The Way to Wellville is paved with accountability

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What’s the return on $2.9 trillion?

What matters to health

Health Context & Behaviors (90%)

Health Care (10%)

Where we spend

Health Care (97%)

What we get (outcomes: ↑ better, ↓ worse)

↑ Late Stage Interventions

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


What we take for granted

• Health not care
• Prevention
• Need for buy-in
  – more on this later....
• Multi-stakeholder
• Listen first!
What we added

• Rollouts not pilots
• A diverse group of 5 communities
• Less than 200,000 population
• Diversity of partner institutions
  – Government
  – Nonprofit
  – Rotary Club
  – Medicaid
  – Hospital systems
  – Plus churches, YMCA, insurers, employers
The Wellville Five
Diverse partners

- CareOregon, Medicaid administrator – Clatsop County, OR
- Lake County Health Leadership Network → joint venture in formation, led by two competing health systems – Lake County, CA
- Rotary Club and Public Health – Muskegon County, MI
- Community Solutions – North Hartford, CT
- Mary Black Foundation – Spartanburg, SC
Critical density
What we learned

• New concepts
• From contest to collaboration
• Curricula and coaches
• From five years to 10
• From buy-in to accountability
• Focus
• Funding
• Impact measurement
New words & phrases

– Bottle rot
– From ACE score to resilience
– Addiction as a learning disorder
– Child storage
– From locked in to locked out:
  #HAI to #JAI
To go fast, go alone.
To go far, go together.
The magic app:
Other people

• But they need to be trained
• ...and have purpose
Our core constituents:
Making change in 10 years
Engagement

• **B2C:** Free is not free to the recipient
  – Costs in time, money, transportation, child care

• **B2B:** Programs require overhead.
  – trained staff, curricula, coaches, compliance, impact measurement....
How does it happen?

Like any project:
  someone responsible
  with a budget
  with a plan
  with funding
  with deadlines
  with outcomes
Trade-offs
Flows of revenues, costs and savings
Evaluation

Mastery learning...
-not just testing!
Thank you!

- Any questions? Suggestions? Comments?

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