



A Quarterly Digest for PCAs/HCCNs from Capital Link

Fall/Winter 2018

*Of Capital Interest* provides PCAs and HCCNs with the latest resources and services available to support successful member operations and financial management, expansion planning, and improvement strategies.

## Of Note...

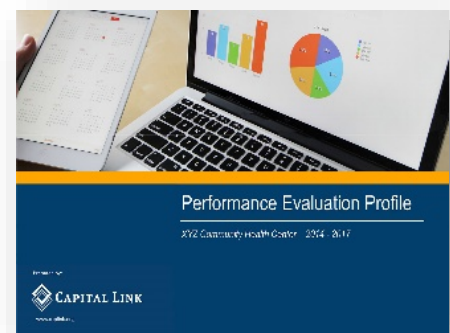
### Reports to Inform Decision Making

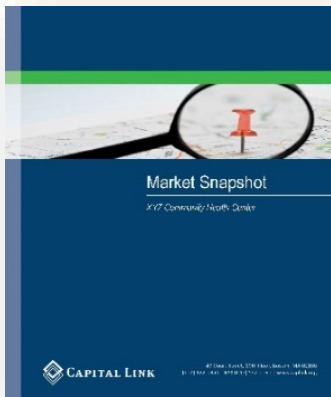
Over our long history of working with health centers, Capital Link has amassed an enormous amount of national data on the health center industry, particularly financial and operational data. We maintain a database of almost 10,000 health center audited financial statements and Uniform Data System information from 2005-2017, incorporating approximately 75% of all health centers nationally in any given year. This proprietary database is the only one of its kind and enables us to create analytical data reports to help health centers understand and improve their financial and operational performance and prepare for changing reimbursement models.

#### *Make Data Driven Decisions with Performance Evaluation Profiles (PEPs)*

Deep understanding of the financial and operational performance of your member health centers leads to informed decision-making. *PEPs* provide insight with multi-year trends and peer comparisons on 73 financial and operational performance metrics. PCAs in approximately 20 states have used *PEPs* to provide their members with data to drive action.

Learn more here: <http://caplink.org/services/analyze/performance-evaluation-profiles>.





## Uncover Opportunities with Market Snapshots

These snapshots provide PCAs and member health centers with an overview of primary and secondary service areas, patient origin, low-income resident population, penetration, and unmet need.

**Market Snapshot** reports are the newest of several **Market Assessment** tools that identify opportunities for health centers. Learn more here: <http://caplink.org/services/begin/market-assessment>.

## Understand Your Cost of Care and How It Compares to Peers

Health center success and sustainability require a focus on cost management, including learning how to calculate cost of care and identifying opportunities to reduce costs while maintaining quality. **Cost Comparison Snapshots** provide multi-year trends on medical cost of care performance measures, compared to peer groups. We're also developing a **Cost Comparison Profile** with trends on additional services and deeper analysis. Learn more here:

<http://caplink.org/services/analyze/cost-comparison-snapshot>. We're also developing a Cost Comparison Profile with trends on additional services and a deeper analysis.

View a sample here: <http://www.caplink.org/images/stories/Services/Cost-Comparison-Profile-STATEWIDE-SAMPLE.pdf>. If you have any feedback on the profile, please let us know by emailing Mark Lurtz at [mlurtz@caplink.org](mailto:mlurtz@caplink.org).



## Demonstrate Health Center Value & Impact to Communities & Legislatures

As advocacy begins for the next Health Center Funding Cliff, **Value & Impact** reports illustrate the compelling story of how health centers spur economic growth, contribute to savings to the health system, and provide access to care for vulnerable populations. PCAs receive an aggregate impact summary of all health centers in your state, and your members receive individual health center infographics. PCAs in more than 25 states across the country have demonstrated their member impact with these infographics.

Learn more here: <http://caplink.org/services/analyze/value-impact-analyses>.



For more information about Capital Link's data products, please contact Jennifer Saber, Director of Data & Analysis, at (617) 988-2299 or [jsaber@caplink.org](mailto:jsaber@caplink.org).

## Our Services

### Sustainability and Growth Planning

[State and Local Market Assessments](#) analyze service areas in geographic, demographic, and economic terms, helping health centers evaluate and determine current and future patient needs.



[Scenario Modeling](#) helps forecast the impact of changing patient care models 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](#) walks health centers through the process of assessing key opportunities and challenges, identifying environmental influences, examining operating systems, establishing objectives, mobilizing staff and other stakeholders, and distilling information into actions, using our toolkit.

[Advancing Financial & Operational Strength](#) provides health center staff at all levels with in-depth 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) to improve business operations and financial health. The program launched in 2015 in California and has expanded to Missouri, Massachusetts, Tennessee, and West Virginia.

*CURRENTLY IN DEVELOPMENT* Alternative Payment Methodology tools and trainings to help health centers prepare for value-based reimbursement.

### 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.

### Capital Project Financing

[Capital Project Planning](#) offers assistance in developing the rationale, justification and detailed plans necessary to complete a successful facilities expansion or renovation project.



[Financing Assistance](#) helps health centers determine its plan of finance; complete its business plan and financial projections; obtain credit enhancement (if necessary); and structure and obtain the most favorable sources of financing, including through USDA, New Markets Tax Credit financing and the HRSA Loan Guarantee Program.

### Health Center Value and Impact

[Value & Impact Analysis](#) reports utilize key metrics from our database and IMPLAN economic modeling software to help health centers evaluate and communicate their value to payers, policy makers, and community stakeholders.



## Our Resources

### Publications

We offer publications available for download free of charge on our website. Topics include national trends, performance improvement, capital project planning, capital project financing, and patient centered medical home.

Access our publications here: [www.caplink.org/resources/publications](http://www.caplink.org/resources/publications).



### Events and Webinars

Capital Link regularly exhibits and conducts presentations and education sessions at industry conferences for health centers and primary care associations. Find a list of our upcoming events here: [www.caplink.org/events/events](http://www.caplink.org/events/events).

We offer webinars designed to offer useful information for health centers on a wide range of topics. The webinars have no charge, but participation is limited. Find a schedule of upcoming webinars here: [www.caplink.org/events/upcoming-webinars](http://www.caplink.org/events/upcoming-webinars).

Access recordings of any of our past webinars here: [www.caplink.org/events/webinars](http://www.caplink.org/events/webinars).



### Learning Collaboratives

Capital Link's Learning Collaboratives are designed to help increase the capacity of health centers in a peer-to-peer learning format. Conducted through a series of webinars and virtual discussions facilitated by Capital Link, our Collaboratives are focused on topics such as planning and financing capital development projects or forming non-traditional partnerships with organizations to address Social Determinants of Health.

Learn more about our current and upcoming learning collaborative here: [www.caplink.org/events/learning-collaboratives](http://www.caplink.org/events/learning-collaboratives).



### About Us

Capital Link is a national, non-profit organization that has worked with hundreds of community health centers and Primary Care Associations (PCAs) for over 20 years to plan for sustainability and growth, access capital, improve and optimize operations and financial management, and articulate value. Established through the health center movement, Capital Link is dedicated to strengthening health centers—financially and operationally—in a rapidly changing marketplace.

### 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](mailto:mlurtz@caplink.org). Visit our website at [www.caplink.org](http://www.caplink.org) and connect with us on [Facebook](#), [LinkedIn](#), or [Twitter](#).