Institute for Global Healthcare Leadership: Value Proposition
How to determine value:
Degree of performance relative to need and resources
describe me in one word
what are the benefits?
Why would these benefits be of value to me?
What is a value proposition for global healthcare leaders?
A statement to decision-makers that:

1. Identifies your **features**/attributes (skills, abilities, knowledge, experience, interest, etc.)

Value proposition for global healthcare leaders:
BE FEARLESS AND SPEAK NOW
Once you develop your list of skills, abilities, knowledge, and experience, **identify where you need development and pursue it**...

- Courses – specific content knowledge
- Networking – reach resources
- Volunteering – develop experience/skills/abilities
A statement to decision-makers that:

1. Identifies your features/attributes (skills, abilities, knowledge, experience, interest, etc.)

2. Explains why these features/attributes allow you to deliver specific benefits (meets needs)

Value proposition for global healthcare leaders:
A statement to decision-makers that:

1. Identifies your **features**/attributes (skills, abilities, knowledge, experience, interest, etc.)

2. Explains why these features/attributes allow you to deliver **specific benefits** (meets needs)

3. Clarifies how these benefits will **solve their problems or improve their situation** (relevant to their needs)

**Value proposition for global healthcare leaders:**
...the value of, and need for, you as a global healthcare leader.
Global Healthcare Leaders must address...
“NEED” – which is a personal determination of decision-makers, influenced by multiple factors
Clarifying Need - in an environment of competing priorities:

• What does improving healthcare provide as a value proposition?
• Is improving healthcare translatable to global currency?
• Value of life/healthy life/healthcare?
Use data/tools...

- Variance attracts policy attention (Shiffman)
- Data Attracts Targeted Action (Davidson)
- “Manage what you measure” – (Davidson)
- Makinen:
  - Private sector providing much of the primary healthcare in countries
  - Spending does not equate to outcomes
  - Uneven quality of care
  - “Strategic purchasing” of healthcare and the way providers are paid.
  - Tying pay to outcomes or desired provider behavior.
Use Positioning – framing to generate attention

• Diagnostic – What is the problem? (public health vs...)
• Prognostic – What is to be done? (agenda with strategies)
• Motivational – Why should it be done? (why do something about this vs. something else?)

- Shiffman
CONSIDER ....
Needs indicated by case studies:

• Zika
• Malaria
• Yellow Fever
• Aging
• Refugee/Migration
• Water safety/lead poisoning
Not every opportunity is the right fit...
President.... Of the country of ....

• Relatively new President
  • Quasi-democratically elected

• Cabinet: Secretaries or Advisors of....(interior, agriculture, military, finance, health) – appointed by President

• Country challenges – currently stable but trouble looms ahead:
  • Infrastructure – roads, bridges, transit needs development and repair
  • Agriculture – crops not enough to feed population; low technology
  • Military – unrest; rumors of threatened coup backed by opposing party
  • Finance – currency devalued on global markets
  • Health – not enough resources (care givers, medicines, clinics/hospitals)
Value proposition for global healthcare leaders:

A statement to decision-makers that:

1. Identifies your **features/attributes** (skills, abilities, knowledge, experience, interest, etc.)

2. Explains why these features/attributes allow you to deliver **specific benefits** (meets needs)

3. Clarifies how these benefits will **solve their problems or improve their situation** (relevant to their needs)

4. Indicates what makes working with you (over taking another course of action to address their problems/situation) is the best choice = **VALUE**
To whom and how do we convey this information?

The appropriate audiences at the appropriate time, using diplomacy and tact....
Policy makers

Prospective employers

Colleagues/Collaborators

Other relevant stakeholders
Effectively Communicate the ‘Value Proposition’

- Audience Specific
- Strategic Timing
- Designed Impact
- Message Specific
- Policy Makers
- Prospective Employers
- Other Stakeholders
- Colleagues/Collaborators
Value

• To effectively advance healthcare one must ensure that it is both valuable, and valued.

• This value must be recognized and acknowledged, not only within the healthcare professions but within healthcare systems, government structures and the general public.

• And within the healthcare professions, understanding, delineating and agreeing on the values and worth of global healthcare is vital.
Thank you

Cynthia Vlasich, MBA, BSN, RN
Director, Global Initiatives
Sigma Theta Tau International
Cynthia@stti.org