

# Aligning Forces for Quality



Robert Wood Johnson Foundation

**Aligning Forces  
for Quality** | Improving Health & Health Care  
in Communities Across America

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# The Premise: Value of Multi-Stakeholder Collaboratives

As independent forums, collaboratives serve unique roles:

Coordinate & align varied health improvement activities

Measure & report performance of the region's providers

Help health care professionals improve care delivery

Facilitate payment & delivery system reforms

Educate and engage consumers in their care

# Why Is AF4Q Relevant to You?

- Place-based strategy
- Embodies collective impact; no one organization had power to affect change
- Works across sectors; sometimes at odds with one another
- Seeks impact on large scale
- Multiple levers needed for change
- Adaptive & technical challenges abound
- Diverse grantees (size & maturity)

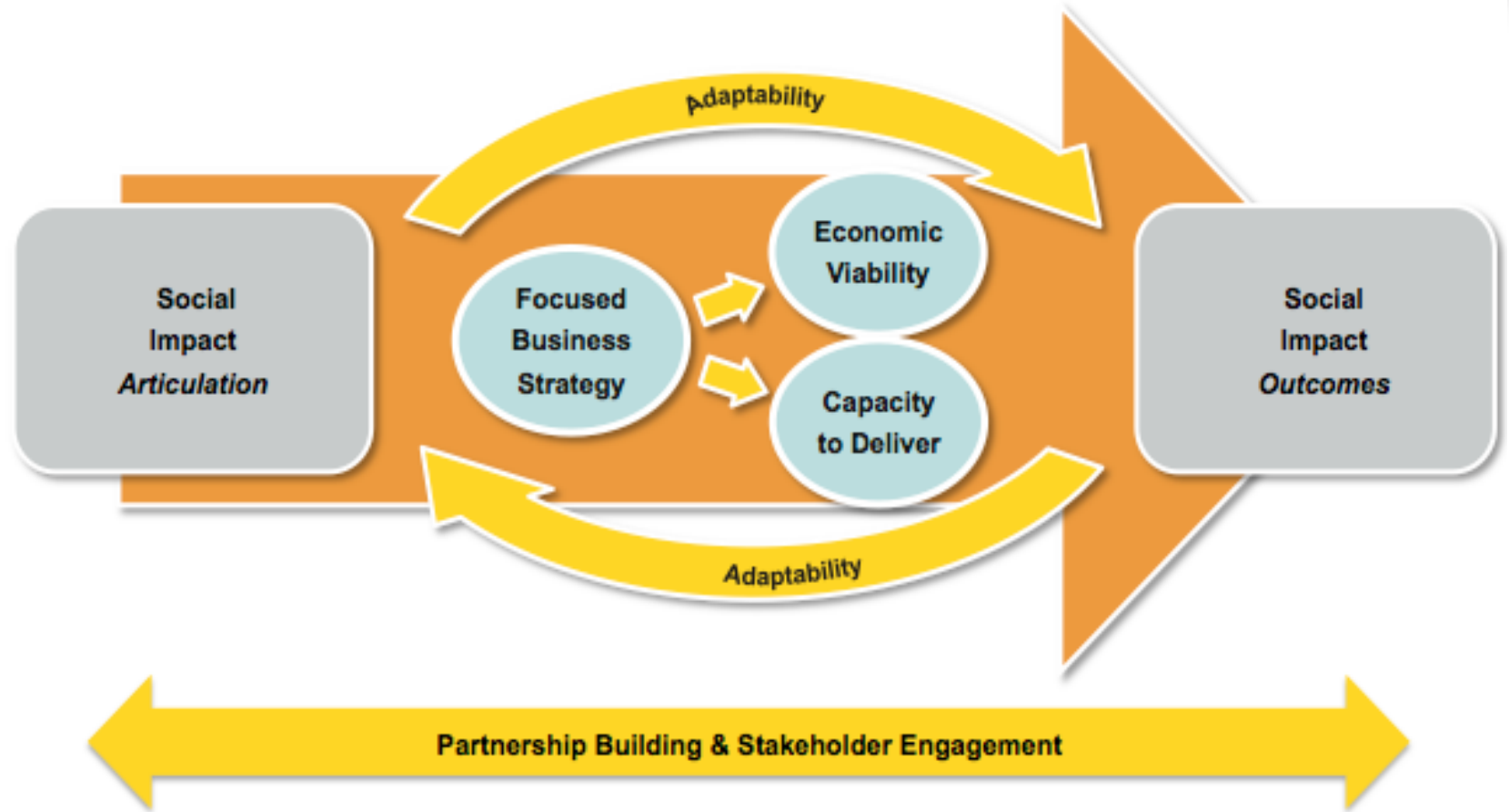
# AF4Q: By the Numbers

- 16 communities - 38 million people - 31,000 physicians
- Nine years in the making
- Eight funding opportunities; \$50 M to grantees
- 50 percent of budget for Technical Assistance
- Cadre of 15-20 TA providers
- Two national meetings each year
- 25 million Twitter impressions with #AF4Q

# Program Design & Sustainability

- **Invest in backbone organizations through targeted capacity building.**
- **Allow adaptation.**
  - Increases ownership and value to community
- **Focus on content and leadership. Technical and adaptive.**
- **Sustainability plans weak, even in final phase.**
  - Increased business and analytical focus at individual grantee level

# Sustainability Framework



Developed by Community Wealth Partners

# Things I Wish I'd Known

- **Communities “like me”**
- **Political will trumps knowledge and skill (and TA should mirror that structure)**
- **Adaptive leaders are lynch pin**
- **Universal TA (webinars/issue briefs) far less effective; customized TA has higher utility (30/70)**
- **Create a “deep bench” of talent; in backbone and partner organizations**



# Skill Building

**Leading without Authority**

**Leading Change**

**Power of Collective Impact**

**Art of Effective Convening**

**Interest-Based Negotiation**

**Science of Persuasion**

**Influencing the Power Base**

**Organizational Development**

**Cultivating Innovation**

**High-Performing Team: First – Build Culture**

**Intergenerational Workforce**

**People Planning / Keeping Talent**

**Working with Media: Amplify Your Voice**

**Storytelling Clinic**

**Twitter 101**

**Influence through Social Media**

**How to Give a Killer Presentation**

**Measuring Success in Social Media**

**Scaling Up Excellence**

**Taking It to Scale: If? When? How?**

**Partnering to Create a Movement**

**Retention of Stakeholders**

**Beyond 2015: Showcasing Value of AF4Q**

**Calculating Return on Investment**

**Characteristics of Sustainable Efforts**

**Partnering with Grantmakers**

**Sustainability Through Adaptability**

**Financial Stability: Finding Value in Data**

# Questions



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