



# MNCM MISSION SUPPORTER PROGRAM

INVITATION TO ENGAGE



Greetings MNMCM Industry Partners,

I am reaching out to invite you to become a MN Community Measurement (MNCM) Mission Supporter. Each year, MN Community Measurement connects with thousands of thought leaders and health care professionals in Minnesota. Our mission, to empower health care decision-makers with meaningful data to drive

improvement, informs critical decisions from a variety of stakeholders. As a 501(c)(3) Non-Profit organization, MNCM delivers substantial community benefit by convening stakeholders of all types to agree on common priorities for measurement; collecting and combining data from multiple sources to serve as a single, objective source of truth. Health care systems, health care payers, employers purchasing health benefits, consumers, and policy makers all have access to data resources from MNCM to help them in advancing and accessing high-value care, and informs efforts to reduce disparities.

Financial support is essential to sustain and grow our objective, unbiased work. Your support helps assure our independent work continues. It's an opportunity for your organization to demonstrate its support and commitment to improving health care quality, equity,

and affordability while strengthening our work. With that in mind, we have created the Mission Supporter Program.

The Mission Supporter Program is designed for those who are not directly involved with the services MNCM provides, but still support the efforts of our organization and those who will benefit from those efforts.

To be eligible for the Mission Supporter Program, your organization must be an entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on patients. Providers of clinical services directly to patients, and health and liability insurers, are not eligible for this program — unless the provider of clinical services or insurer is owned, or controlled by, a Mission Supporter. If you are with a company that markets products or services intended for use by patients, this program is for you.

MNCM believes a strong partnership with those who support our mission will provide mutual benefits for everyone. We invite you to learn more about our program and join us as a Mission Supporter.

Liz Cinqueonce, MBA  
President & CEO, MN Community Measurement

## OUR MISSION

*MNCM empowers health care decision makers with meaningful data to drive improvement.*



## About MN Community Measurement



At MN Community Measurement, we believe data is powerful and we're using it to lead the improvement of health care in our region. We work with doctors, hospitals, clinics, insurance companies, purchasers, and state agencies to design measures. We then collect, analyze, and share actionable data on health care quality, cost, and equity.

Since our founding in 2005, MNMCM has created reports that help inform key players throughout the health care system and policy makers to improve efficiency and results. We maintain a health care transparency website on quality and cost that is among the most robust in the nation. Our work to measure and report on health care disparities by race, ethnicity, language, and country of origin has been recognized as one of the nation's leading efforts. We are also engaging with the community to evolve the way measurement is done to evolve the way measurement is done to make it easier for health care providers, to provide timely and actionable feedback that drive improvement, and to partner on innovation projects that address challenges in the way data is shared between providers and payers for population health management and quality improvement.



Multi-stakeholder  
convening



Measure  
developer



Data collection,  
validation



Public  
transparency



Research

## How Your Sponsorship Supports our Mission

Supporting MNMCM through this Annual Sponsorship allows us to enhance our tools to make data actionable, through our MN HealthScores website and through the reports we provide regularly. It also supports transparency of quality and cost information, including information on equity and disparities.

## How Your Sponsorship Helps You



### Exposure and Association of your Brand with MNCM

MNCM has a series of tools available to our supporters to reach our members.

#### Measurement Minute

Four times each year, MNCM publishes our email newsletter, *Measurement Minute* which is sent to more than 2,000 health care leaders and professionals. Supporters at the Gold level will have the opportunity to submit an advertisement for one issue and supporters at all levels will be recognized with logo placement within the newsletter.

#### Webinar Sponsorship

MNCM offers webinars throughout the year on specific topics of interest as part of its Community Webinar Series. These webinars are attended by hundreds of members and non-members directly tied to improving health care quality, cost, and equity in Minnesota.

#### Website Recognition

All supporters receive recognition and logo placement on the MN Community Measurement website, [mncm.org](http://mncm.org).

#### Email Correspondence

In addition to our quarterly *Measurement Minute* newsletter, MNCM will include your company's name and logo in its notifications of Report releases, and more.

#### Recognition on Social Media

All sponsors receive recognition through various MN Community Measurement social channels, including Facebook, LinkedIn, and Instagram.

## Supporters vs. Members

MN Community Measurement is a member-based organization. We welcome members as partners, helping us to make informed decisions and generate the most usable data. MNCM offers supporting membership options for medical groups, health care payers, and health related advocacy organizations to help support our mission.

Health plan members, many of whom have key leaders on our board of directors, include: Blue Cross Blue Shield of Minnesota, HealthPartners, Medica, Hennepin Health, Prime West Health, South Country Health Alliance and UCare.

The Mission Supporter program enables organizations beyond our formal members to contribute to the important work of MNCM.

## Support the Mission of MNCM



MNCM's Mission is to provide decision makers with meaningful data to drive improvement. These efforts continue every day. Your sponsorship:

- o Supports transparency of quality, cost, and equity through several public channels including MNHealthScores and public reports.
- o Allows MNCM to enhance tools to make information more actionable for stakeholders.
- o Supports communications, public engagement, and general advancement of MNCM's mission.

## Sponsor Benefits

### Cost — \$4,000

- Primary placement of logo and link (where appropriate) in the following places:
  - o Measurement Minute Newsletter (4x/year)
  - o Public Report Notices (3x/year)
  - o MNCM Website
- Recognition on Social Media (3x per year)
- Recognition of Sponsorship in all Community Series webinars (4x per year)
- Opportunity to provide an advertisement in one Measurement Minute Newsletter (will be listed separately and indicated as an advertisement)

## Balancing Commercial Interests and Maintaining Objectivity

MNCM takes transparency and objectivity very seriously. To avoid any perception of bias, MNMCM has established a series of guidelines for engagement of commercial interests.

A commercial interest is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on patients. Providers of clinical services directly to patients, and health and liability insurers, are not commercial interests – unless the provider of clinical services or insurer is owned, or controlled by, a commercial interest.

MNCM will not engage commercial interests or their representatives in the following activities:

- Identification/participation of commercial interests as a “member” of MNMCM
- Participation on workgroups or technical expert panels focused on measure development, quality reporting, cost reporting, or any group where there is potential to influence policy, analysis of data, content planning, or development of materials for public reporting
- Participation in planning or content development for educational programming
- Participation in the development of communications materials disseminated through MNMCM communication channels

MNCM may seek general contributions in support of mission related activities from all stakeholders, including commercial interests. MNMCM may recognize those providing general contributions in communications or at events, provided language is included outlining the guardrails established to ensure the integrity and prevent bias in the work products released by MNMCM.