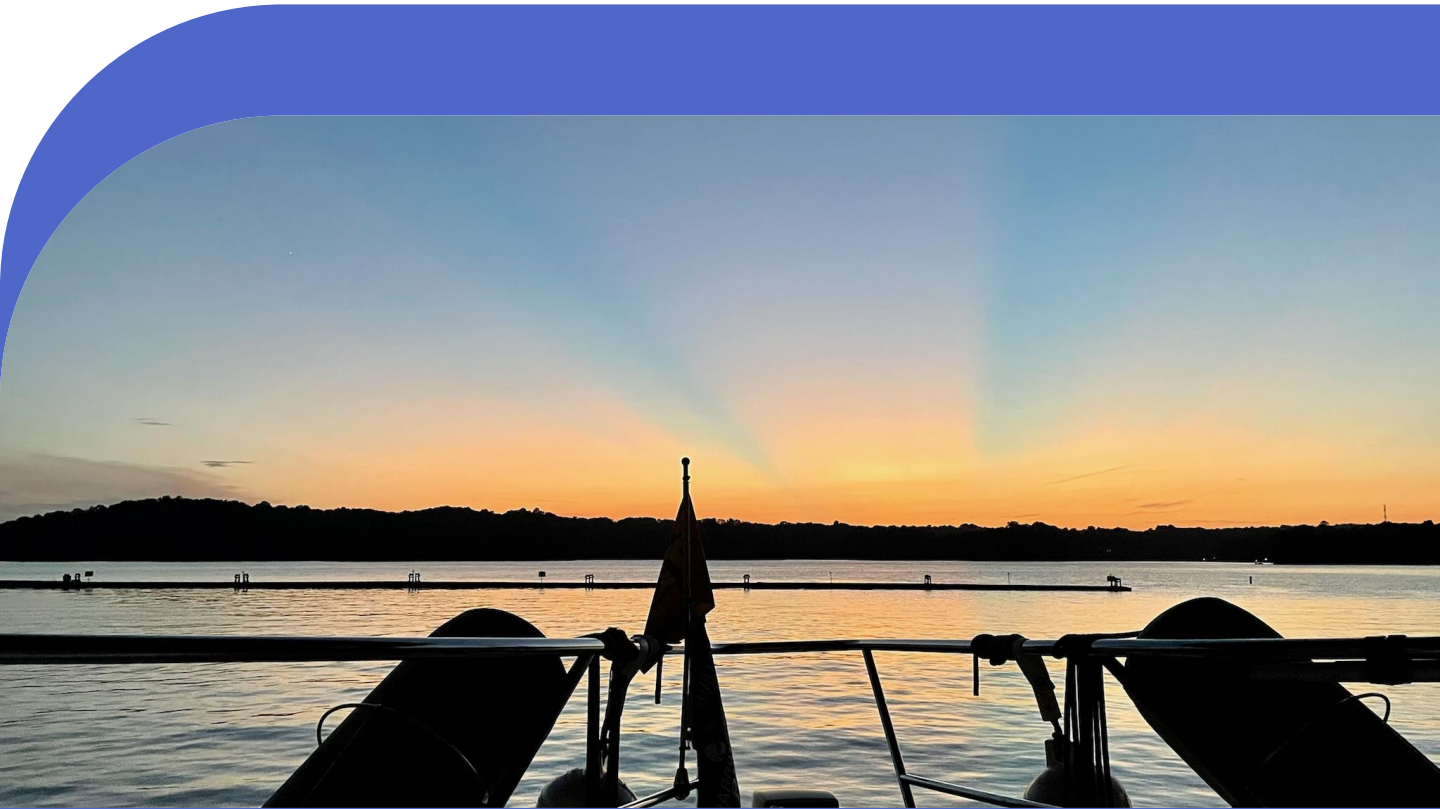


KSA Suite of Services



2022-2023

Kulik Strategic Advisers Inc.

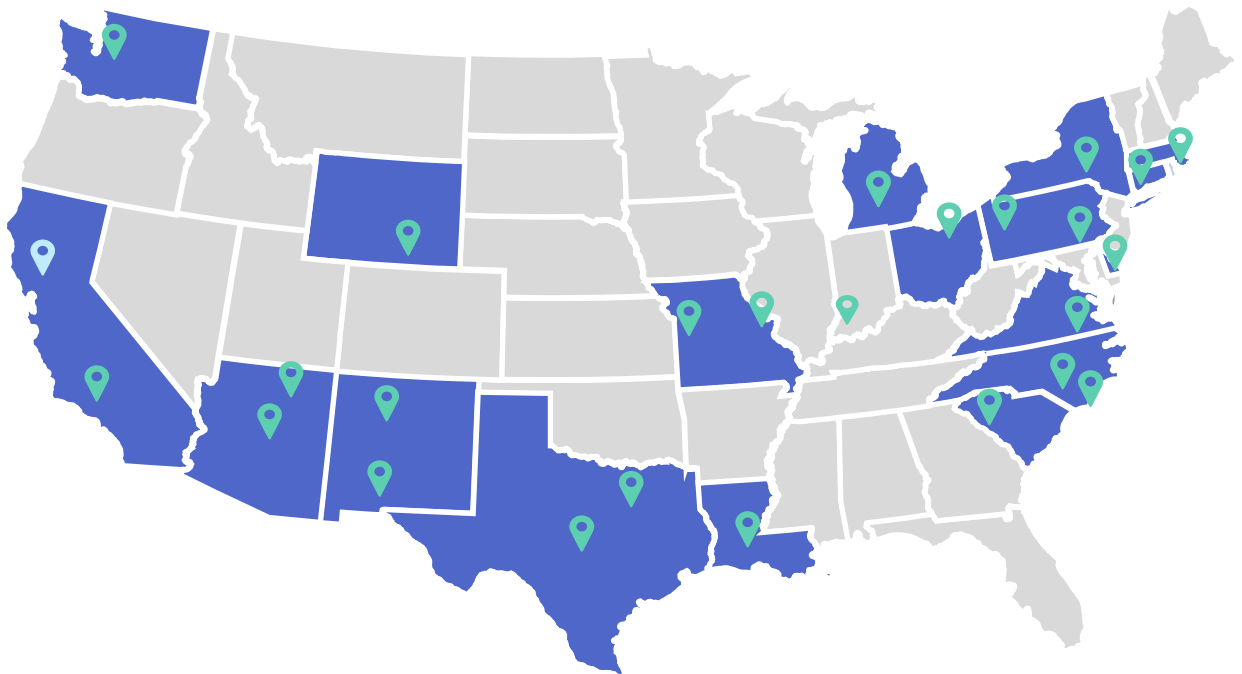


About Us

Human Services

Kulik Strategic Advisers Inc. (dba KSA) is a consulting firm dedicated to the needs of public entities who provide both health and social services. Our role is a trusted adviser creating value in healthcare and social services. As a company, we adhere to our vision of being **Mission-Based and Client-Focused**. Our process is to partner with our clients in a community-based participatory approach that yields positive actions from thorough and objective research with ownership of the process and findings guided by the client and stakeholders.

Kulik Strategic Advisers *specializes* in support of entities including local, regional, and state governments and community-based organizations. Our major vertical is supporting cities, counties and states conduct community health assessments for their public health departments and develop community health improvement plans to meet funding requirements or to become accredited or reaccredited by the Professional Health Accreditation Board (PHAB). We possess significant experience that supports and translates these efforts into action. These include implementing value-based payment structures for Medicaid, assessing and refining social determinants of health, and providing technical support and continuous quality improvement.



KSA Map of Clients

Verticals

KSA has two major verticals—(1) Community Health Assessment and/or Community Health Needs Assessments paired with Community Health Improvement Plans and Technical Assistance and (2) Strategic and Business Planning.



Community Health Assessment/ Health Improvement Plan/PHAB

Clients use KSA to conduct their multi-year Community Health Assessment or Community Health Needs Assessment.

A Community Health Improvement Plan outlining their efforts is included in this Scope, with Technical Assistance provided if pursuing PHAB accreditation or reaccreditation.

Strategic/ Business Planning

Strategic and/or Business Plans are requested by clients when seeking to establish an organization-wide Plan at a key juncture (formation, new Leader, transition to more stable business model). The Strategic Plan forms or refreshes the Mission, Vision, and Values of the entity and determines a 3-5 year plan to achieve the Vision. The Business or Implementation Plan details Tasks to achieve this Vision.

Scope of Work – Community Health Assessment

Community Health Assessments and/or Community Health Needs Assessments are paired with Community Health Improvement Plans and Technical Assistance

Competencies include data collection, analysis, integration of Social Determinants of Health and extensive facilitation and technical assistance.

| PHASE | TASKS |
|---|---|
| Phase 1: Project Launch/ Communications & Outreach | Project Launch |
| | Secondary data: Demographic, Socioeconomic and Health Status Profiles |
| | Develop Communications & Outreach Plan to include Community at Large (Residents) and Stakeholders (Providers) |
| Phase 2: Community Health Assessment | Facilitate Community Health Status Assessment (Epidemiologic Profile) |
| | Conduct Key Informant Interviews |
| | Collect Community Surveys |
| | Conduct Focus Groups |
| | Facilitate Community Themes & Strengths Assessment including Focus Groups and integration of Health System CHA/CHNA data |
| | Facilitate Local Public Health System Assessment (Internal review of Local Public Health System using 10 Essential Public Health Services) |
| | Facilitate Forces of Change Assessment (brainstorm 8 Forces) |
| | Prioritize Assessment Results |
| Phase 3: Community Health Improvement Plan | Finalize CHA Report |
| | Develop Priority-Specific packets from Community Health Assessment |
| | Conduct 3 sessions per Priority to develop CHIP Plan |
| | Condense findings into Draft Community Health Improvement Plan (CHIP) |
| Phase 4: Action Plan for Year 1 | Finalize CHIP Plan with Performance Metrics, Monitoring & Evaluation |
| | Draft Work Plan for Year 1 Actions |
| | Facilitate meetings to finalize Action Plans/ Provide Technical Assistance |
| | Present findings to Community in Forum or Town Halls |
| | Finalize Year 1 Action Plan with Program vs. Policy implementation |

Community Health Assessment/ Health Improvement Plan/PHAB

Clients conducting a formal **Community Health Assessment or CHA** are typically public health entities (Local Public Health Departments or LPHDs) or State public health departments/divisions. If the mandate is set by the State for a LPHD, this is typically a 4-year term. If pursuing Public Health Accreditation Bureau or PHAB status, it is conducted every 5 years.

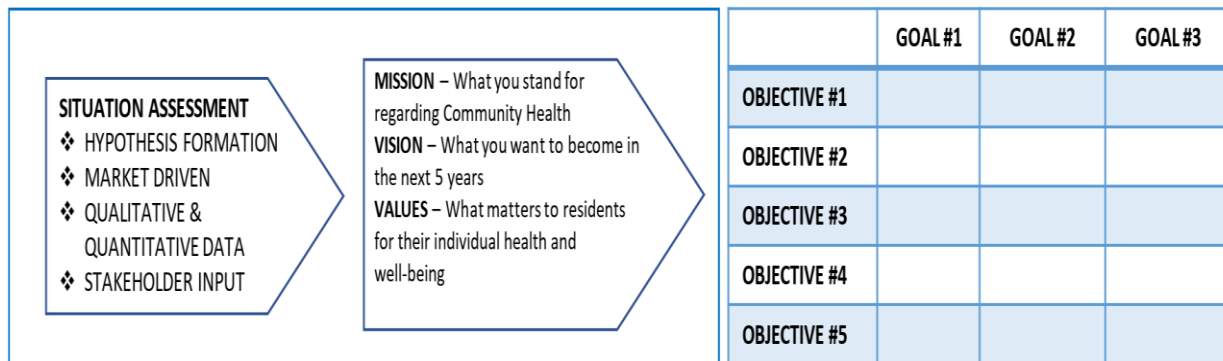
Clients that conduct a **Community Health Needs Assessment** are typically Health Systems that are complying with Internal Revenue Service (IRS) 501(c)(3) mandates for non-profit status. This study is part of their Community Benefit. These are conducted every 3 years.

A **Community Health Improvement Plan or CHIP** is part of either entity’s deliverable, with collaborative input from stakeholders resulting in a Plan with clearly defined performance metrics, and monitoring and evaluation measures.

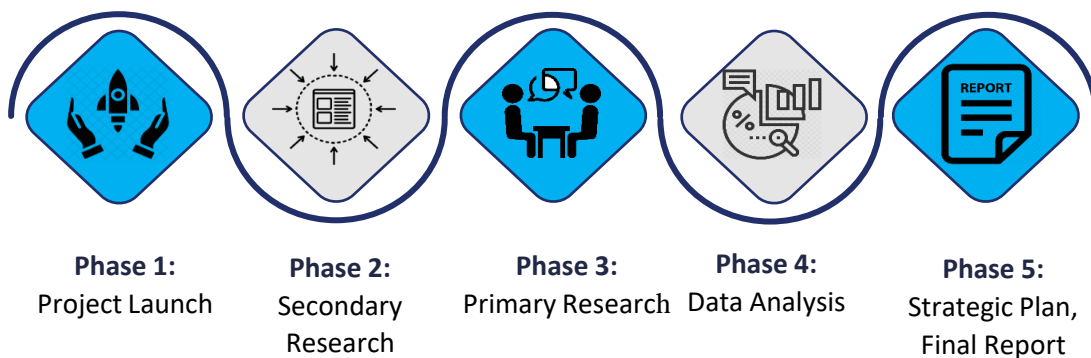
Scope of Work – Strategic/ Business Planning

Strategic and Business Planning

The project term for a Strategic and/or Business Plan varies dependent on the number of participants/stakeholders and the urgency to complete this document. The process starts with a historical perspective of *Where the Entity has Been?* and then uses facilitated brainstorming through 2-4 sessions, using input from prior reports and key informant interviews to determine *Where does the Entity Want to Go?* Products result in a Strategic Plan, that can be supported by an Implementation or Business Plan to get there over a 3-5 year time period. This Vision is grounded in a foundational mission, supported by Values as depicted below.



Project Phases



Strategic/ Business Planning

Clients that use KSA to conduct their Strategic Plan include County and State Health Departments, Community-Based Consortia and Health Systems. These plans frequently originate from a funding need, with long-term expertise in identifying, packaging and successfully achieving funding through grants by KSA. We enjoy a 96-98% success rate in grants filed on behalf of clients. We can provide a 20-year history of grant success for clients in submissions successfully awarded to clients through KSA efforts.

Business planning or Implementation Plans detail the tasks required to achieve a Strategic Plan in quarterly or annual increments. These are accompanied by detailed Financials to support the accomplishments in the form of Infrastructure—software, staff, travel—that offset the potential revenue gains achieved through Grants or funded programs.

Our Client Base

The clients that KSA supports use our research to hear the Voice of their Community, leverage their funding, become accredited or reaccredited by their State or the Professional Health Accreditation Board, or access KSA resources to develop Strategic or Business Plans validated by statistically sound primary and secondary research.

We are proud to have been part of the success of the following clients over the past three years.



City of St. Louis , MO
Department of Health



Coconino County
Health & Human
Services, AZ



Napa County Health
& Human Services,
CA



Queen Anne's
County, MD



City of
Monroe, WA



PATRICK COUNTY
VIRGINIA

Patrick County, VA



Fairfield Forward,
SC



Ingham County
Health
Department, MI



Novant Health,
NC



Brunswick County
Health Services, NC



Doshier Memorial
Hospital, NC



Erie County, NY
Dept. of Social
Services



CAMILLUS HEALTH CONCERN

Camillus Health
Concern, FL



Family Centers,
CT



Valencia County,
NM

Our Great Team

All KSA members are attentive to the unique issues faced by culturally and ethnically diverse geographies, with one of our team members, Marcos Alcorn, having personal experience, as an immigrant, Hispanic and gay male resulting in bilingual and bicultural sensitivity. Team members have decades of experience working with organizations that provide services to unserved and underserved people. All team members have lived and/or professional experience working with communities affected and impacted by health inequities. These passionate team members bring their experience and expertise to your landscape, using the Community-Based Participatory Research (CBPR) process.

CBPR ensures that all voices are incorporated into the project.

We bring a broad range of expertise to you and your stakeholders garnered over more than 30 years of consulting in human services.



Tracy Kulik, CEO



**Marcos Alcorn,
Managing
Principal**

KSA Staff Expertise

Specific expertise ranges from certification and project experience in Results Oriented Management Accountability (ROMA) and Mobilizing for Action through Partnerships and Planning (MAPP) to bilingual, bicultural capability and outreach to marginalized populations. Plans are supported by performance metrics, and evidence-based protocol expertise. All research is grounded in statistically scientific methodologies. Strategic and business planning expertise is supported by monitoring, evaluation and progress tracking capability.

These capabilities are supported by a seasoned financial and project executive skill set.



**Kathleen
Hoffman, CFO**



**Kathleen Brady, PhD,
Research Principal**



**Trish Wampler,
Strategic & Business
Planning Principal**



**Richard Kulik,
Treasurer**

KSA

www.kulikstrategic.com

Emails: tkulik@kulikstrategic.com
malcorn@kulikstrategic.com