



Policy and Procedure

Title: GHC-SCW Partnership Policy

Responsible Party: Community Health Manager and Marketing & Communications Manager

Div/Dept/Serv Area: SLT, Community Health, Marketing, and Human Resources

Policy Number:

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1) PURPOSE

This policy aims to keep with the Group Health Cooperative of South Central Wisconsin (GHC-SCW) brand promise to our members, "Better Together," and commit to strengthening local communities. It is the philosophy of GHC-SCW to invest in partnerships that eliminate barriers and work to improve the social determinants of health for our members. Our beliefs about dignity and respect, diversity, equity, and responsibility, as well as our guiding principles around collaboration, community involvement, innovation, and belonging, are integral aspects of the way we work with our community partners to develop forward-thinking solutions that improve the health and well-being of our members and patients.

2) GHC-SCW PARTNERSHIP POLICY

The overall objective of this policy is to set universal understanding, structure and decision-making for partnerships that promote relationships with organizations to create measurable, positive changes with a focus on the social determinants of health and wellness of our members and community.

What is a partnership?

A partnership refers to a collaborative relationship between GHC-SCW and different organizations, groups, or individuals who work together to address specific social or community issues. We believe a partnership involves shared decision-making, shared resources and a shared commitment to achieving a common goal that directly benefits GHC-SCW patients or members.

Partnerships may include contracts, MOUs, BAA, and/or written agreements. It may also include metric tracking to measure program impact.

GHC-SCW considers partnerships with new organizations or new services/initiatives with current organizational relationships.

3) GHC-SCW PARTNERSHIP PHILOSOPHY

GHC-SCW's beliefs about dignity and respect, diversity, equity, and responsibility, as well as our guiding principals around collaboration, community involvement, innovation, and belonging, are integral aspects of the way we work with our community partners to develop forward-thinking solutions that improve the health and well-being of our members and patients.

GHC-SCW Member Impact

The nature and extent of partnerships reflect the needs and priorities of our members and the organization's capabilities. The GHC-SCW partnership strategy will focus on the following areas, and *when evaluating requests for partnerships, GHC-SCW will consider:*

Social Determinants of Health

Social determinants of health are life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education, and health care, whose distribution across populations effectively determines length and quality of life.

- *Economic Stability:* Employment, Income, Medical Bills
- *Neighborhood and Physical Environment:* Housing, Transportation, Community
- *Education:* Literacy, Language, Training/Schooling, Scholarships
- *Food:* Nutrition Education, Food Security, Access to Healthy Options
- *Community, Safety & Social Context:* Social Integration, Support Systems, Mental wellbeing, Community Engagement
- *Health Care System:* Coverage, Provider and Pharmacy Availability, Quality of Care

GHC-SCW Values and Beliefs

GHC-SCW supports organizations that reflect GHC-SCW's Mission, Vision, Values, and Beliefs. *Please see Attachment A.*

Employee Engagement & Volunteerism

GHC-SCW supports employee engagement and volunteerism opportunities that enrich the lives of our staff while uplifting our community.

Research & Promoting Education for Whole-Person Care

GHC-SCW supports health care research that benefits our community. Utilizing GHC-SCW staff expertise to provide free education for our members, community and partners.

Networking

GHC-SCW strives to create meaningful relationships through network connections in the community.

Career Growth

GHC-SCW supports healthcare career development, scholarships or programs to positively impact the healthcare workforce.

4) Organization Requirements

To be considered for a GHC-SCW partnership, organizations must provide services to GHC-SCW members that positively impact the social determinants of health and/or support our GHC-SCW missions, vision, values and beliefs.

Partnership Deliverables

Partners may be asked for the following deliverables:

- Be asked to complete a contract, MOU, BAA, and/or written agreement.
- Be asked to demonstrate measurable goals and outcomes.

Partnership Applicant Preferences

What we look for in an applicant organization:

- Mission and values closely aligned with GHC-SCW mission, vision, values and beliefs.
- Strong leadership with commitment to collaboration.
- Organizational structure that supports GHC-SCW diverse membership.

5) Partnership Restrictions

Partnership requests will not be considered for the following criteria:

- Requests that do not align with GHC-SCW's partnership philosophy.
- Sponsorships, fundraisers, races, telethons, marathons, benefits, banquets, galas, golf tournaments, festivals or other events (Please see Policy # Community Giving Policy).
- Political or partisan organizations.
- Religious, anti-religious, labor groups or organizations.
- Personal endeavors (e.g., school clubs/organizations including but not limited to bands, athletic or academic teams, booster clubs, PTO/PTA, pageants, sports programs and extracurricular school activities).
- Sports teams, athletic facilities, and leagues.
- Advertising programs, bulletins, yearbooks, calendars, brochures, etc.
- Testimonials, awards, or volunteer recognition events.
- Any partnership in violation of GHC-SCW's Articles and/or Bylaws.

6) Procedures

Planning and Budgeting

- The Board approves the organization's multi-year strategic plan and annual operating budgets developed by Senior Leaders and Managers.
- Managers are responsible for the application of this policy to their departmental work in a consistent manner.
- Managers with partnership & community giving annual budgets are responsible for assessing, implementing, tracking, overseeing, and reporting their departmental giving plan.
- Managers ensure that reports are provided to key stakeholders, managers, and staff about the organization's partnership efforts as needed.

Needs may be identified by collecting and analyzing information from a variety of sources. New information may be collected through community health needs assessments, written surveys, personal interviews or focus groups, community forums, community-based collaborations or councils, or other means.

Partnership Applications

- Organizations applying for a partnership request should submit a completed partnership request form on the GHC-SCW website. Paper applications are available upon request.
 - Staff should complete the application for internally identified potential partners.
- GHC-SCW will review all requests to determine eligibility and availability of funds.
- GHC-SCW will send approval or denial notices to applicants.

All applications will be evaluated using consistent criteria to help with decision making across all partnership requests.

Monitoring and Evaluation

- GHC-SCW evaluates the structure of its partnerships on an annual basis, including resource commitments; relationships with community organizations and other stakeholders; updated information about community needs; the organization's overall goals for partnerships and its reporting strategies.
- GHC-SCW evaluates on an annual basis how well its partnership strategies are being carried out in terms of the overall impact, use of staff and quality.

Reporting

- GHC-SCW implements accounting practices that guide the categorization, measurement and reporting of partnership for the annual community giving report.
- GHC-SCW employs various communication vehicles for reporting partnerships to specific internal and external audiences.

Examples include the annual community giving report; newsletters; social media; membership emails, verbal presentations, orientation programs for new staff and new Board members; community health fairs and screening, meetings with the media, and membership materials.

Promotion and Communication

- GHC-SCW marketing department handles the promotion of our partnership activities on a case-by-case basis. The marketing department may use newsletters, member emails, social media, marketing materials, website content and internal staff communication as means of promotion.
- GHC-SCW may share details about partnerships within internal staff email communications, monthly staff newsletter or through the employee intranet site.
- In general, photographers need to obtain a signed release form from any identifiable individuals who appear in photographs that will be used for commercial purposes, such as advertising or stock photography.

The GHC-SCW partnership policy will be shared in full per individual request.

ATTACHMENTS

Attachment A: Mission, Vision, Values and Belief Statements

Attachment A

GHC-SCW Mission, Vision, Values and Beliefs

Our Mission speaks to who we are and why we exist.

Mission: We partner with members and the communities we serve to maximize health and well-being.

Our Vision represents who we aspire to be.

Vision: As a local, not-for-profit, member-owned Cooperative, we are the most trusted resource for lifelong health and well-being in the communities we serve.

Our Values are a set of beliefs that we hold dear. They help us identify priorities for the Cooperative and act as a guide for how we conduct our business.

- We are a not-for-profit Cooperative.
- We are member-centered.
- We are equitable and inclusive.
- We are quality-driven.
- We are innovative.
- We are community involved.

Our five strategic pillars are essential areas of focus, investment and effort that help us advance toward achieving our Vision and fulfilling our Mission:

- **Exceptional Quality and Service** - We seek excellence by working towards the elements of the quadruple aim, and we strive to be the best in all that we do.
- **Meaningful Employee Engagement** - We create a culture where employees are involved, enthusiastic and committed to delivering on the GHC-SCW Mission, Vision and Values.
- **Continuous Improvement** - We actively identify opportunities and initiate change that creates value for the Cooperative and those we serve.
- **Financial Strength** - We ensure the Cooperative's long-term viability by reinvesting earnings generated by controlling health care costs and consistently growing revenue.
- **Impact** - We advance health and well-being by nurturing connections with our member-owners and the communities we serve.

We Believe Statements

GHC-SCW is committed to fostering a caring and compassionate environment while ensuring that individual differences are valued. We are a quality-driven cooperative built on collaboration, community involvement, innovation, and belonging. It is essential that all employees, members, and patients feel secure and welcome, that the opinions and contributions of all individuals are respected and that all voices are heard.

- Healthcare is a human right.
- In treating all people with dignity and respect.
- There is strength in diversity.
- Equity celebrates our humanity.