



Of CAPITAL Interest

Building Capacity, Together

A Quarterly Digest for PCAs/HCCNs from Capital Link

Summer 2018

Of Capital Interest provides PCAs and HCCNs with the most current capital-related information as well as the latest resources, trainings, and services available to support successful member operations and financial management, expansion planning, and improvement strategies.

Who We Are

Capital Link works to strengthen community health centers – financially and operationally – in a rapidly changing marketplace. We help health centers: plan for sustainability and growth; access capital; improve and optimize operations and financial management; and articulate value.

Capital Link has worked with PCAs/HCCNs in all 50 states to assess health center capital investment needs, assist in building capacity for sustainable growth, and develop customized training and technical assistance. After 20 years, our services and products have changed to better meet the needs of PCAs/HCCNs and health centers. We have always assisted with capital project planning and financing and provide comprehensive training and technical assistance, and now we work with PCAs/HCCNs to:

- Plan for the future,
- Identify the drivers of successful operations,
- Adopt best practices and capitalize on strengths,
- Implement needed improvements, and
- Leverage resources to be successful.

What We Do

For PCAs/HCCNs to support the goals of their members, they need to: understand and assess current and future opportunities; determine funding sources for capital projects; improve operations; and demonstrate value. Capital Link has programs and services to assist PCAs/HCCNs in building member capacity and strengthening operations. To learn more about the full range of Capital Link’s products and services, click [here](#).



Access Capital – Starting the Capacity-Building Conversation

[Capital Needs Assessment](#) measures needs on a statewide basis to determine capital project plans, investment needs, sources of capital, projected funding gaps, and growth readiness to expand facilities to meet projected market need in communities and throughout your state.



Plan for Sustainability and Growth

[Assess Your State and Local Market](#) by analyzing service areas in geographic, demographic, and economic terms. Using analytical data, market assessment reports evaluate and determine current and future patient needs. **Ask about our NEW market snapshots!**

[Scenario Modeling](#) helps forecast patient population behavior and revenues based on payment reform. Evaluating potential scenarios helps health centers better plan for impacts on operations, including patient utilization, care delivery, and service offerings.

[Strategic Planning Facilitation](#) incorporates Capital Link's strategic planning toolkits, and walks you and your members through the process of assessing key influences, reinforcing operating systems, establishing objectives, mobilizing staff and other stakeholders, and distilling information into actions.

[Advancing Financial & Operational Strength](#) is an in-depth training and technical assistance program that provides health center staff from all levels of the organization with training and resources related to financial and operational benchmarking, revenue cycle management, aligning people, place and process, capital planning, and performance improvement (to name a few) with the goal of improving health center business operations and financial health.



Improve and Optimize Operations and Financial Management

[Performance Evaluation Profiles](#) provide multi-year performance trends, benchmarking the results against state, national, and peer medians across 73 financial and operational metrics.

[Strategic Revenue Cycle Management](#) training and technical assistance helps health centers to improve financial stability and operating performance.



Articulate Health Center Value

[Value and Impact Analyses](#) – Health centers are pillars providing services that directly and indirectly impact the well-being of the workforce, student population, and economics within the community. As we look towards another fiscal cliff, Capital Link is **updating the**

Value and Impact reports for PCAs/HCCNs to demonstrate the value and impact their members have on the communities they serve and to the nation as a whole. Stay tuned for more information.

What's Coming Up

Capital Link is planning the following upcoming resources, in-person trainings, programs, and new services to support PCAs/HCCNs and their members:

New Markets Tax Credits Readiness

New Markets Tax Credit allocation awards are expected in early 2019. Capital Link will distribute information related to eligibility and readiness activities to help interested health centers move ahead with their capital projects.



Tools from Our Database

Capital Link is constantly revising the tools developed through our proprietary database to help health centers articulate their value and assess their performance and market. Coming soon:

- *Value and Impact Analyses* with updated messaging and metrics to prepare for the fiscal cliff
- *Cost Comparison Snapshots* offering multi-year trends on medical cost of care metrics and performance measures, compared to peer groups.



Free Resources

Capital Link has a variety of free toolkits and resources to inform PCAs/HCCNs on industry-related topics and capital development. Coming soon:

- *Federally Qualified Health Centers Financial and Operational Performance Analysis, 2013-2016*
- *Cost of Care Trends for Community Health Centers*
- *Cost per Visit – Measuring Health Center Performance*, developed in partnership with NACHC
- *Identifying Workforce and Financial Trends at High Performing Health Centers*, developed in partnership with the Association of Clinicians for the Underserved

Review all of our resources, [here](#).



Trainings and In-Person Events

Capital Link regularly attends industry conferences to exhibit, conduct trainings, and present information related to capital development to health centers and primary care associations. Find a complete schedule of our events, [here](#).



Upcoming Webinars

Capital Link hosts webinars designed to offer useful information for health centers and PCAs/HCCNs on a wide range of topics. These webinars are free of charge with sponsorship from the Health Resources and Services Administration. Find a schedule of our upcoming webinars [here](#).

Contact Us

For more information about Capital Link's services, please contact Mark Lurtz, Director of Partnership Development, at 636-244-3082 or mlurtz@caplink.org. Visit our website at www.caplink.org and connect with us on [Facebook](#), [LinkedIn](#), or [Twitter](#).