

# Demonstrating Your Title X Agency's Value: How to Use the Value Proposition Template



## Purpose

The value proposition helps demonstrate a Title X agency's value through performance measure data to help to secure new or better contract reimbursement rates with third-party payers. This tool can also help an agency develop new partnerships with primary care providers, behavioral health providers, and/or faith- and community-based organizations. Selected performance measures support the Institute for Healthcare Improvement's [Triple Aim framework](#) to improve the health of the population, improve patient experience, and reduce the per capita cost of care.

## How to Use

The value proposition template is a two-page document that can be tailored to include Title X agencies' performance measure data and branding. Agencies are encouraged to add additional information that further demonstrates the value of the Title X Program. To customize the template, enter the agency's data into each field and delete the brackets. Most of the data identified in the value proposition template will come from an agency's electronic health record and/or practice management systems. The instructions below provide additional guidance about data needed to complete the document.

### Section 1: Opening Paragraph

- » Insert the number of low-income women of reproductive age at or below 250% of the Federal Poverty Level (FPL) in need of family planning services in your service area. Utilize the [Guttmacher Institute's Data Center](#) to access this data. (Note: estimates are from 2014.)
  - a. Access [Guttmacher Institute's Data Center](#).
  - b. Select the fourth tab, *U.S. Counties*. Select a state and then county or counties that encompass your service area.
  - c. In the Topic box, click *Contraception*, select *Women in need of publicly funded contraceptive services* and select by *income*.
  - d. Click the *Table* button to retrieve data.

### Section 2: Improve the Health of Populations

- » Enter data for relevant measures. Delete any measures that do not apply to your agency. If none of the measures listed are applicable, replace them with measures that do apply.

### Section 3: Improve the Client Experience

- » Enter data for relevant measures. Delete any measures that do not apply to your agency. If none of the measures listed are applicable, replace them with measures that do apply.

### Section 4: Reduce the Per Capita Cost of Health Care

- » Utilize the Guttmacher Institute's [Health Benefits and Cost Savings of Publicly Funded Family Planning Calculator](#) to estimate cost savings for your Title X-funded agency. The value proposition template lists four cost-saving categories. Delete any estimated cost-saving categories that do not apply to your agency.