

Coffee and Contracts:
A Social Needs Contracting Community of Practice

Getting Started With a Market Assessment

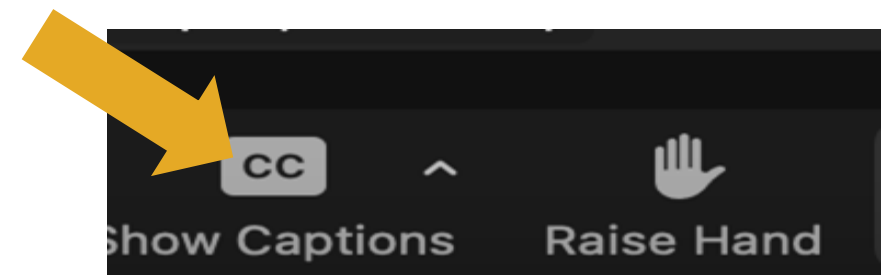
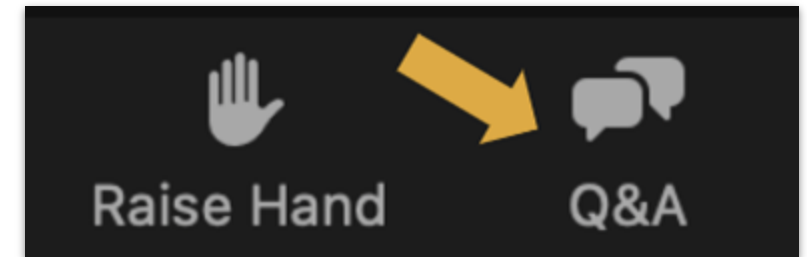
Julie Lawrence, CEO & Co-Founder, Eviset

Marc Rosen, System Director of Community Impact, Operations, and Partnerships, CommonSpirit
Health

March 11, 2025 | Noon-1:00 p.m. ET

Administrative Notes

- ✓ This meeting will be recorded and shared with registrants and posted on the Partnership website after the session.
- ✓ This session is about learning and creating partnerships. You drive the conversation.
- ✓ Please engage in the discussion on any level you prefer and are able to!
- ✓ Closed captions are provided for this session, can also click “Show Captions” to display automated captions



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Antitrust Statement

Aligning Social Care Planning Group

Antitrust Compliance Statement

It is the policy of the Aligning Social Care Planning Group (“ASCPG”) to conduct all its activities in compliance with federal and state antitrust laws.

During ASCPG meetings and other association activities, including all informal or social discussions among ASCPG members, each member shall refrain from discussing or exchanging competitively sensitive information with any other member. Competitively sensitive information includes, but may not be limited to:

- Prices, premiums, reimbursement, charges or payment rates, charged or paid, for any products or services
- Prices paid for or discounts received for significant expense items, such as major equipment or purchases, information systems, medical records systems, etc.
- Discounts provided to patients, payers or enrollees
- What products or services will be offered to enrollees, patients or payers
- Shares of geographic or product markets
- Plans to select, reject or terminate any payer, service or customer contract
- Salaries of professional and executive staff
- Any other information a member reasonably believes to be competitively sensitive information

In addition, ASCPG members shall not engage in any discussions with any other member regarding any of the following:

- Allocation of patients, enrollees, sales territories, sales of any product or service or contracts with providers or payers
- Refusal to deal with any provider, payer, or vendor, or any class or group of providers, payers or vendors

If you have any questions or antitrust concerns related to ASCPG programs, meetings, or activities, please consult with ASCGP legal counsel or your own legal counsel.

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Intro Poll

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COFFEE & CONTRACTS: A SOCIAL NEEDS CONTRACTING COMMUNITY OF PRACTICE

Getting Started With a Market
Assessment

11 MARCH 2025
NOON - 1 PM EST



Julie Lawrence

CEO & Co-Founder,
Eviset



Marc Rosen

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Operations, and Partnerships,
CommonSpirit Health

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Join us on Tuesday, April 8 @ Noon ET !

Coffee and Contracts: A Social Needs Contracting Community of Practice



2nd Tuesday of each month in 2025 @ Noon ET

Attendee Limit 300

- Peer to peer learning about contracting between CBOs, CCHs, and healthcare organizations
- Engage new members to Partnership to Align Social Care
- Support new CCHs that are funded through ACL COE
- Generate new learning which can be packaged in new products (briefs, guides, blogs, webinars)

Learn more and catch up on previous sessions at
www.partnership2asc.org/coffee-and-contracts

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Closing Survey

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Get in Touch!

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Thank You!

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How to Get Involved in the Partnership...

- Sign up for our email list: <https://www.partnership2asc.org/sign-up/>
- Follow the Partnership on social media:
 - 
www.linkedin.com/company/partnership-to-align-social-care
 - 
[@partnership2asc](https://twitter.com/partnership2asc)
- Reach out directly to:
 - ✓ *Support the Partnership*
 - ✓ *Ask about getting involved in leadership/workgroup activities*
 - ✓ *Share your expertise/experiences*

Discussion Questions/Topics: Breakout Rooms

- What experiences have you had with the process of market assessment and business development? What have been your biggest challenges? What have you learned that worked or didn't work?
- If you haven't gone through the process of market assessment and business development, what questions do you have? What are you nervous about?
- As the Contracting workgroup thinks about other topics to cover in future C&C sessions and resources to generate, are there specific topics you would like us to go deeper on in the realm of contracting processes? What resources would be most helpful to you?