

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

S. A. Schroeder "We Can Do Better – Improving the Health of the American People," *New England Journal of Medicine*, 357 (2007): 1221-28.

Centers for Medicare and Medicaid Services, "National Health Expenditures" Table 1, (Washington, DC: CMS, Office of the Actuary, National Health Statistics Group, 2012).

United States compared to 16 "peer" countries, National Research Council, "US Health in International Perspective: Shorter Lives, Poorer Health" (Washington, DC: National Academies Press, 2013).

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.

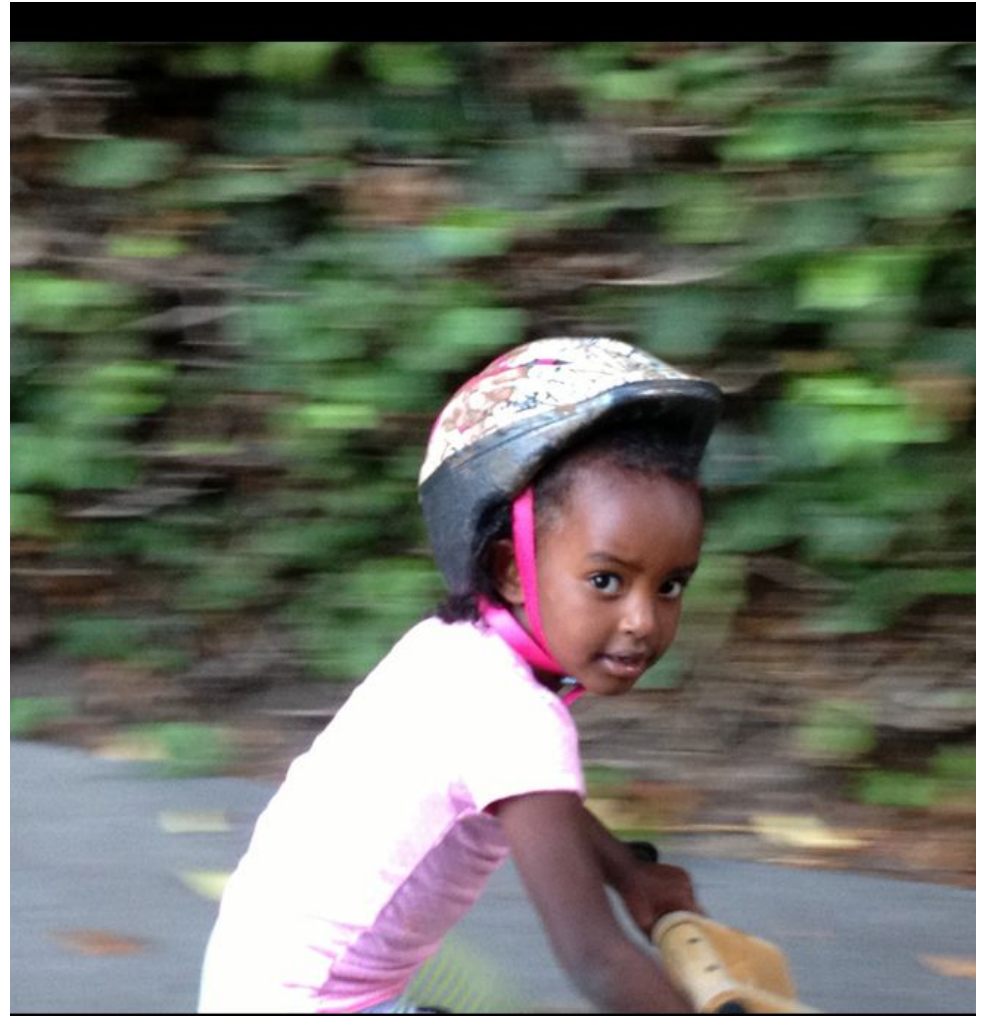


The magic app: Other people

- 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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