

Engaging Partners: Expanding Reach and Staying on Focus

Tools to assist in developing new
relationships and working with
partners

Debra Wigand, Maine Cardiovascular Health Program
Cresha Auck Foley, American Heart Association

Identifying partners

- Missions align
- Instrumental in furthering your goals
- Can offer a benefit to the partner (win-win)
- Mutual attainment of goals
- Enhanced value in relationship

Assess Potential

- Existing relationships – who knows them
- Is this the right person to engage – decision maker, influencer, gatekeeper
- What are they already partnering on
- Has existing partner work been successful

A Tool for Assisting you:

AHA/ASA Account Plan

- Way of strategically looking at partnerships
- Consider ideas from the concept – not the tool in total

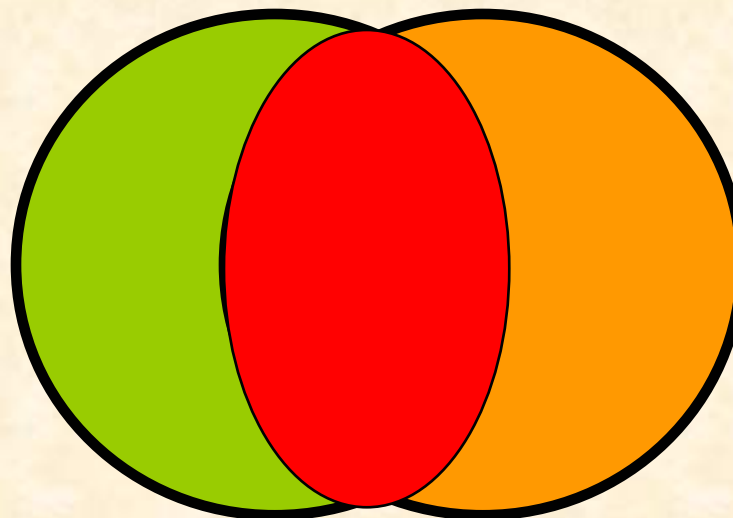
What is Account Planning?

- Plan that details specific facts, goals, critical information
- About relationship and strategy being pursued
- Living document that is revisited throughout the partnership

The foundation of the account plan is the shared agenda.

Customer Strategy

AHA Strategy



**Shared Agenda Formulated
Based Upon Intersection
of Strategies**

Shared Agenda: AHA and XYZ State Health Department

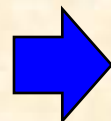
AHA Objectives & Strategies

Objectives:

- * By 2010, to reduce coronary heart disease, stroke and risk by 25%.

Strategies:

- 1) Improve the chain of survival by reducing the time to treatment for acute events
- 2) Enhance prevention and treatment by doubling the % of people at high risk that have reduced their risk to Goal.
- 3) Achieve health related (population wellness) goals by generating and maximizing volunteer//staff customer and knowledge resources.



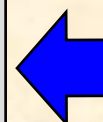
Mutual Strategies

Vehicles for mutual impact:

Get With The Guidelines-STROKE

Get With the Guidelines- CAD

Promotion of stroke systems and identification of stroke centers



Org. Objectives & Strategies

Objective:

Healthy People 2010

- * By 2010, to reduce coronary heart disease, stroke and risk by 25%.

Key Account Contacts

- **Identify individuals that are critical to achieving your objectives**
- **What are their roles in the decision process?**
 - **Owners**
 - **Evaluators**
 - **Implementers**
- **What other connections (relationships) are needed between AHA and the organization? How can they be filled? Include this information on the account plan.**

Steps to Build the Account Plan

1. Fill in what you know on the account plan, then identify gaps
2. Strive to fill in gaps through research and utilizing staff
3. Conduct an exploratory meeting with potential partner
4. Take what you have learned to complete an account plan
5. Look for opportunities to “Scope Up”
6. Get senior management review and approval on account strategy
7. Get buy in from the customer
8. Agree to performance metrics
9. Execute!
10. Review performance against goals regularly

How might this tool be used for
state health department staff?

Practical Application

Once partners have been identified

- Start small and build
 - Explore commonalities
 - Agree on roles and actions
- Commitment of resources
 - Time, Staff
- Flexibility
- Willingness to compromise

Maintenance of partnerships is critical

- Periodically reassess mutual goals
 - Landscape changes
 - Priorities change
- Partnerships are dynamic

When to reevaluate

- Annually – part of progress review
- New data or information
- New goals to achieve
 - Align priorities
- Relationship feels static
 - get moving again in a new direction

Potential partnership barriers

- Wrong people on team
- Conflicting performance measures
- Poor communication
- Complacency and Inertia
- Top management failure to empower

Benefits of partnership

- Strengthened process or product
- Wider participation by end users
- New opportunities
- Sum is larger than the parts
- Less duplication of efforts

Contact:

Debra Wigand,

Maine Cardiovascular Health Program

207-287-4624

debra.a.wigand@maine.gov

Cresha Auck Foley

State Health Alliances Director

American Heart Association/American Stroke Association

Cresha.auck@heart.org