

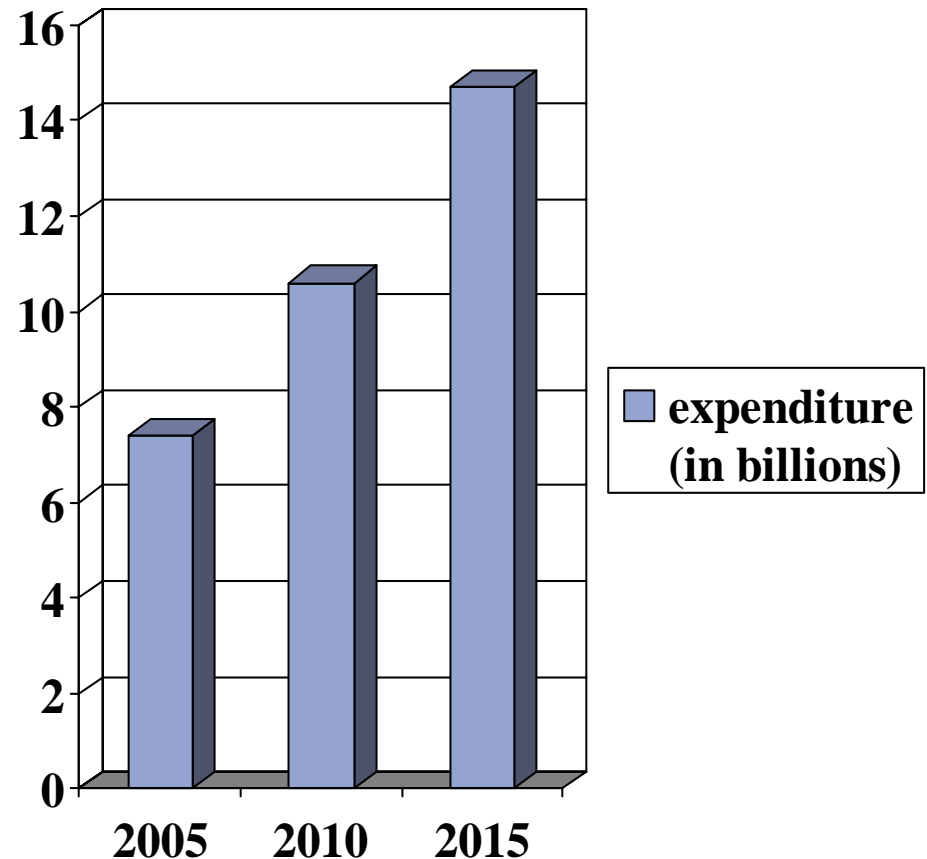
Our Optimal Health

“affordable and sustainable health care for all people in Franklin County”

Our Health Care Situation

- We have no health care “system”
- What we do have is not sustainable
- Every party feels like a victim
- No one feels empowered to act (on changing the whole)

Franklin County Health Care



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March 2005

- “Art of Hosting Meaningful Conversations”
- “How can we create Affordable and Sustainable Health Care for all people in Franklin County?” emerged as a key question

Summer 2005

- Formed a team of volunteers to host dialogue and support the *Our Optimal Health* project in the community

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August 2005

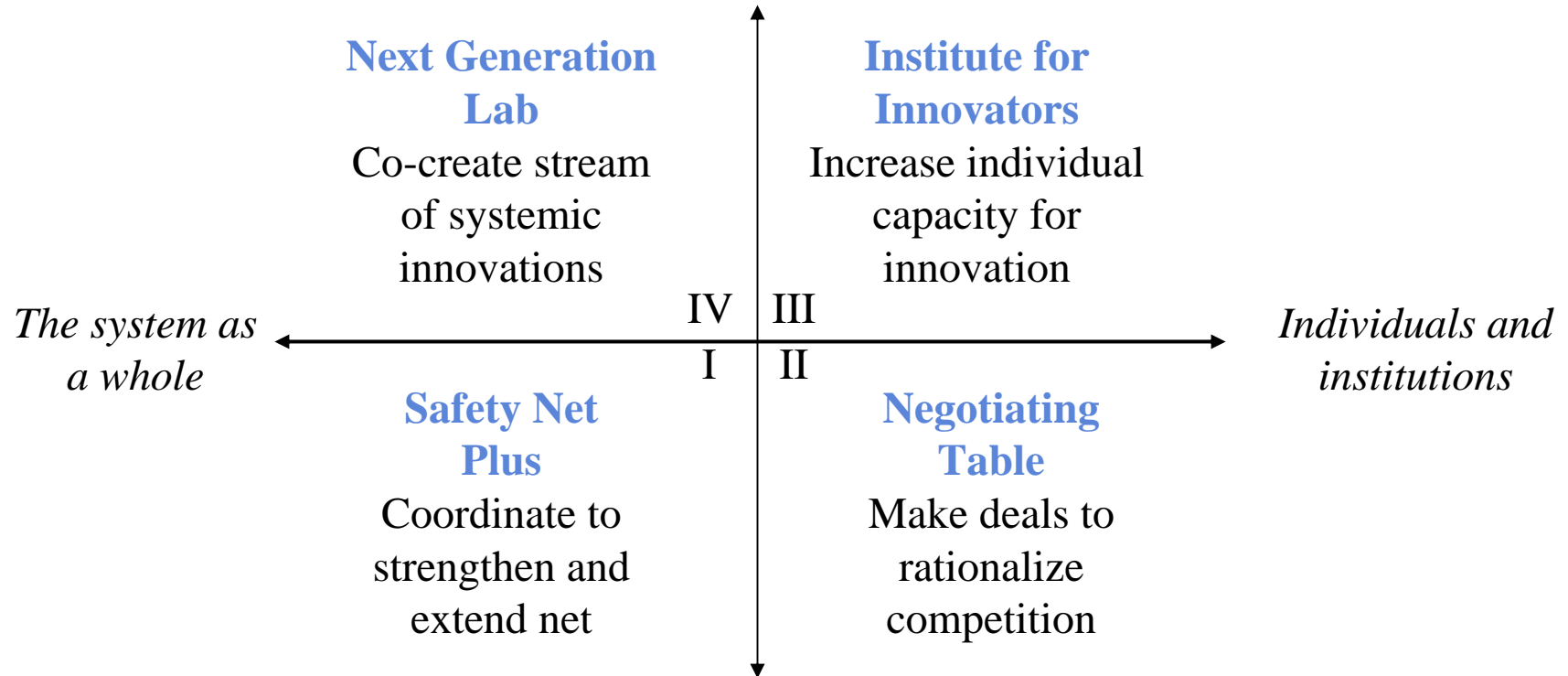
- Launched feasibility study
- Generon Consulting, an international consulting company and focused on solving complex world problems
- Conducted in depth interviews with 58 people from:
 - patients
 - large and small businesses
 - community organizations
 - politicians
 - public servants
 - physicians
 - foundations

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Four New Community-Led Infrastructures For Advancing These Strategies

Creating something fundamentally new and better



Making what we have work better

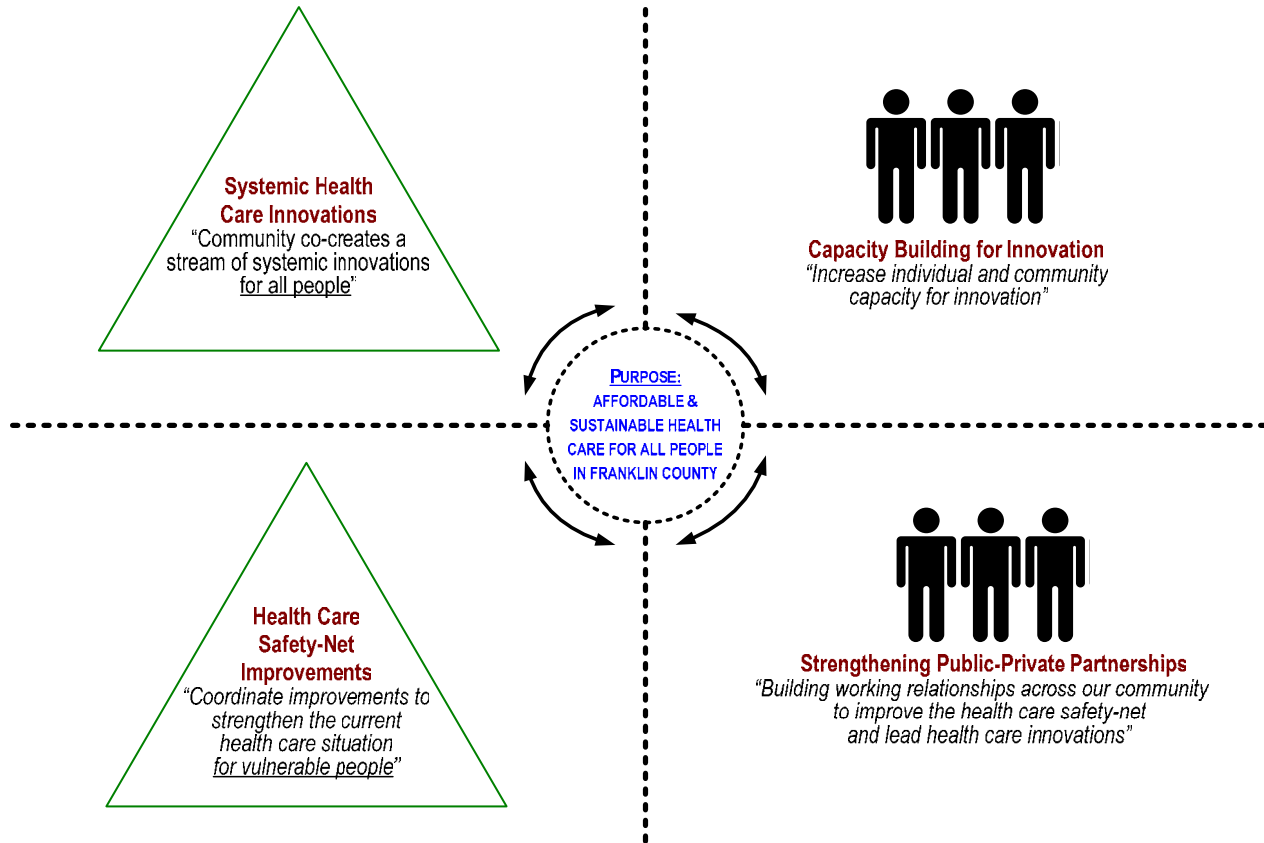
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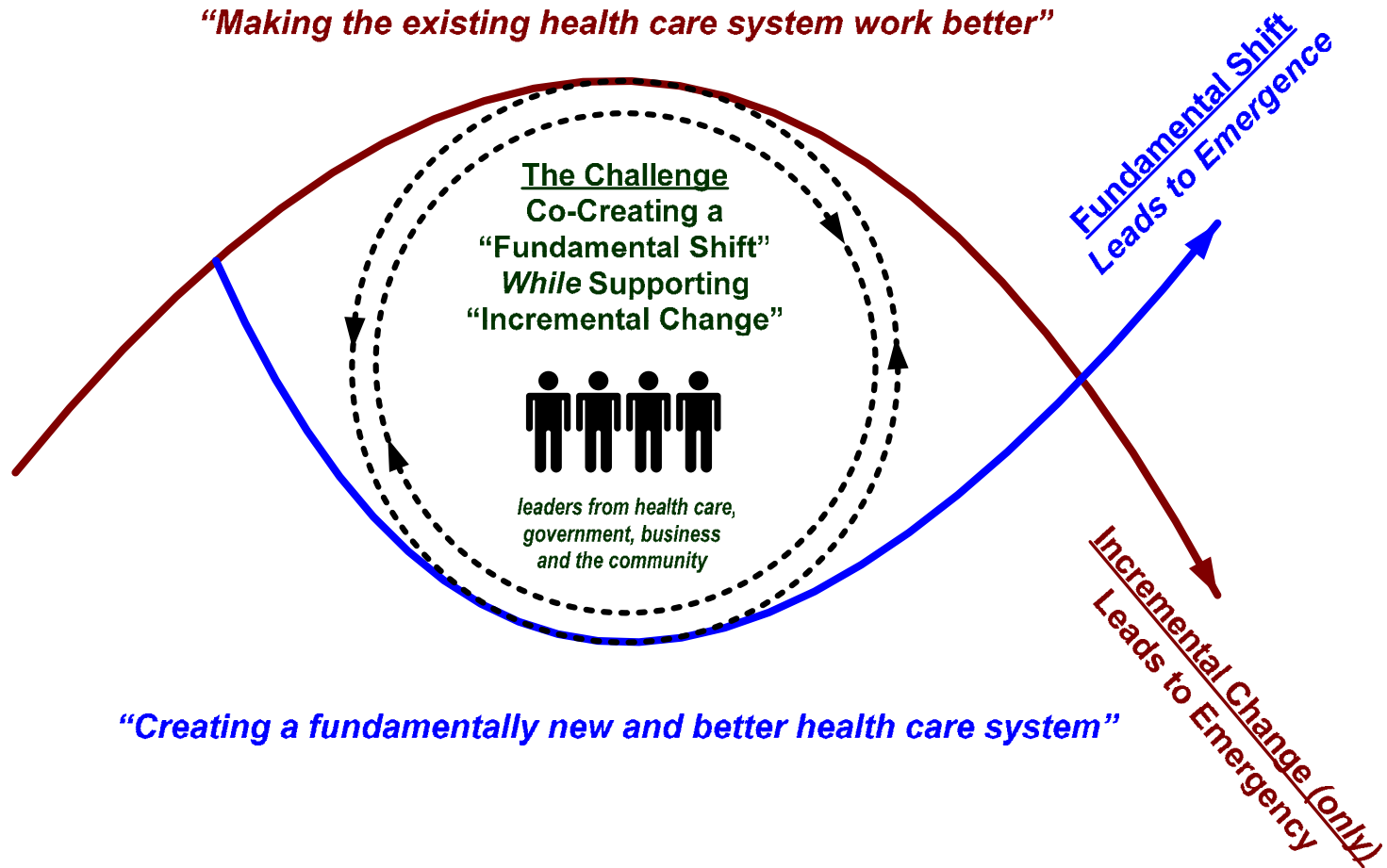
A Local Pattern for Organizing Activities

(based on strategies from the *Readiness for Change* report authored by Generon)



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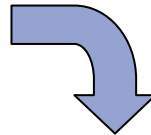
Six Assemblies have been hosted to date:

#1: Agreeing on the Readiness for Change/Clarity of the project’s purpose

#2: How do we organize ourselves to achieve the project’s purpose?

#3: Creating the common ground as a foundation for our future health care system”

#4: Gain clarity around the common purpose of our health care system



Community’s Purpose Statement on Health Care (v 2.0)

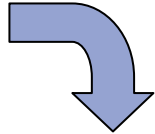
The purpose of the health care system is to provide affordable & sustainable health care that supports optimal health & wellness for everyone in our community.

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#5: Identifying areas of innovation to work on together

#6: Advancing the four priority questions identified by the community



- ***What could/should be the specific actions and features of a system based on wellness rather than illness?***
- ***How can we motivate people to take personal responsibility for improving their health status?***
- ***What are the Social Contracts required for Affordable and Sustainable Health Care?***
- ***What are the potential revenue streams available for Affordable & Sustainable Health Care?***

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Columbus Dispatch Editorial Page: “Community needs to unite to fashion a better health-care system for all” (February 10, 2007)

Recently, Dispatch Senior Editor Joe Hallett wrote a column regarding the bipartisan "fiscal wake-up call" for America's health care. Representatives from both liberal and conservative organizations presented a unified message of the dire need to address the unsustainable healthcare delivery "system." This is not a new revelation, but a warning that will soon hit critical mass.

In Franklin County alone, the current rate of health-care spending will double from \$7 billion to \$14 billion in the next seven years. Yet our population will grow by only 85,000 people. Where will the money come from? Will we be any healthier for it? Will there be increased value in return? Who will be covered by health insurance? These and other questions are the focus of a rapidly growing debate.

So what is the solution? Imagine playing in a game in which the rules were set to assure the objective would never be achieved. You could make all the adjustments you want, but if the rules remained the same, failure would be guaranteed.

This is true within the context of today's healthcare crisis. The wrong debate is occurring, posing the wrong questions. The questions of, "Who will be insured?" "What are the benefits?" and, "How does this affect cost?" are not the questions that must be answered if we want to truly create a health-care system that is affordable and sustainable. Continuing to do what we have always done or creating incremental change may slow the progression of the crisis, but ultimately the crisis will continue to be an ongoing emergency.

The solutions to a stuck problem of this magnitude will not come from Washington or from the Statehouse, for that matter. New policies can result in easing the symptoms, but the disease will still rage. Politicians do their best work when they react to the people who elect them — our best solutions will come up from the community.

We know this because Columbus is beginning to speak up. Groups of people have begun to meet, with the purpose of changing our approach to health care and health-care delivery. In a small, quiet way for the past 18 months, individuals from all facets of our community have been challenging each other and ultimately will challenge central Ohio to create a fundamentally new and better health-care system for everyone. This group has named the initiative Our Optimal Health.

Our Optimal Health has made significant progress in defining the purpose of our health-care system. The collective answer is, "The purpose of our health-care system is to provide affordable and sustainable health care that supports optimal health and wellness for everyone in our community."

Several critical questions also were agreed upon to assist in charting the course. These questions represent a fundamental shift and focus on wellness, rather than illness, on personal responsibility and on new health partnerships, including what is required to achieve sustainable, viable funding sources. It is believed that only through this type of unprecedented change toward wellness and personal responsibility can an affordable and sustainable health-care system be created.

This cross-section of our community has debated, discussed and shared perspectives and passion in aiming to provide a community-based solution. It has been refreshing and enlightening to see a representative number of business executives, community volunteers, physicians, nonprofit leaders, hospitals and insurance companies begin to all agree on a purpose and direction for the initiative.

When asked separately, most of the participants said they feel the current health-care system was out of their control and could not be influenced in a meaningful way. However, once they came together as a group, they realized that changing the current health-care system was not only a possibility, but an achievable goal. It is that powerful.

So what should all of this mean to you? It's time to get involved in helping shape the health-care system we desire for our families, friends and colleagues. Our Optimal Health represents an opportunity to shape the change needed in Columbus — real community dialogue by real people who are health-care consumers, payers and providers.

**Don't sit back and expect this issue to be solved by someone else.
We all have a vested interest in the outcome. We invite you to join us.**

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2007 Planned Activities

- Calling Question: *“How will we as a community achieve optimal health for the community and each of us?”*
- Host monthly “Village Squares” to support projects and dialogue in the community
- Host training to expand capacity for innovation for individuals and organizations in Franklin County
- Explore shared principles of our future health care system through outreach efforts (such as this evening)

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