

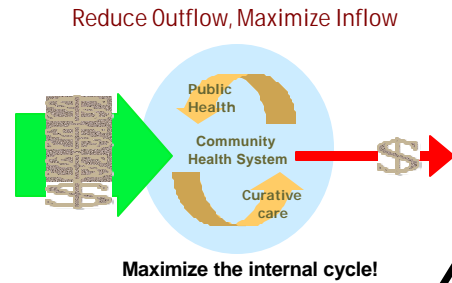
Management Academy for Public Health

Civic Entrepreneurship: An Idea Whose Time Has Come

Entrepreneur speak:
Public Health is a **fiduciary** for community health.

- The root means trust, confidence.
- A financial fiduciary is obliged to get the **best return on investment**.
- Your fiduciary duty requires you to **improve or expand health** in your community.

- What is Entrepreneurial Public Health?**
- **Expand VALUE:** Encourage healthy living and healthy environments
 - **Retain VALUE:** Avoid activities that send money out of the community
 - **Create VALUE:** Generate new products, exploit skills
 - Stick with the mission of public health



Civic Entrepreneurship: The Mission

- Transform non-profit, government organizations from social welfare to business orientation.
- Create rather than redistribute wealth.

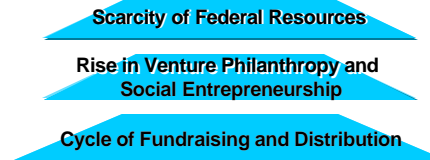
Selected Budget Shortfalls, 2004

Location	Budget Deficit
United States	\$79.48 billion
Georgia	\$900 million
Maryland	\$1.2 billion
North Carolina	\$2 billion
South Carolina	\$700 million
Virginia	\$1.1 billion
Washington D.C.	\$100 million

Assets of Entrepreneurial Managers

- Competitive drive
- Information-gathering skills
- Tenacity and persistence
- Entrepreneurial spirit
- Soft skills
- Hard work

Driving Forces



A Mother's House

- Partnership between Public Health and regional hospital
- Nurse-staffed "hostel" provides alternative to admitting moms at risk for pre-term delivery
- Huge savings in efficiency and cost



- \$270,000 start-up funding from Kate B. Reynolds Foundation to buy van
- Medicaid revenues support all operational costs
- Serves kids in two rural counties with limited access to dental care
- Partnership with schools, local dentist

Implementation Examples:

- Savannah GA saves inpatient days ("Mother's House")
- Edisto SC tackles air quality in schools
- Arlington VA partners with GWU on asthma
- Louisa VA builds community center
- New Hanover County NC builds Spay/Neuter clinic
- Healthy Carolinians coalition starts 501-C3
- Dare County serves kids with \$270,000 dental van

See www.maph.unc.edu for actual business plans!

Spay and Neuter Clinic

- Business Plan lays out rationale, logistics and funding for clinic
- Approved on county's consent agenda
- Self-supporting with billable services
- Will increase # of adopted pets fixed
- Partnership between county, public health, local vets

Healthy Carolinians

- Plan to develop 501-C3
- Allows greater flexibility for partnering across sectors
- Opens up fundraising and grant-writing avenues
- Allows spin-offs to generate revenue for non-profit group

Strategic Alliances

- **Funders** want to help develop projects with sustainable revenue streams
- **Government** wants results, cost savings
- **Businesses** want to contribute to and benefit from a healthy community
- **Public Health** wants to assure a system of partners improving community health

MAPH Revenue Enhancement

Inputs:

- \$2 million in training money over first 3 years
- 500 managers

Outputs:

- \$6 million in grants, contracts, revenue raised through business plans and spin-offs

Source: Lewin Group, 2003

Louisa Community Center

- Dental clinic co-located in new community center
- Seed money from Virginia Health Foundation
- Partnership between many community groups