



Potential Organizational Partners for Financial Sustainability

Establishing organizational partnerships for sharing resources and costs related to Living Well programs is a crucial means to provide for their financial sustainability. The ideal situation is to embed Living Well as an ongoing line item in these partners' budgets, but these organizations could also be sources of annual funding and support. Some of the most promising types of partners are described in the following sections:

1. Hospitals
2. Health insurers/health plans (commercial, Medicaid and Medicare Advantage)
3. Employers
4. Other sources: aging services providers and participant fees

Please note: Because many organizations that fall into the categories above may cover large areas of the state, it is important for Living Well program delivery partners to coordinate their approach. The Oregon Living Well Network Financial Sustainability Workgroup is an excellent venue to discuss strategies for approaching organizations with regional or statewide reach about potential partnership to financially support self-management programs. The benefits of engaging with the workgroup include the ability to share the experience and perspective of other group members (some of whom are “industry insiders”) and to coordinate efforts. Workgroup agendas, minutes and contact information are online at:
<http://public.health.oregon.gov/DiseasesConditions/ChronicDisease/LivingWell/Pages/network.aspx>

PARTNERSHIPS CASE STUDY – CENTRAL OREGON

A large health system in Bend supported Living Well for several years through its Community Health Education department. When restructuring threatened to eliminate the program, the Deschutes County Health Department applied for and was awarded a grant that funded a part-time coordinator. HealthMatters Central Oregon (HMCO), a nonprofit health collaborative, which was subsequently established to address high uninsurance rates and poor health outcomes in the region, prioritized chronic disease self-management as one of its four key initiatives. HMCO now funds leader stipends, workshop marketing and snacks, and provides administrative support for the program. Living Well is integrated into HMCO's SharedCare benefits program; members with a chronic condition must participate to maintain eligibility for low-cost medical coverage.