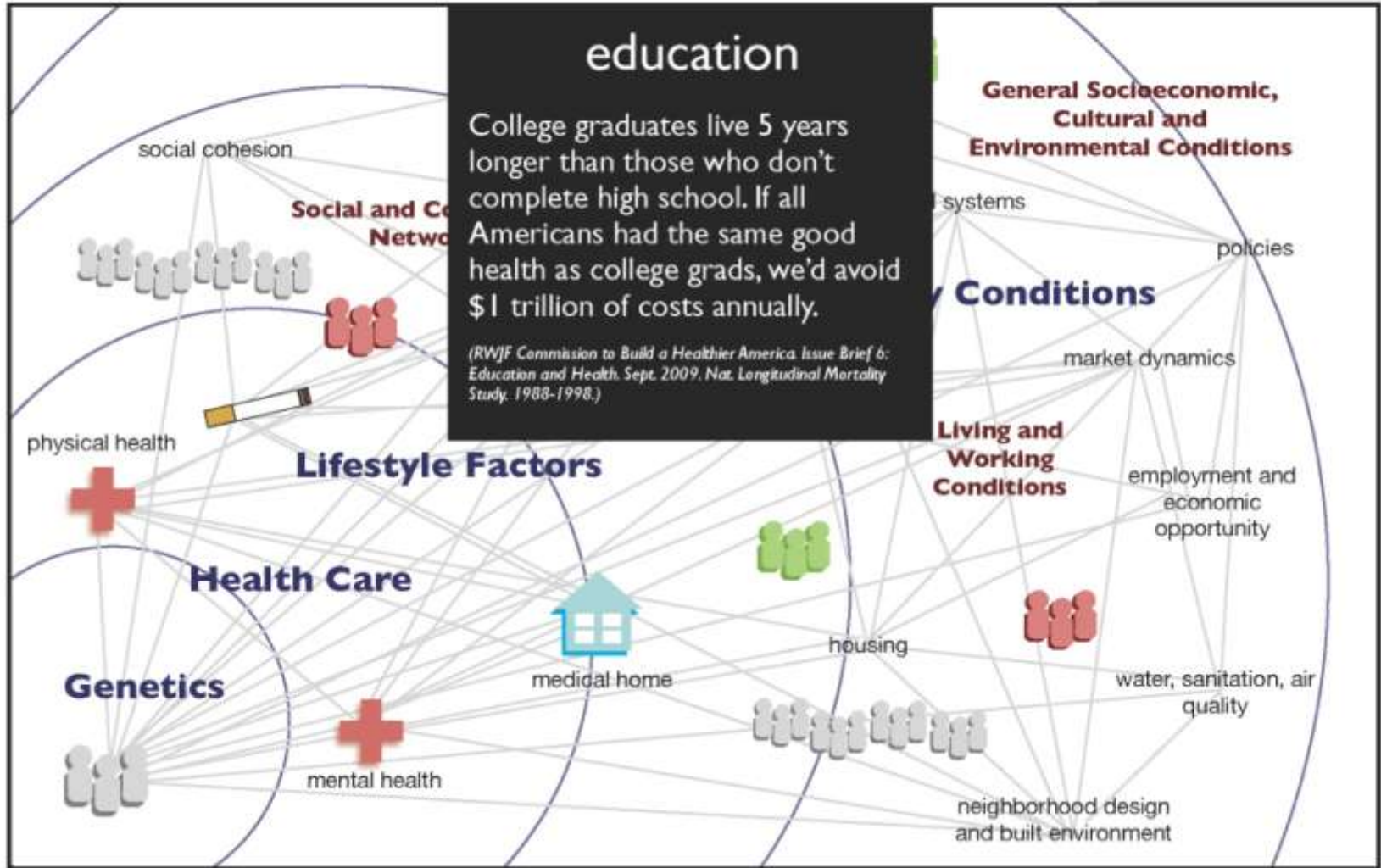
really  
✓

# What matters to health?



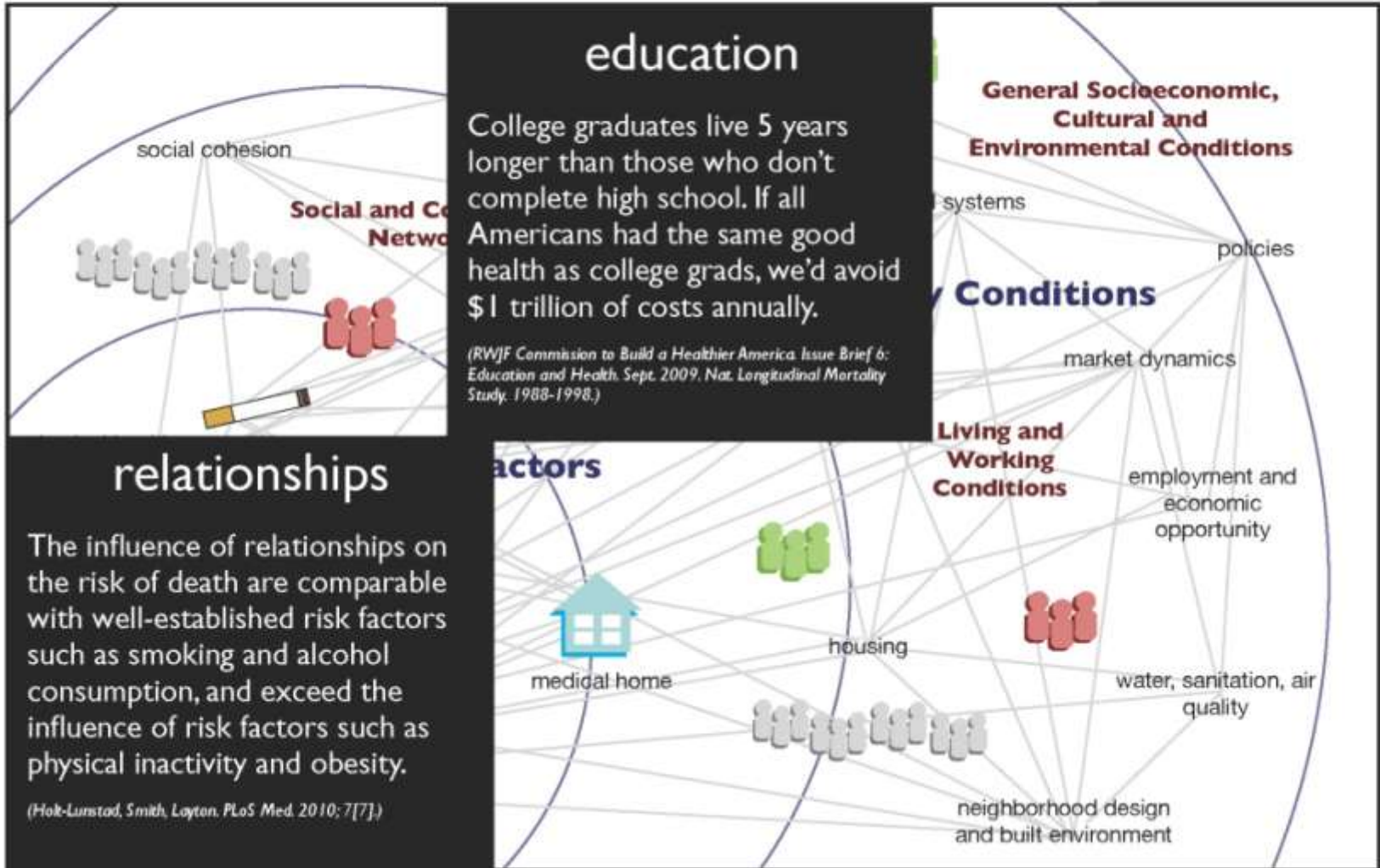
really  
✓

# What matters to health?



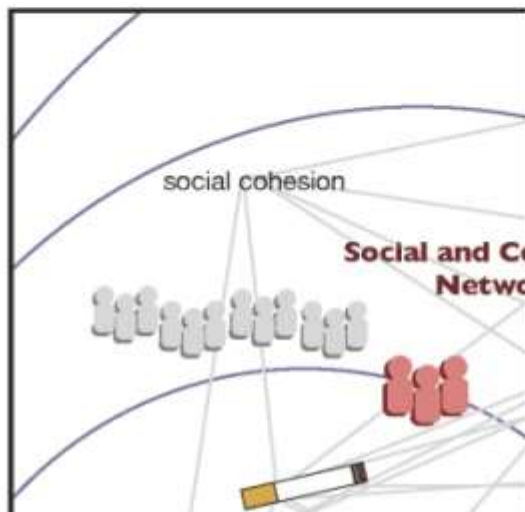
really  
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# What matters to health?



really  
✓

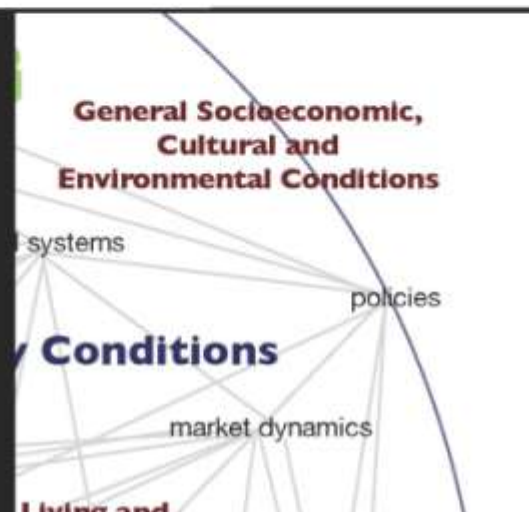
# What matters to health?



## education

College graduates live 5 years longer than those who don't complete high school. If all Americans had the same good health as college grads, we'd avoid \$1 trillion of costs annually.

*(RWJF Commission to Build a Healthier America. Issue Brief 6: Education and Health. Sept. 2009. Nat. Longitudinal Mortality Study. 1988-1998.)*



## relationships

The influence of relationships on the risk of death are comparable with well-established risk factors such as smoking and alcohol consumption, and exceed the influence of risk factors such as physical inactivity and obesity.

*(Hok-Lumstad, Smith, Layton. PLoS Med. 2010; 7[7].)*

## factors



## community

A \$10 per person annual investment in community-based prevention over five years could produce 5% reductions in type 2 diabetes, high blood pressure, heart and kidney disease, and stroke — with ROI of \$5.60 for every dollar invested.

[healthyamericans.org/reports/prevention08/](http://healthyamericans.org/reports/prevention08/)

really  
✓

## What matters to health?

socioeconomics

housing

transportation

food access

sense of control

education

College graduates live 5 years longer than those who don't complete high school. If all Americans had the same good health as college grads, we'd avoid \$1 trillion of costs annually.

*(RWJF Commission to Build a Healthier America. Issue Brief 6: Education and Health. Sept. 2009. Nat. Longitudinal Mortality Study. 1988-1998.)*

work environment

built environment

natural environment

public safety

economic development

relationships

The influence of relationships on the risk of death are comparable with well-established risk factors such as smoking and alcohol consumption, and exceed the influence of risk factors such as physical inactivity and obesity.

*(Hok-Lumstad, Smith, Layton. PLoS Med. 2010; 7[7].)*

child development

local jobs & training

active participation

a community  
system focused  
on health

community

A \$10 per person annual investment in community-based prevention over five years could produce 5% reductions in type 2 diabetes, high blood pressure, heart and kidney disease, and stroke — with ROI of \$5.60 for every dollar invested.

[healthyamericans.org/reports/prevention08/](http://healthyamericans.org/reports/prevention08/)



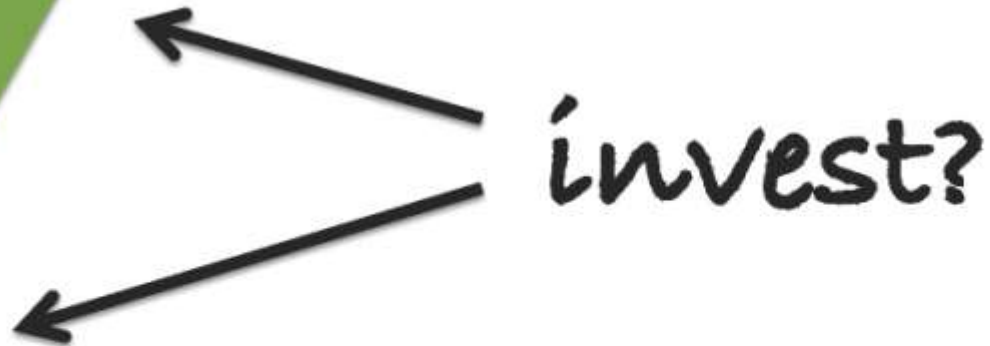
# What the return on \$2.9 trillion?

## Health Determinants

Health Context & Behaviors  
(90%)

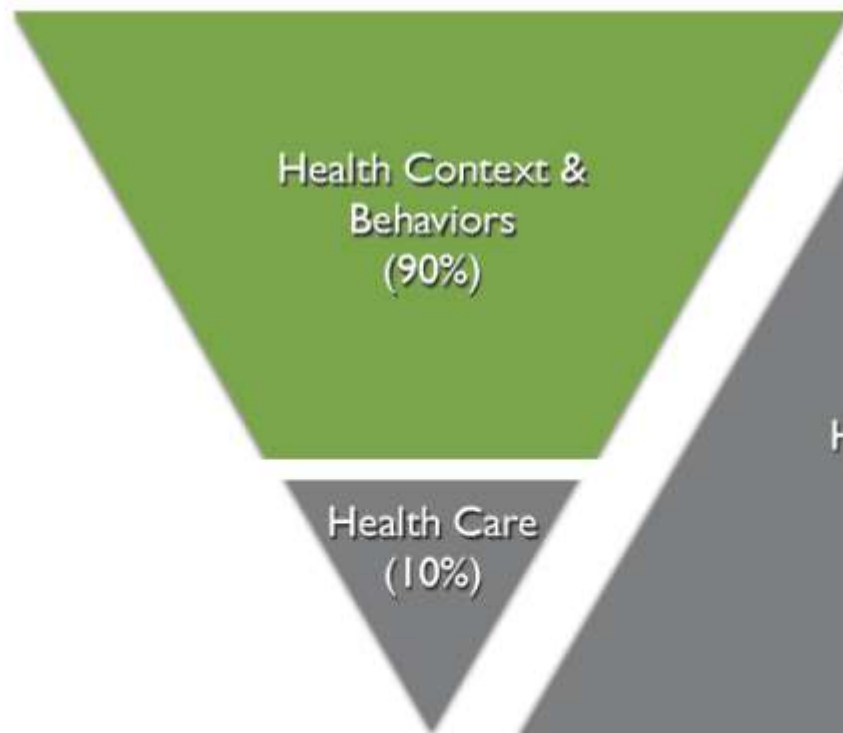
Health Care  
(10%)

*invest?*

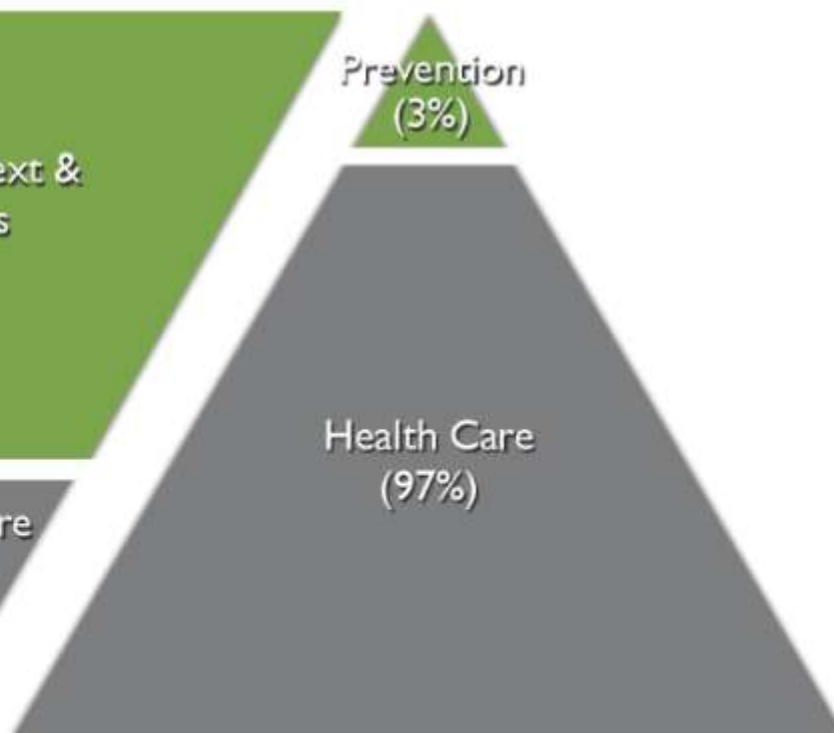
Two black arrows originate from the word 'invest?' and point towards the 'Health Context & Behaviors (90%)' and 'Health Care (10%)' sections of the funnel.

## What the return on \$2.9 trillion?

### Health Determinants



### Health Spending



# What the return on \$2.9 trillion?

## Health Determinants

Health Context & Behaviors  
(90%)

Health Care  
(10%)

## Health Spending

Prevention  
(3%)

Health Care  
(97%)

## Health Outcomes (↑ better, ↓ worse)

↑ Late Stage Interventions

- ↓ Infant Mortality
- ↓ Life Expectancy at Birth
- ↓ Diabetes
- ↓ Obesity
- ↓ Heart Disease
- ↓ COPD
- ↓ Disability

# An investment approach to *health*



# An investment approach to *health*

1. what matters to health?



## An investment approach to *health*

1. what matters to health?



2. how do we maximize impact?

## An investment approach to *health*

1. what matters to health?



2. how do we maximize impact?

3. who can rally and sustain collective action?

# An investment approach to *health*



*ongoing learning • iterative/adaptive • sustainable reinvestment*

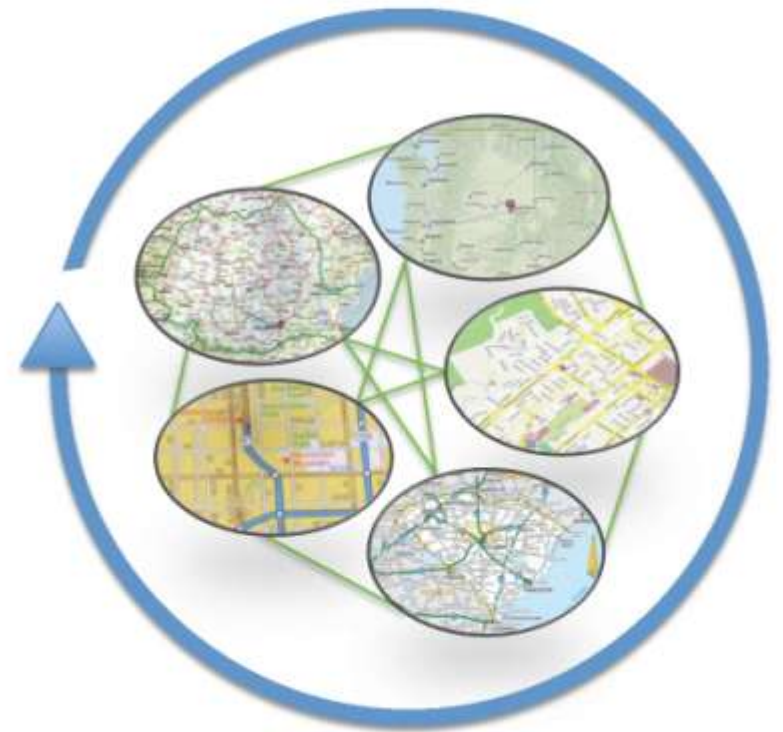


introducing...



*five places. five metrics. five years.*

- National competition launching 2014
- Five communities compete to win the **HICcup Prize** for the greatest cost-effective improvement in health over five years
- HICcup will help local **leaders** with **data**...new **solutions**...and **investment** models that generate better health with financial returns



More coming... **HICcup.co**

## What we're looking for

- 1. <100,000 population**, cohesive, self-contained
- 2. Commitment** to five-year effort to fundamentally transform community's health profile
- 3. Exceptional leadership**, cultural fluency in health value/ROI, demonstrated ability to engage multi-stakeholder support
- 4. Track record** of success, results, data

# What we offer

## Partner Network & Open-Source Models

- Data
- Solutions
- Financing
- Learning/sharing

### HICcup Contest

Five communities, five years, greatest improvements in five metrics.

- *Replicable models for transforming and sustaining community health that can be spread broadly.*

### HICcup Coaches

Instigate, accelerate and support community-led health transformation.

- *Breakthrough progress that emerges within and among communities committed to serious health change.*

### HICcup Health Mart

Evidence-based programs and new solutions for community health.

- *Community marketplaces that refocus competition and business models on health.*

### HICcup Capital Solutions

Portfolio of health financing/investment models.

- *Expanded sources of capital that leverage financial returns from health.*



# Five metrics: what success might look like

**1. Health impact**



**2. Financial impact**

**3. Community context/environment**



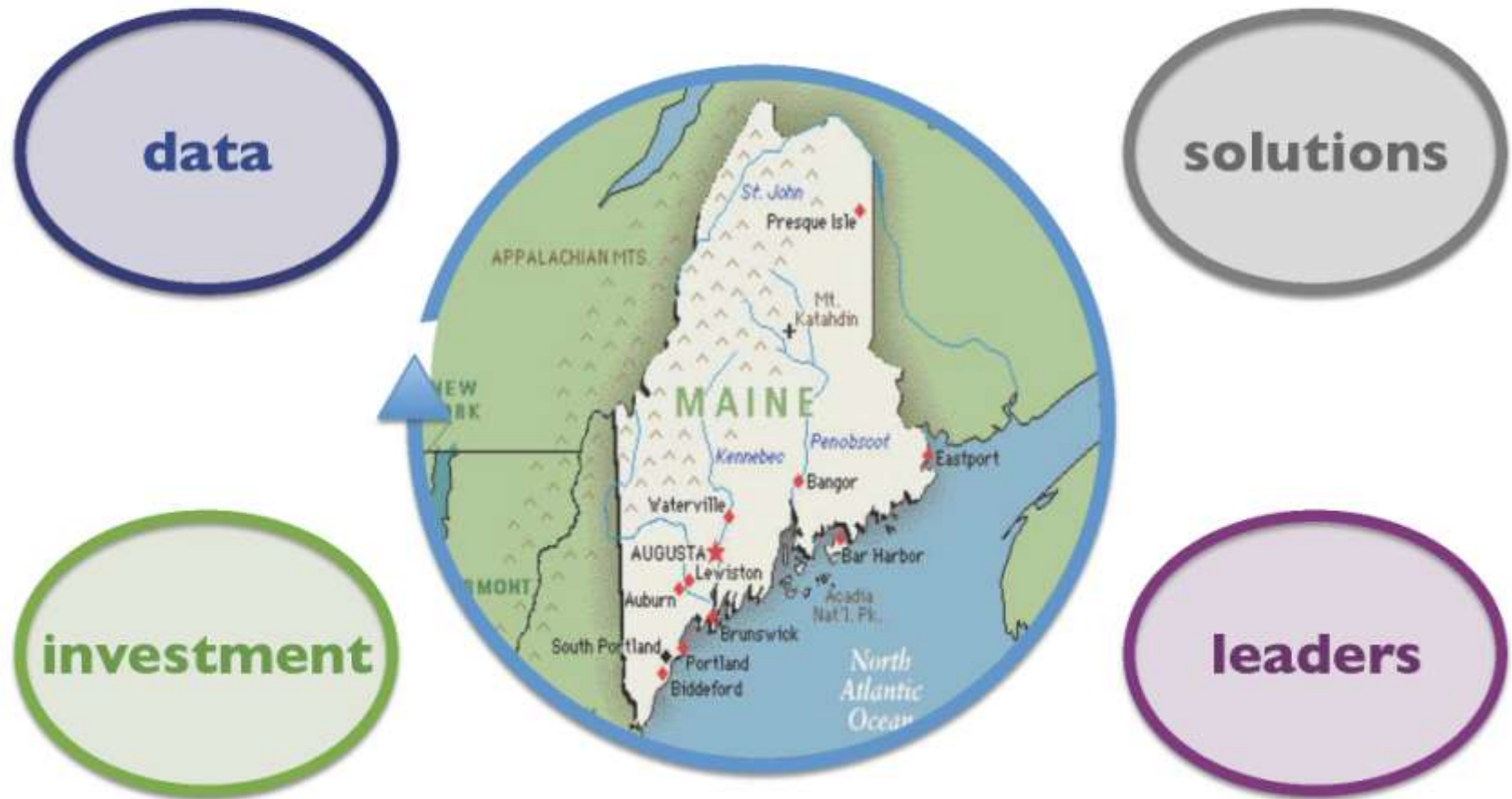
**4. Sustainability**

**5. "Wild card"**





# Opportunities for HICcup in Maine?



<http://hiccup.co/joinus/>

Web: HICCup.co

Twitter: @HICCup\_co

**Rick Brush:** rick@collectivehealth.net