



Communities in Action

NATIONAL ASTHMA FORUM

WASHINGTON, DC JUNE 17-18, 2010

Leading a Breakthrough – Realistic Requests and Bold Offers

Powerful Conversations of Opportunity

- **A Powerful Leadership Strategy for Sustainable Change**
- **Employ Effective Questions**
- **Require a Command of Your Assets**
- **Fueled by Requests and Offers**
- **An Invitation to Create a New Future**

Who: Champions and Leaders of Community Asthma Assets





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Kalamazoo County Health and Community Services Department

Healthy Homes for Kalamazoo (H2K)

Jennifer Kosak, REHS/HHS

Kalamazoo County Environmental Health, Michigan

H2K Program Overview

- Established in 2009
- Dedicated to improving housing
- Local pediatric asthma clinic will obtain consent and make a referral
- Kalamazoo County will:
 - conduct environmental home assessments in 50 households
 - provide environmental asthma trigger remediation equipment
 - develop evaluation tools

Value Proposition Drivers

- **Population of Focus:**

- More than 4,000 Kalamazoo County children have asthma
 - Pilot study will focus on 50 most severe

- **High Value Outcomes:**

- To eliminate emergency department visits and hospitalizations at a savings of \$400,000 health care dollars

- **Costs:**

- Remediation equipment, county services and evaluation tools at \$200,000

- **Evaluation:**

- Database for capturing visits, equipment provided, and outcomes of Quality of Life Questionnaires

H2K's Value Proposition

- For \$200,000 a year, H2K will eliminate hospitalizations and emergency department visits for 50 households where a child with asthma resides, and deliver \$400,000 a year savings to the health care system.

Jennifer's Value Statement

With \$200,000 we will:

- Reduce ED visits to 0
 - = $\$1000 * 50 * 2 \text{ visits} = \$100,000 \text{ SAVED}$
- Reduce hospitalizations to 0
 - = $\$6000 * 50 = \$300,000 \text{ SAVED}$
- Plan another 50 households with the net savings of \$200,000!
- Increase community collaboration, awareness and education

What is a Value Proposition Statement

- An irresistible invitation to accept a totally seductive offer that is a promise of the value you will deliver to a stakeholder.

Jennifer's Value Statement

For \$200,000 Healthy Homes for Kalamazoo will improve the quality of life for the households of 50 Kalamazoo County children with asthma by reducing emergency room visits to **ZERO** and reducing hospitalizations to **ZERO**. My community will benefit from my work by receiving home assessment which reduce environmental asthma triggers and improve health outcomes, as well as, increased community collaboration, awareness and education all for a net savings of \$200,000!

