

THE PARACHUTE™

The Parachute is representative of a cadre of strategically applied, multi-disciplinary and integrated tactics to impact health care consumer behaviors of at-risk communities by applying the HCDI Caring For Your Health (CFYH) e-Tool. Initially, it begins with a 'high-level' specific data driven goal utilizing CFYH to identify the targeted population within a geographic location characterized by adverse health outcomes and associated high costs. As the parachute descends, great attention is given to identify community assets that serve as trusted sources

and support systems for the targeted audience establish through the CFYH e-Tool. As the parachute touches ground, the strategy evolves into a set of results driven consumer engagement activities to include the application of the CFYH e-Tool. The canopy, covering the ground, symbolizes inclusiveness, and a personalized touch designed to cover the consumer and their community. The Parachute Model takes into account a broad macro-level strategy, yet focuses on a specific patient population to improve health outcomes and lower cost.

Implementing 'The Parachute' requires an interdisciplinary approach comprised of a set of methodical steps in conjunction with the CFYH e-Tool focused on improving health care outcomes within a targeted community. Our methodology includes the following components:



RESEARCH & ANALYSIS

- » DATA ANALYSIS
- » INITIALLY UTILIZING THE CFYH DATABASE
- » ENVIRONMENTAL ASSESSMENT
- » CONSUMER CENTRIC
- » EVALUATION

GAP ANALYSIS

STRATEGIC ALLIANCES

- » TRUSTED COMMUNITY SOURCES AND ORGANIZATIONS DETERMINED BY THE CFYH
- » SUSTAINED PARTNERSHIPS (FINANCIAL INCENTIVES)
- » GOVERNMENT ALLIANCES
- » HEALTH CARE PROVIDERS

MEASURE

GAP ANALYSIS

MEASURE

COMMUNICATIONS

- » MULTI-LAYERED COMMUNICATIONS PLAN
- » BRANDING & COLLATERAL DEVELOPMENT
- » MEDIA & GROUND CAMPAIGN
- » CUSTOMER TOUCHPOINTS TO INCLUDE THROUGH THE CFYH E-TOOL
- » CULTURALLY AND LINGUISTICALLY APPROPRIATE STANDARDS (CLAS)

COMMUNITY RELATIONS

- » ENGAGE FAMILY AND PRIMARY CAREGIVERS UTILIZING THE CFYH E-TOOL
- » EMPLOY COMMUNITY MEMBERS IN KEY STAFF AND MANAGEMENT POSITIONS
- » COMMUNICATE INTENT/ANNOUNCE PRESENCE IN THE COMMUNITY
- » ENGAGE PRIMARY CARE PHYSICIANS AND COMMUNITY HEALTHWORKERS UTILIZING THE CFYH E-TOOL

CREATE MOMENTUM.

IMPROVED OUTCOMES.

