



Aligning for
Strategic Change

Understanding the External Environmental Scan

October 16, 2024

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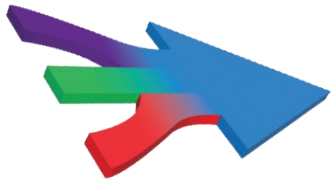
*Aligning for
Strategic Change*

Impactful Actions



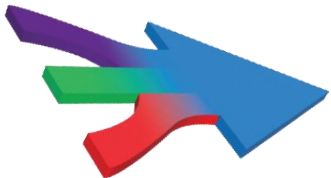
Goal

To prepare you to complete your
External Environmental Scan



About the EES

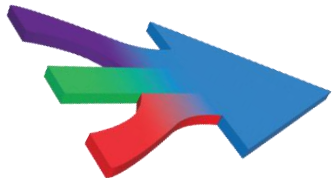
- Helps your partners clearly define the work they want to do together – **creating your North Star**
- Paves the way for developing programs that will have the **greatest impact** on your community
- **Different** than other broader analyses
- Identifies **Opportunities and Threats** existing in the external environment
- Leads directly to your **programmatic goals and objectives**



Purpose of the EES

- To bring focus to your efforts by **creating an Aim**
- To identify the **Primary Drivers** that support your Aim
- To uncover the **opportunities and threats** associated with your Aim
- To provide the foundation for your **programmatic goals and objectives**

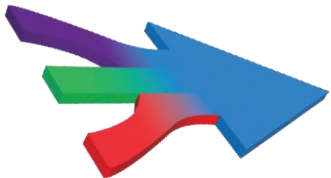
*To complete your EES, you will receive 2 documents –
the EES Instructions and the EES Report template*



EES Steps

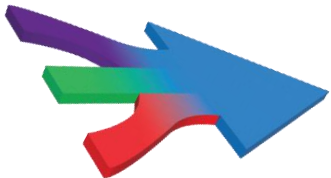
- Step 1: Develop your **Aim**
- Step 2: Identify your **Primary Drivers** and create your **Driver Diagram**
- Step 3: Scan for **opportunities and threats** and **analyze implications**
- Step 4: Prepare and submit your **EES Report**

Form an EES team comprised of your Project Director and 2-3 partners



Step 1: Develop Your Aim

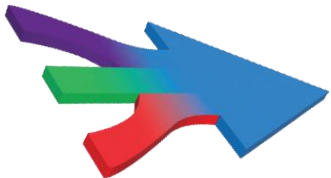
An Aim is a concise statement that clearly communicates **what you intend to accomplish.**



Step 1: Develop Your Aim

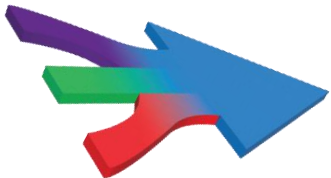
An Aim **answers these questions:**

- What are you trying to achieve?
- Who is going to do it?
- What will be done?
- Who will benefit from the improvement?
- Where will the change occur?
- By when will it be done?



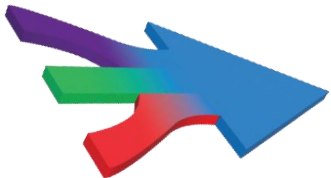
Step 1: Develop Your Aim

To facilitate access to quality care, Valley View Migrant Health Network will provide mobile primary health services to farm workers in the valley by December 31, 2026.



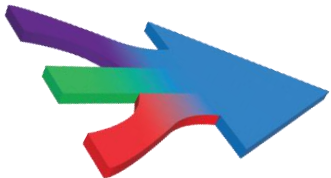
Step 1: Process

- Form an EES team – **partners and staff**
- **Develop a draft Aim** using the template provided in the External Environmental Scan Report
- At a full meeting, **have partners discuss draft Aim** using the questions provided in the EES Instructions
- Make changes as needed and **formally adopt Aim**



Step 2: Identify Primary Drivers

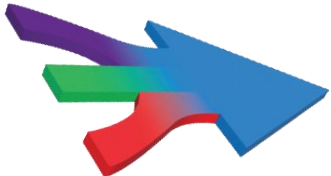
Primary Drivers are **factors that must be in place to achieve your Aim.**



Step 1: Primary Drivers

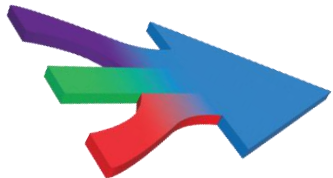
Aim: To facilitate access to quality care, Valley View Migrant Health Network will provide mobile primary health services to farm workers in the valley by December 31, 2026.

- Accessible primary care, dental, and behavioral health services
- Culturally competent health care providers
- Federal, state, and/or local funding streams that support migrant health
- Effective models for mobile deliver of care to migrants



Step 2: Create Driver Diagram

A Driver Diagram **visually depicts the relationship between** the Aim and the Primary Drivers.



Aim

Primary Drivers

To facilitate access to quality care, Valley View Migrant Health Network will provide mobile primary health services to farm workers in the valley by December 31, 2026.

Primary Driver 1:

Accessible primary care, dental, and behavioral health services

Primary Driver 2:

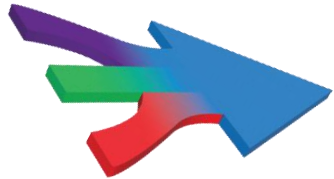
Culturally competent health care providers

Primary Driver 3:

Federal, state, and/or local funding streams that support migrant health

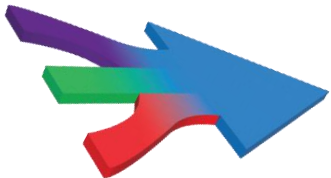
Primary Driver 4:

Effective models for mobile delivery of care to migrants



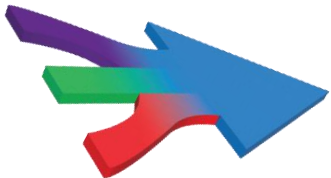
Step 2: Process

- Have EES **Team identify 3 – 4 Primary Drivers** appropriate for your Aim
 - Draw from provided examples or create your own
 - Use discussion questions in the EES Instructions
- Create a draft **Driver Diagram** using the template provided in the EES Report
- At a full meeting, **have partners discuss draft Driver Diagram**
- Make changes as needed and **formally adopt the Driver Diagram**



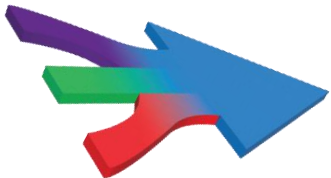
Step 3: Scan for Opportunities and Threats and Analyze Data

External Environmental Scanning involves the **review and analysis** of data, patterns, trends, resources, and relationships at the **local, state, and federal level** that can impact your ability to achieve your Aim in both **negative and positive ways**.



Step 3: Process

- Collect and organize data/information **relevant to your Primary Drivers**
- Enter **most pertinent data** into the EES Data Table provided in the External Environmental Scan Report
- Assemble your EES team to **discuss the data/information** using the questions provided in the EES Instructions
- **Revise EES Data Table** as needed
- Present the EES Data Table at a full partner meeting to **discuss the implications and threats**



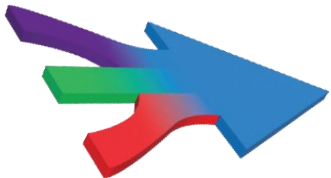
Step 2: EES Data Table

	Domain	Local	State	Federal
Primary Drivers	Driver 1: Accessible primary care, dental, and behavioral health services	<ul style="list-style-type: none"> Over 500 farm workers lack access to primary care FQHC has mobile health van Behavioral health counselors available through school system 		
	Driver 2: Culturally Competent health care providers	<ul style="list-style-type: none"> Hospital has certified medical Spanish interpreters 	<ul style="list-style-type: none"> Cultural competency trainings provided by State Department of Health 	<ul style="list-style-type: none"> Migrant Clinicians Network TA
	Driver 3: Federal, state, and/or local funding streams that support migrant health	<ul style="list-style-type: none"> Hospital Community Benefit program 	<ul style="list-style-type: none"> Community Health Worker grants from private foundations 	<ul style="list-style-type: none"> Migrant Health Center Funding through Bureau of Primary Health Care – Voucher Program
	Driver 4: Effective models for mobile delivery of care to migrants	<ul style="list-style-type: none"> Central State Migrant Health Center 	<ul style="list-style-type: none"> State Farm Worker Health Program 	<ul style="list-style-type: none"> Bureau of Primary Health Care National Training and Technical Assistance Partners program for Migratory and Seasonal Agricultural Workers NC Office of Rural Health Internet Connectivity Project for farmworkers

Step 4: Prepare External Environmental Scan Report

- Finalize Aim
- Finalize Driver Diagram
- Finalize EES Data Table
- Write Summary of your Activities

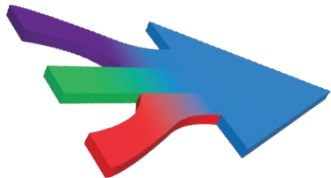
*Submit by email to your CRL/GHPC Coach and PO by
January 10, 2025*



Today's Take Aways

- Thoroughly review the EES Instructions prior to starting the process
- Templates to complete each step of the EES are included in the External Environmental Scan Report
- Form an EES Team but get input from all partners
- Data scanning process should be focused only on information related to your Primary Drivers
- Analysis of data/information to understand opportunities and threats to implementing your Aim is essential
- After going through the EES process, your partners should have clearly defined the work they want to do together

Reach out to your TA Coach for assistance





Aligning for Strategic Change

Questions?



Mark Your Calendar

November 20, 2024

3:00 PM ET

Sustainability

Positioning for Sustainability



Aligning for Strategic Change

**Please Give Us
Your Feedback**

Click the link in the chat. Thank you!