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Agenda

- Welcome & Introduction – 5 mins
- HMG Business Case and ROI Calculator Overview – 25 mins
- HMG Pilot Site Experience – 10 mins
- Wrap Up & Next Steps – 5 mins
- Q&A – 15 mins

Today's Speakers



Paul Dworkin, MD
Founding Director,
Help Me Grow National Center



Sara Sibley
Associate Director of Business
Development & Operations,
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Rebecca Hernandez
Program Manager,
Help Me Grow Orange County



Kali Ottesen
Director,
Help Me Grow Utah



Sharon Woda
Managing Director,
Manatt Health



Arielle Traub
Senior Manager,
Manatt Health



**Alanna
Peterson**
Consultant,
Manatt Health

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HMG Business Case and ROI Calculator Overview

HMG's Unique Value



HMG is a **cross-sector, systems-based** approach that connects families to the resources they need to **help all children thrive**.



HMG builds and maintains a **network of community resources across sectors** and coordinates services across the network.



HMG engages in effective outreach to ensure a consistent and **best practice approach** among child health providers and community-based organizations.



HMG supports children in their **early years**, which have the longest-lasting consequences on children's health and well-being.



HMG services and resources are **flexible and targeted** to each community and individual family served.



HMG builds **relationships** with families over time and serves as a **trusted resource** as children's needs change.

New Tools: HMG Business Case Template and ROI Calculator



HMG Business Case Template: a customizable PowerPoint slide for affiliates to leverage to articulate the cross-sector benefits and value of HMG to potential funders and other stakeholders, including quantifiable savings and other benefits. An accompanying internal business case reference deck is available to provide additional background information on the resource, as well as tips for customizing the template for various audiences.



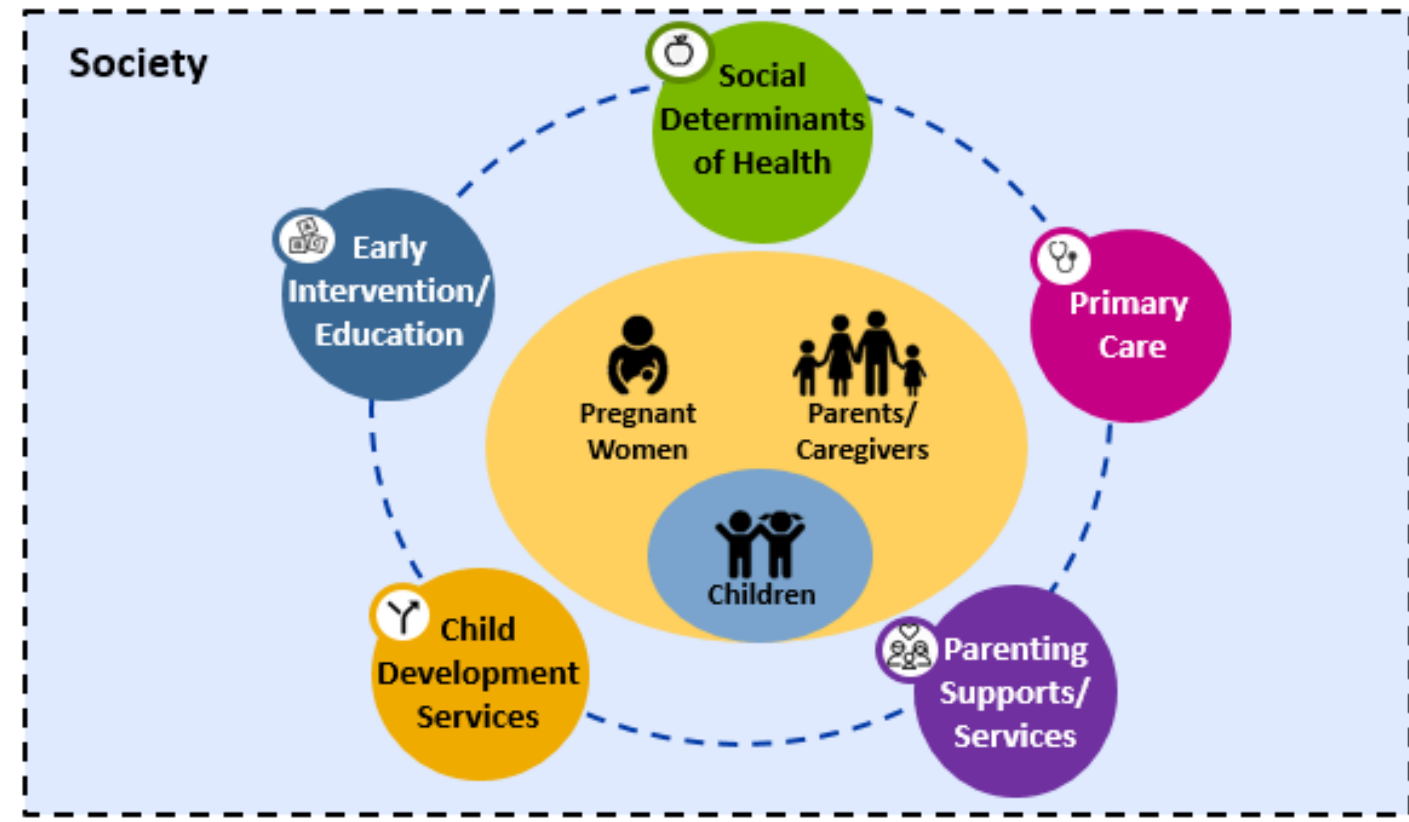
HMG Return on Investment (ROI) Calculator: a customizable excel model designed to capture affiliate-specific costs, savings, and ROI associated with HMG services and supports provided to children, families, and pregnant women.

HMG Business Case and ROI Calculator Development Methodology

- **Literature Review** of nearly 200 peer-reviewed journal articles across 28 topic areas to determine cross-sector benefits and cost-savings associated with child development interventions and outcomes
- **HMG Affiliate Interviews** with HMG Utah, HMG Orange County, HMG Florida, and Lynn Pullano (HMG Implementation Expert) to inform tool development
- **Collaboration with HMG National Office** on ROI calculator modeling and assumptions and HMG business case
- **Pilot site testing and feedback** with HMG Utah and HMG Orange County

HMG's Systems Approach Supports Children and Families and Generates Cross-Sector Benefits

HMG services benefit children, parents and families, pregnant women, primary care physicians, child services providers, and society at large.



HMG Provides A Wide Variety of Services

Early Detection and Intervention for Developmental Delays

- ★ Screening and referral to Early Intervention, HeadStart, preschool programs
- Promotion of early literacy
- Assistance obtaining special education services (e.g., IEPs, 504 plans)

Parenting Supports/Services

- ★ Support and education for parents to promote positive parenting
- ★ Referral to home visiting programs
- ★ Identification of maternal depression and referral for services
 - Ongoing care coordination to build relationships with families to empower them
 - Referral to child care/child play groups

Coordination with Primary Care and Other Community-Based Services Providers

- ★ Promotion of earlier uptake of preventive child dental services
 - Training and support for pediatricians (e.g., promotion of universal developmental screening)
 - Tracking of closed loop referrals to ensure children and families receive the services they need
 - Community events to strengthen connections and offer resources

Diversion from Unnecessary Developmental/Early Intervention Assessments

- ★ Avoided unnecessary developmental/EI assessments

Addressing Social Determinants of Health/Unmet Basic Needs

- ★ Food insecurity
 - Housing insecurity/utilities
 - Clothing/diapers
 - Domestic violence
 - Child welfare concerns
 - Medical-legal partnership

★ = HMG services with associated savings that can be quantified.

Benefits of Early Detection and Intervention for Developmental Delays



Improves



- Child development outcomes
- Child health outcomes
- Academic performance
- Earnings in adulthood

Reduces





- Economic inequalities
- Spending by >\$2.1 Million to public assistance programs and special education

“Children served by Help Me Grow with developmental disorders are identified and receive interventions 2.4 years earlier than children who are not served by Help Me Grow.”

– HMG Alameda County

Benefits of Addressing Social Determinants of Health/Unmet Basic Needs





Improves 	Reduces 
<ul style="list-style-type: none">• Child development outcomes• Health outcomes• Academic performance• Future employment	<ul style="list-style-type: none">• Poor birth outcomes• Health care utilization• Mental health conditions• Spending by >\$7,000 to health care system

“During the COVID-19 pandemic, Help Me Grow has been able to leverage existing relationships with parents to ensure children and families’ basic needs are being met.”
– HMG Utah

Benefits of Parenting Supports/Services





Improves 	Reduces 
<ul style="list-style-type: none">• Child development outcomes• Academic performance• Maternal and child health outcomes• Parent-child relationship	<ul style="list-style-type: none">• Mental health conditions• Child abuse and neglect• Criminal justice involvement (for both parent and child)• Spending by >\$200,000 to Early Intervention/ special education, child welfare, health care, and criminal justice systems

“Help Me Grow supports the development and independence of the entire *family*, not just the child. HMG supports parents to be better parents and helps them troubleshoot when they are unsure but know something is wrong.” –HMG Florida

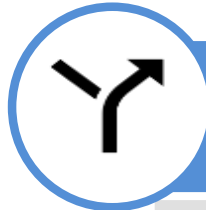
Benefits of Coordination with Primary Care Physicians





Improves 	Reduces 
<ul style="list-style-type: none">• Provider capacity to address children’s development and related needs• Cross-sector collaboration among pediatricians and community-based child services providers• Proactive identification of child development concerns	<ul style="list-style-type: none">• Child developmental delays• Wait time to access appropriate services

“Help Me Grow supports pediatricians by making connections to services, providing ongoing care coordination, and communicating back to the pediatrician to keep them in the loop.” – HMG Orange County

Benefits of Diversion from Unnecessary Developmental/Early Intervention Assessments

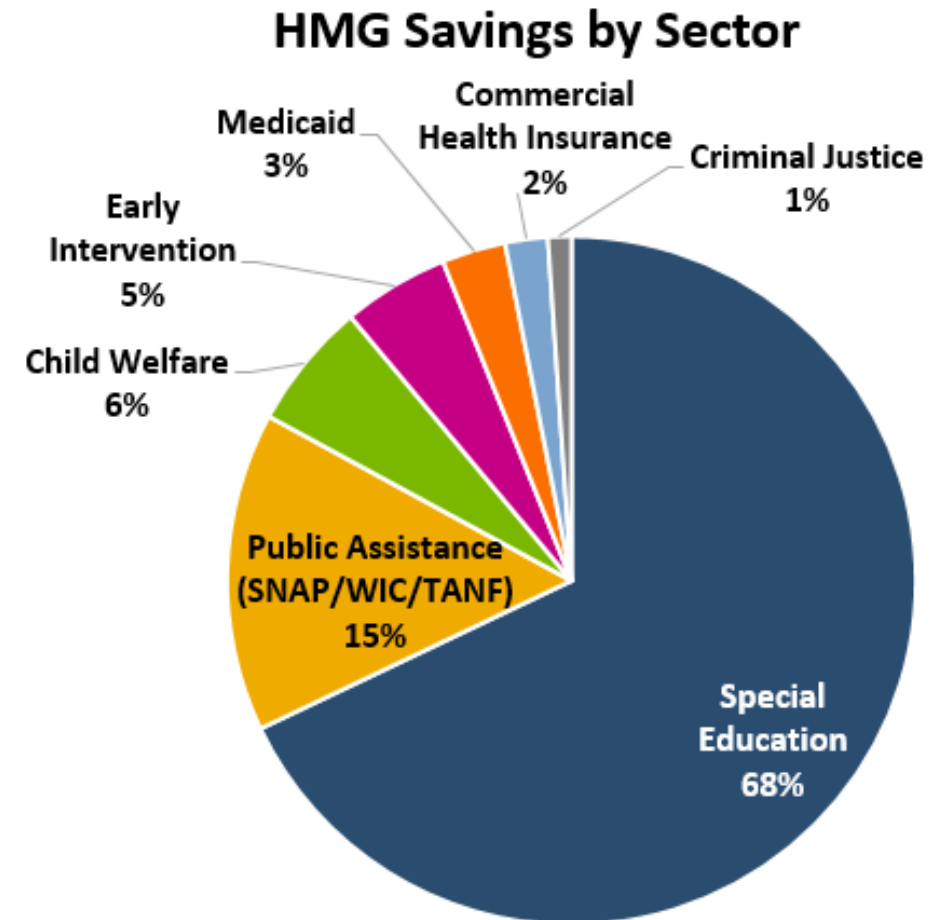
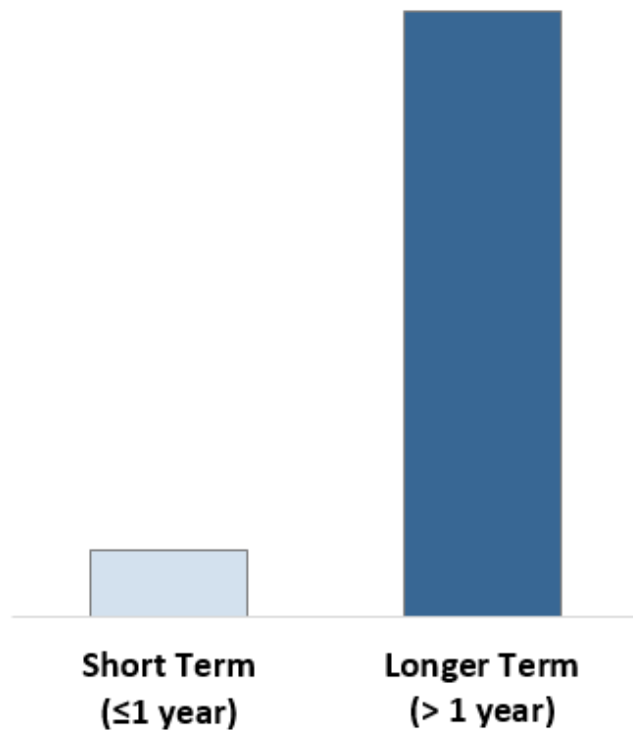


Improves 	Reduces 
<ul style="list-style-type: none">• Child development outcomes• Timely access appropriate services• Resource availability for the highest need children	<ul style="list-style-type: none">• Strain on the health care system to address child development concerns alone• Spending by >\$240,000 to Early Intervention and health care systems

“Help Me Grow refers 10% of children ages birth through five with developmental or behavioral issues to appropriate community-based resources who would otherwise be referred to tertiary specialists if seen by pediatricians alone.” – HMG Orange County

HMG Savings Accrue Over Time to a Variety of Sectors

HMG Savings by Timeframe



Total Net Savings:
\$1,758,606

Note: Data reflect total gross savings generated from services provided by HMG over a one-year time period.

HMG Return on Investment

For every \$1 invested, Help Me Grow generates more than \$2 in quantifiable* savings over the longer term.



Note:*ROI captures quantifiable cost savings only, and therefore likely underestimates the total value of HMG services to individuals, communities and society at large. Actual savings are likely significantly greater than quantifiable savings only.

HMG Pilot Site Experience

HMG Pilot Site Experience



Highlights:

- Both HMG pilot sites quantified significant cross-sector savings and a positive return on investment (ROI) using the HMG ROI Calculator
- HMG pilot sites able to leverage existing data sources to populate HMG ROI Calculator Tool
- HMG pilot sites able to customize HMG business case and ROI calculator to convey benefits of their specific HMG systems

Wrap Up & Next Steps

Next Steps

- **Affiliates at every stage of Implementation** will have access to resources that highlight HMG's unique value and cost-savings information
- **For affiliates in full implementation**, the HMG National Center will reach out directly for instructions accessing the tools and for receiving additional TA

Next Steps

ROI TA and Materials & Timeline

Affiliates in full Implementation:

- Invitation to use ROI calculator
- Receive cohort-style TA from Manatt and HMG National

————— **March - May**

ROI Tool instructional webinar:

Instructional video recording on how to use the ROI tools

————— **April 2021**

FAQ:

HMG Business Case and ROI Calculator FAQs resource

————— **April 2021**

Stakeholder Briefs:

One-page briefs highlighting HMG ROI and cost savings, for targeted audiences
(e.g. Foundations, Providers, State-level representatives, and MCOs/Medicaid)

————— **August 2021**

Advocacy:

HMG National will continue to leverage these types of efforts and data for national-level advocacy on behalf of the HMG affiliate network

————— **Ongoing**

Q&A



