



# **PUBLIC HEALTH**

**ALWAYS WORKING FOR A SAFER AND  
HEALTHIER WASHINGTON**

Public – Private Partnership Development  
NASTAD Technical Assistance Meeting  
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## What is a Partnership?

A partnership is a collaborative relationship between entities that work together toward a common or shared goal.

## What is a Public-Private Partnership?

- A public-private partnership is a relationship that connects governmental agencies, academic institutions, industry and not-for-profit organizations as an effective mechanism to tackle major issues.
- The partnership is often created as one sector usually does not have all of the skills/resources to address a complex issue alone.

## What are the benefits of the partnership?

Partnerships can serve as a vehicle to learn, improve or adapt how and what we do by:

- Leveraging the influence, importance and scope of the relationship
- Allowing a program to strategically work back from the overall goal-allowing time to identify, assess, cultivate and nurture key partners who can influence the impact of your success.

## The Process

The first step in assessing/evaluating a potential partnership is to recognize and agree upon a common goal/mission that ultimately will benefit both parties.

- Mapping- internal/external, new/existing relationships
- Identify potential roles, functions, area of expertise
- Evaluate the scope of influence and importance associated with the partnership

## Considerations

- Recognize and acknowledge barriers and potential limitations
- Acknowledge the dependency upon individuals/organizations to achieve the goals
- Allow for flexibility
- Remain focused on the broader perspective of the partnership
  - How can we achieve more, or better results through this collaboration?
  - Who else can benefit from the partnership?

# Partnership Formation

Identify Key Internal and External Partners

Funded-Unfunded-Conventional-Unconventional  
LHJ's-Tribal Health-DSHS-DOCS-OSPI-Pharma-UW-AETC-FQHC's-CHC's-CBO's

Federal and State Drivers for Change  
ACA-Nat'l HIV Strategy-HRSA-Ryan-White-AETC-HHS Action Plan

Assess the importance of forming the partnership

What is the purpose/potential benefits

Identify structural systems that have potential for collaborative opportunities

What do we have to offer (expertise, resources, same client base)

Manage, monitor and nurture the partnership

Build consumer demand through promotion/association with partners

Develop expertise and knowledge base for sustainability

## Action Steps Program Implementation

Orasure supplies HCV rapid tests to WA State DOH to implement a pilot study

WA State DOH identifies community partner-Hepatitis Education Project-who is charged with identifying sites to conduct outreach and screening using HCV rapid testing

HEP is charged with administering rapid test, providing education, collecting determined data and providing linkage to care

HEP follows patients by providing a case management approach for those who tested positive

## Outcomes Program Implementation

Increase access to testing in non-traditional settings ie:syringe exchange, drug treatment

Increase opportunity to raise awareness/ educate and vaccinate @ point of service

Increase access to testing for those at greatest risk for HCV

Provide linkage to care

Develop a framework and cost analysis for a HCV case management structure

## Impact - Goals To Achieve Fundamental Change

Increase the number of individuals who know their status as a result of using a HCV rapid test

Increase the percentage of those who know their status and are linked to care

Increase the survival rate of those infected with HCV by providing education and linkage to care and treatment earlier

Create a sustainable model of care which would test, link, treat and case manage during the process

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