

HAVAS
FORMULA

MESSAGING

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HEALTH CENTER PARTNERS
of Southern California

Why We Exist

We believe everyone deserves access to quality primary care.

How We Do It

A champion for community health care, Health Center Partners blends its years of experience, richly talented staff and deep knowledge of its members to advocate for health policy, while delivering programs, and resources designed to enrich the patient experience.

What We Do

A premier consortium of primary health care organizations, Health Center Partners is the voice and health policy advocate for its members who serve the health needs of communities throughout Southern California.

Positioning Statement



HEALTH CENTER PARTNERS
of Southern California

A catalyst for transforming and enhancing primary care, Health Center Partners helps its members deliver quality health care to the safety net population in Southern California through innovative programs, resources, health policy and advocacy.

Target Audience Messages



- (Members): Health Center Partners is the trusted voice for Southern California’s community health centers, championing the delivery of primary care, the needs of the safety net population and ensuring members are well positioned for the future of health care.
- (Community): Health Center Partners is the region’s preeminent authority and health care policy advocate for community health centers—focused on improving lives by elevating the primary care profession, and enhancing the delivery of and access to quality health care.
- (Funders): With a proven track record of implementing highly effective programs and positively impacting community health care outcomes, Health Center Partners is a trusted change agent and visionary focused on meeting and exceeding its funders’ philanthropic objectives.
- (Policy Makers): Health Center Partners is one of the largest consortiums of primary care organizations in Southern California and serves as the voice for providers caring for more than 750,000 patients in the safety net population.



HEALTH QUALITY PARTNERS
of Southern California

Why We Exist

We believe quality health care is a right, and collaboration and resources are essential to meeting this basic need.

How We Do It

With its experienced and talented team, Health Quality Partners leverages economies of scale to bring community partners access to resources they wouldn't otherwise have through innovative programs.

What We Do

Health Quality Partners helps improve health outcomes by implementing progressive and collaborative programs to support community health centers caring for the safety net population.

Target Audience Messages



- (Members): Health Quality Partners offers community health centers and other safety net partners access to resources and collaborative programs designed to improve access to care, quality of care, health outcomes, operational efficiencies and financial performance.
- (Community): Health Quality Partners improves the lives of patients throughout Southern California by providing access to the broadest portfolio of highly effective, quality collaborative programs.
- (Funders): Health Quality Partners helps funders achieve their philanthropic mission by reaching the underserved community with critical programs designed to proactively and efficiently address an array of health care needs including disease management, oral health, breast health, behavioral health, diagnostic services, and more.
- (Policy Makers): By delivering innovative and highly effective health care programs, Health Quality Partners helps community health centers impact the lives of the safety net population throughout Southern California, totally more than 750,000 who benefit directly from its resources and initiatives.



INTEGRATED HEALTH PARTNERS
of Southern California

Why We Exist

A united voice representing primary care providers will safeguard the future of quality health care for the safety net population and ensure a seat at the table for the important health care decisions of the future.

How We Do It

To address the shift to value-based health care, Integrated Health Partners leverages member data from health centers to drive performance improvements that will result in better patient outcomes, operational enhancements and treatment effectiveness.

What We Do

Integrated Health Partners is a network that unites community health centers for the common purpose of advancing standards of quality care, improving outcomes and reducing costs.

Target Audience Messages



- (Members): Harnessing critical data and important performance improvement benchmarks, Integrated Health Partners, helps members drive the quality improvements necessary for future success.
- (Community): Integrated Health Partners is the solution for primary care in Southern California—leveraging valuable member data and key performance indicators to understand the community, problem solve and address critical needs.
- (Funders): As a learning laboratory backed by value data and insights, Integrated Health Partners understands the current state of community health centers throughout Southern California and how they need to change and adapt—helping funders realize where the needs really exists.
- (Policy Makers): In order to remain viable as the community safety net, community health centers will rely on Integrated Health Partners' assistance for the expertise and resources to help standardize and improve processes to face the future challenges and complexities in health care.

Why We Exist

Council Connections enhances the financial strength of its members, acts as an extension of their organization and contributes to the financial stability of Health Center Partners.

How We Do It

Recognized for its service excellence, exceptional supplier relationships and nationwide field team, Council Connections works closely with its members to offer proactive and strategic purchasing programs to optimize their operations and reduce costs.

What We Do

A nationwide Group Purchasing Organization, Council Connections leverages the collective power of its members to seamlessly negotiate contracts, saving members money and improving supply chain efficiencies.

Target Audience Messages



- (Members): As a trusted partner, members can rely on Council Connections and its proven service excellence to realize the total value proposition of their group purchasing relationship.
- (Community General): Council Connections allows organizations to leverage economies of scale in order to improve operational efficiencies and reduce costs that can be then passed on to customers or other important stakeholders.
- (Community Healthcare) Council Connections allows health care providers to leverage economies of scale in order to improve operational efficiencies and reduce costs that can be then passed on to improving patient care.
- (Funders): N/A
- (Policy Makers; Healthcare): By leveraging economies of scale, GPOs such as Council Connections play a valuable role in reducing the cost of health care as health systems strive to achieve the Triple Aim.