

## Identifying Strategic Partnerships to Improve HIV Care Services

CBOs may partner with federally qualified health centers, medical clinics, medical homes/health homes, large hospital systems, and other entities to improve quality of HIV care. Here are some effective strategies that CBOs have used to identify strategic partnerships with HCOs.

### 1. Identify the Partnership Opportunities

**New models of care.** The Affordable Care Act (ACA) created incentives for new models of collaborative care.<sup>1,2</sup> Some private health care payers have also established innovative care models. It is important to conduct formative research to determine which of these models meet your needs.

**New reimbursement opportunities.** The ACA also expands opportunities for Medicare and Medicaid reimbursement of community-based organization (CBO) services. Assess these opportunities to find out which services might be reimbursable through Medicaid, Medicare, or other insurance.

**Grant opportunities.** Another way to identify strategic partnerships is to research what federal, state, and foundation grant opportunities require or encourage collaboration.

**Check to see what the healthcare models are in your area. The Patient-Centered Primary Care Collaborative provides a useful map:**

<https://www.pcpcc.org/initiatives>

### 2. Convene a dialogue

This strategy for identifying prospective strategic partners worked for AIDS Action Committee.<sup>3</sup> The CEO and team identified health and human service agency leaders in the state whose missions aligned with theirs and invited them to a meeting. The conversation resulted in follow-up meetings with several prospective partners with potential to help fulfill their vision for strengthening and integrating HIV/AIDS services.

### 3. Assess Potential Partners

**Common mission/vision.** Choose prospective partners who have a mission/vision that is compatible with yours (e.g. to improve health, improve quality of life, expand services, or increase efficiency).

**Readiness to partner and make change.** Potential indicators you can use to assess readiness of your prospective HCO partners include: 1) awareness of the need for change, 2) sufficient funding/finances and time,<sup>4</sup> and 3) more experience.

**Fit of organizational cultures and personalities.** Consider whether you and your prospective partner's workplace cultures are compatible.<sup>5</sup> Also, find the right person. Look for people who are collaborative, who you can get along with, and who are not overly focused on personal ego or organizational identity.

*Prepared by: Meaningful Evidence, LLC for NMAC's Capacity Building Division*

#### Sources

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