



# PHIL Up Your Cup

Population Health Innovation Lab

January 24, 2024

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**POPULATION HEALTH**  
**INNOVATION LAB**

A Program of the PUBLIC HEALTH INSTITUTE

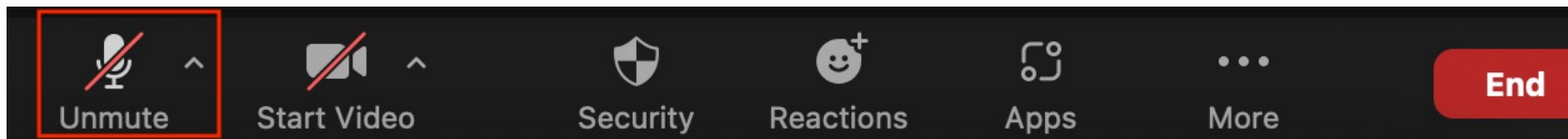


# The Intersection of For-Profit Businesses and Public Health



# This event is being recorded.

Please mute your microphone and video during the presentation.



A photograph of two women sitting on a grey couch in a living room. The woman on the left is wearing a green sweater and glasses, smiling and looking at a notebook she is holding. The woman on the right is wearing a light blue button-down shirt and glasses, looking at a laptop. A rainbow sticker is on the wall behind them. The entire image has a light green overlay.

**The Population Health Innovation Lab designs, catalyzes, and accelerates innovative approaches that advance health, well-being, and equity.**





# Registration Feedback

What are potential pros of engaging with for-profit organizations to do public health work?

- Efficiency
- Access to resources
- Flexible approaches
- New perspectives
- Ability to scale

What are the biggest challenges or cons of working with for-profit partners to improve health and wellness?

- Misaligned incentives
- Structural/cultural differences
- Quick returns



# Intention and Agenda

## Intention:

Bring people together who are doing the hard work of supporting multisector collaboratives to discuss shared challenges, brainstorm ideas, share resources, or even explore a project.

- Welcome and Framing
- Concept of the Day – Analogous Inspiration
- Resource of the Day – IDEO Analogous Inspiration
- Peer Share – Julie Lawrence, Eviset
- Discussion
- Poll and Close



# Methods to get unstuck: Fresh Perspectives

When you've spent countless hours, months, or years deep inside a particular field or system, a radically fresh perspective can help unlock sticky problems or inspire new directions of exploration.

Analogous Inspiration can be a valuable approach to problem-solving and innovation.





# COTD: Analogous Inspiration

**Definition:** The process of drawing inspiration and ideas from sources or fields that are not directly related to your own area of work or expertise.

**How it works:** Look at analogous or similar situations, concepts, or solutions from different domains and apply them creatively to your specific context or problem.





# ROTD: Analogous Inspiration Process and Tools

1. **Identify the Problem:** Clearly define the issue you are trying to address.
2. **Seek Analogous Fields:** Identify disciplines with similar challenges or issues.
3. **Research and Study:** Dive in to understand approaches, strategies, and solutions. For example, read literature, attend conferences, or collaborate with experts from those fields.
4. **Analogous Insights:** Identify key insights, strategies, or methods to apply to your work.
5. **Adapt and Implement:** Tailor the insights to fit your context and need
6. **Test and Evaluate:** Implement the adapted strategies or solutions in a controlled or pilot setting. Collect data and evaluate effectiveness. Be prepared to iterate and adjust based on feedback and results.



# Analogous Inspiration: Examples Across Disciplines

- Hospital emergency rooms have been inspired by F1 pit stop crews.
- Henry Ford was inspired by the systems within slaughterhouses and grain warehouses to create the assembly line.
- Executives, artists, writers, and other creative professionals often rely on creating analogies as powerful tools for empathizing with audiences, communicating, and sparking ideas.



# Peer Speaker

Julie Lawrence

CEO & Co-Founder,  
Eviset



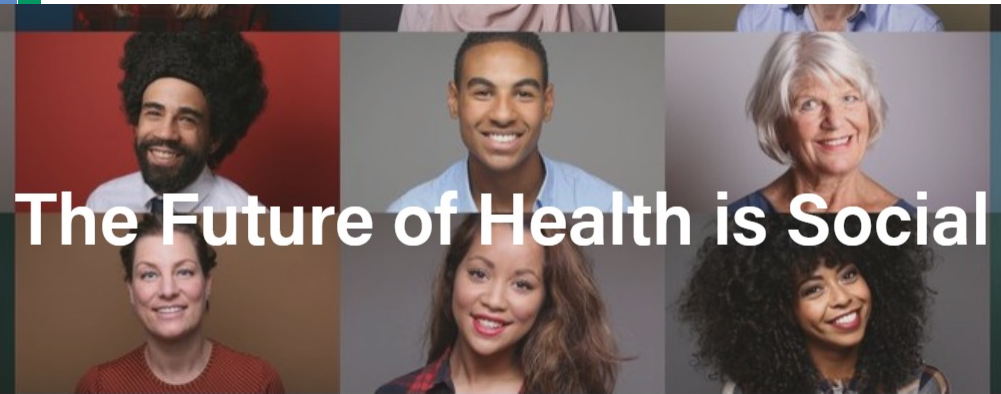
# My Mission: Improve health for people through optimal deployment of innovation and resources



Can be achieved in any sector!



# Poll Questions



- 80% of health is driven by Social Determinants of Health (SDoH)
- 250,000 fragmented organizations
- \$200B of services

Eviset's data-driven platform offers unprecedented visibility into the nation's 250,000 social care providers.

***What do we know about them?***



HealthAffairs

# CBO-Health Plan Contracting Under CalAIM And The Competitive Social Care Market

[Venus Wong](#), [Julie Lawrence](#), [Brian Phan](#), [Nirav R. Shah](#)

AUGUST 18, 2023

10.1377/forefront.20230817.806978





## CBO-Health Plan Contracting Under CalAIM And The Competitive Social Care Market

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### National Players Are Here To Stay

More than half of the analyzed plans have opted to contract with national for-profit companies to offer enhanced care management or community support services. These national companies have a wide footprint across the country, have access to large pools of capital, and benefit from economies of scale. This trend likely will continue, and it will mean a significantly more competitive social care market for local CBOs.



- **Non-profit community-based organizations (CBOs) are a primary source of SDoH supports in communities across the U.S.**

**But....**

- **One in eight CBOs are insolvent**
- **Many CBOs run on less than 30 days of cash (regardless of size)**



## Case example: Social care sector



### Celebrating Our Partners and 80 Million Meals Delivered through \_\_\_\_\_

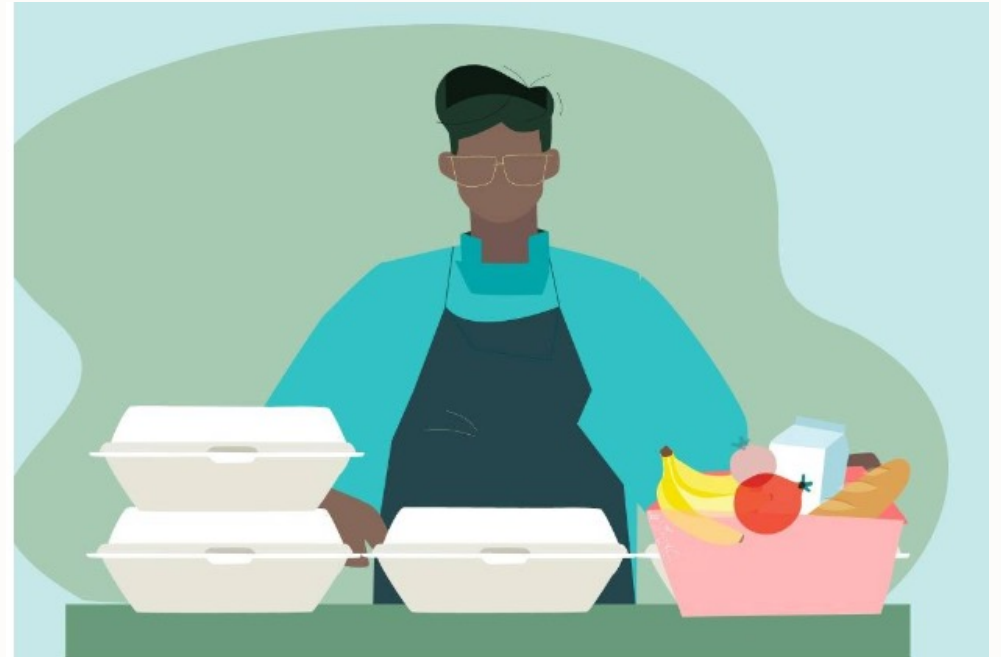


- Seniors receive heavy food boxes without worrying about getting them home;
- Immunocompromised people get food and essential items without putting their health at risk;
- Rural communities gain access to food banks located in cities miles away;
- People living in food deserts enjoy healthy, nutritious food without traveling long distances;

# Case example: Social care sector



## Celebrating Our Partners and 80 Million Meals Delivered through Project DASH



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<https://thekeep.eiu.edu/cgi/viewcontent.cgi?article=5929&context=theses>

<https://www.philanthropy.com/article/doordashes-technological-know-how-offers-help-to-food-banks>



# Case Example: \$3B market for Non-Emergency Medical Transportation (NEMT)



## Arrange and pay for patient rides

Coordinate easily from the web—even if riders don't have a smartphone.



## Reduce missed appointments

Reliable, on-demand transportation can improve operational efficiency through better attendance.



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**lyft healthcare**


**Uber Health**

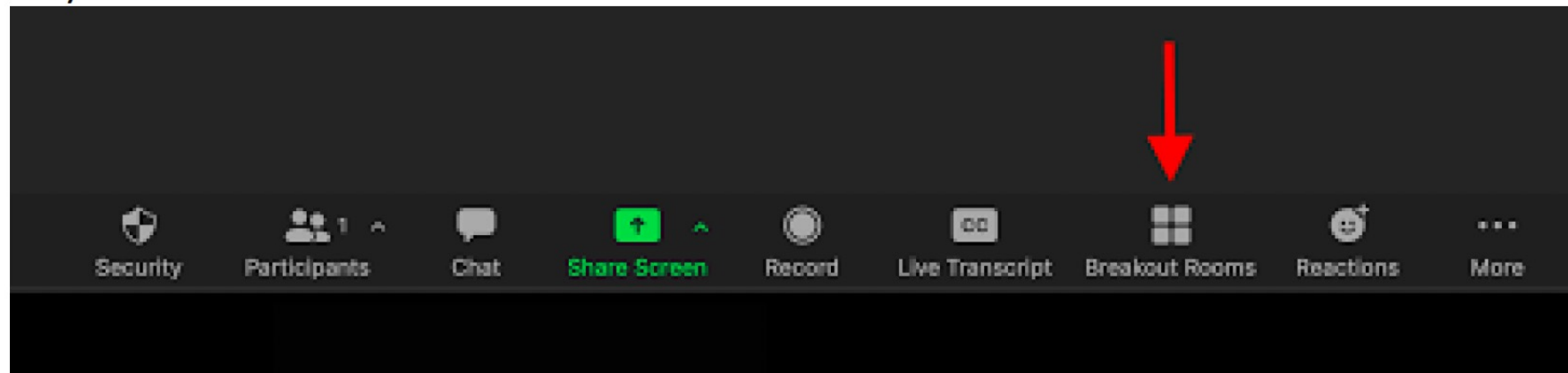


# Breakout Discussion

In a moment, we will open breakout rooms and you will be able to self-select into the room of your choosing.

- Room 1: Uber Medical Transport
- Room 2: DoorDash Food Delivery

Click **Breakout Rooms**  in your meeting controls. A pop-up window should appear on your screen.





# Breakout discussion questions

1. What surprises you about Door Dash/Uber example?
2. What are some of the most compelling benefits to including these companies in provision of public health (social care) services?
3. What are the biggest risks or concerns?
4. Looking at your organization – what for-profit enterprises could you look to for analogous inspiration?
  - Which compelling benefits identified above might they offer?
  - How could you mitigate the risks and concerns?





# Group Harvest

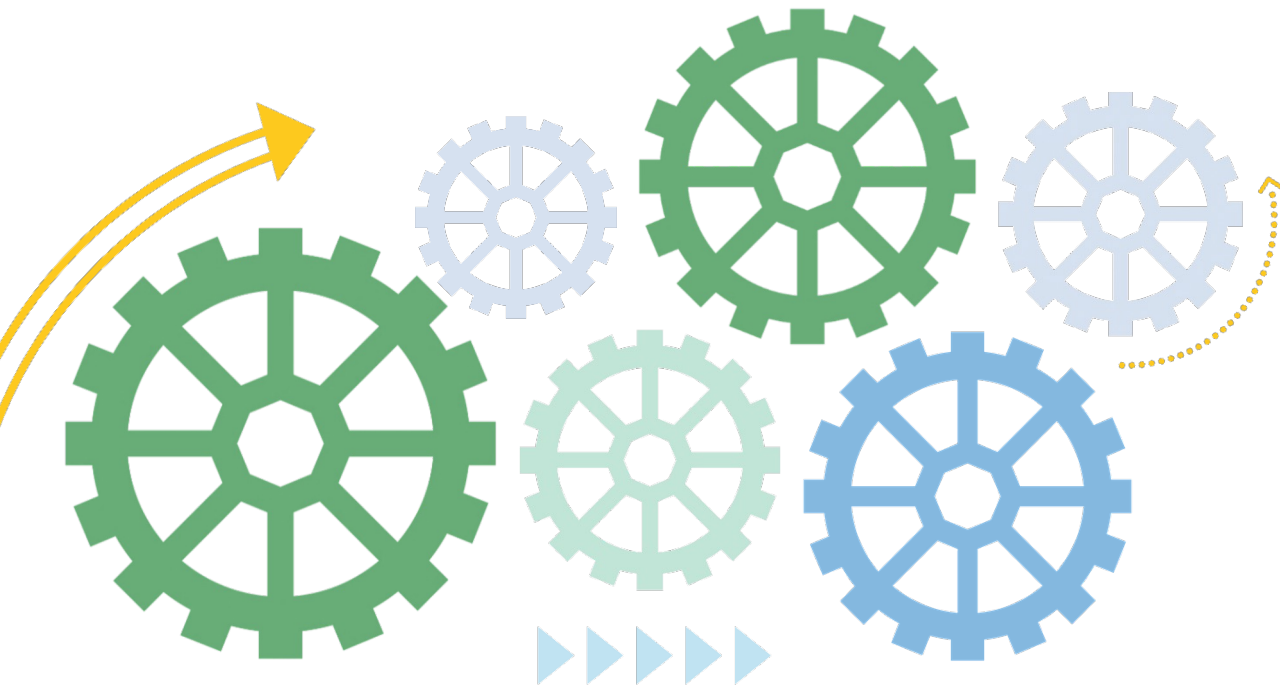
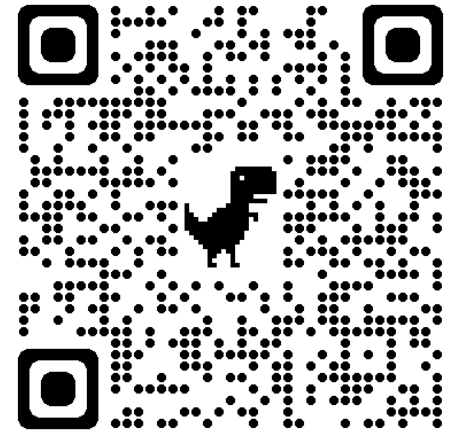




How was today?

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**CACHI**

...The Next Generation of Health System Transformation



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# PHIL Up Your Cup! 2024 Schedule



Let us know!



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