

GE HEALTHYCITIES LEADERSHIP CHALLENGE

Designing Novel Approaches to Improving Community Health By Enlisting Local Businesses as a Key Partner

Entry Submission Deadline: 5 pm EDT on July 27, 2016

OPPORTUNITY & FINANCIALS:

Up to 10 teams will be selected as winners. Each winning Team will receive:

- Up to \$25,000 of funding from GE for designated period to help the Team implement a plan for a community population health program plan;
- Training and mentorship during the funding period by experts in the field of population health, through an interactive learning collaborative for all winners and other communities, and;
- At the end the funding period, Winning Teams will be eligible to receive additional funding from a total pool of \$250,000 USD to further develop and implement their plan for an additional designated time period

TIMELINE:

Entries must be submitted by 5 pm EDT on July 27, 2016.
Winners will be announced in October 2016

To learn more and submit a Contest entry visit <https://ninesights.ninesigma.com/web/healthycities-leadership-challenge>. See [Official Rules](#) for details



QUESTIONS?

SOLUTION PROVIDER HELP DESK:

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Visit the [Challenge forum](#)

MANAGER: Paul Musille, Ph.D.

PROJECT DESCRIPTION

NineSigma, representing the General Electric Company, invites local community based coalitions, which include a corporate partner, to submit proposals describing a community health improvement plan focused on their U.S.A. based community.

GE has a strong commitment to improving population health and believes that cities and communities across America hold the key to solving the most difficult system failures that exist today around a population's health. GE believes a systematic, cross-sector approach that includes businesses as a key member of population health program initiatives will help focus on the broader determinants of health and the connections, opportunities and integration needed to achieve the vision of improving a population's health. Therefore, GE is challenging U.S. based local community coalitions to involve a business partner in their community health program and to develop a community population health program plan which leverages the respective strengths of its members to improve the overall health of their communities.

BACKGROUND

Governments, foundations, and private organizations have a strong history of uniting to develop and execute programs designed to improve the health of local communities. However, these partnerships have rarely included or relied on local businesses to achieve their goals.

While businesses have deep roots in their communities, many do not see their roles in promoting population health going beyond offering traditional health benefits, workforce wellness programs, or limited promotional or charitable activities. In addition, many businesses see health care primarily through the lens of controlling rising health care costs.

GE's goal for this Challenge is to demonstrate that businesses can help to drive improvement in population health, lower health care costs and enhance their corporate image by collaborating with traditional government and private organizations. Furthermore, adding a business perspective may help develop new, creative and economically sustainable ways to affect the broader social determinants of health such as the social, economic and physical environment factors.

Stimulating the creation of new programs with the business community around these broad areas of work could result in game-changing systems approaches to improving the health of communities across all socioeconomic sectors.

OVERVIEW: RESPONDING TO THIS CHALLENGE

U.S. based local community coalitions which include a corporate partner ("Community Teams" or "Team") are invited to submit one or more Entries for a community population health program plan which leverages the respective strengths of its members to improve the overall health of their communities ("Plan"), which includes the following information (see also the [detailed guideline for submitting a plan](#)):

- **Description of proposed Plan including:**
 - The local community being targeted by the Plan;
 - Background for the proposed approach (advantages, strengths, potential pitfalls, and any preliminary evidence supporting the effectiveness of the approach); and
 - Outline of the Plan for an initial period of implementation to run from October 2016 through November 2017 ("**Round One**").
- **Description of the Team including:**
 - Roles and contributions; and
 - Nature of involvement of the corporate partner
 - **Budget for the Round One:** (the purpose of which is to enhance the Plan's success of and show significant ownership, commitment, and sustainability of the Plan through investment of resources).
 - Expected funding sources and costs for Round One; and
 - Explanation of the anticipated impact of GE funding.
- **Letters of support**
 - Provide letters of support (1-3) from local governments, academic institutions, businesses and/or other stakeholders in the community who are familiar with the Plan and the Team, share Plan values and objectives and are interested and could benefit from its success (See [example letter](#)).

EVALUATION CRITERIA

A panel of at least four Judges with expertise in the field of population health will evaluate the Plan based on its ability to demonstrate a clear potential to improve the health of all socioeconomic strata of the targeted community using the following criteria ("**Judging Criteria**"):

1. Aim of the Plan;
2. Soundness of the Plan's approach (e.g. the potential for the Plan to achieve its goals and address potential pitfalls);
3. Innovation of the Plan;

4. Potential of the Plan to improve and enhance the current support for community health Plan;
5. Recognition of already existing ongoing assets or population based health initiatives already existing within the community and;
6. Capabilities of the Team members:
 - a. Experience in community health
 - b. Integration of the corporate partner with the Team. (e.g, Monetary and/or non-monetary contributions to the potential success of implementing a multi-year initiative.)
7. Budget for Round One, including any contributions or other funding sources to the Plan.

Awards and Opportunities

Up to 10 Teams will be selected as winners. Each winning Team will receive:

- a. **Funds for Round One:** GE will provide up to \$25,000 in funds for each winning Team for the Round One period ("Round One Funds") to help the Team implement the Plan.
- b. **Training and Mentorship:** Each winning Team, during Round One, will have an opportunity to work with experts from the fields of population health, business, and public health and will become part of a dynamic, unique, and innovative learning collaborative which will offer an interactive curriculum and active peer support from experts in the field. The purpose of this training and mentorship is to advance success of the Plan.
- c. **Funds for Round Two:** At the end of Round One, the Teams will submit a progress report. Based on the progress of its Plan, each winning Team will receive some portion of a total prize pool of \$250,000 to further develop and implement their Team Plan for an additional period which will begin in the first quarter of 2018 (Round Two). The amount of additional funds to be awarded during Round Two ("Round Two Funds") will be at Prize Sponsor's sole discretion, based on the success of the Plan's Round One implementation.

As a condition for receipt of Round One Funds, Winning Teams will be required to:

- a. Attend in person a kick off meeting October 10-12, 2016 in Ossining, New York (expenses to be paid by Sponsor are detailed in the [Official Rules](#));
- b. Participate virtually in monthly training sessions organized by Sponsors;
- c. Submit to Prize Sponsor a mid-round and final Round One report on the Plan's progress (further details regarding the requisite reports to be provided at relevant times); and
- d. Participate in a site visit by GE around six to eight months after implementation for the purpose of assessing the Plan's implementation.

LEARN MORE AND SUBMIT AN ENTRY

To learn more about this Challenge, please visit the [Challenge Webpage](#). See [Official Rules](#) for details.

For assistance, please contact the Solution Provider Help Desk (grandchallenge@ninesigma.com).