



Miami Matters

Measuring What Matters in Miami-Dade County

2016 Partnership Prospectus





Letter from the President & CEO

Dear Potential Partner:

Join us as we usher in the next era of healthcare.

In a time of remarkable change and possibilities, the convergence of data and technology have transformed healthcare in many ways, while providing us with an opportunity to build efficient community collaborations with funders, partners, and stakeholders and learn from shared data and measurements.

Miami Matters was created as an open data platform to provide centralized, high-integrity, evidence-based data access and transparency with systematized comparisons against local, state and national measurements. Serving as a catalyst to mobilize community partners, Miami Matters maximizes the users' potential to support their programs and goals whether they be grant applications, report writing, promoting community initiatives, supporting diverse working groups, or tracking program impact.

Today we are pleased to announce, the Miami Matters upgrades are here! We are unlocking more capabilities than ever before in the dashboards and indicator pages to make it easier for you to find and visualize data, present meaningful comparisons, and tell compelling stories with interactive visuals.

This platform upgrade is just one step we're taking to support two major market trends that many of you are involved in:

1. Community health and clinical transformation teams working together to create population health solutions
2. Initiatives in which multiple organizations in a community health collaborative use data-driven, evidence-based and transparent practices to chart progress and measure health impact.

But, we cannot do it alone! Your contribution to the Miami Matters Partnership will help us to provide continued free access by our community to this open data platform. As we continue to strive to offer you the best possible solutions to assist in improving the health of the communities you serve, we ask for your support as a Miami Matters partner. Help us so our team can continue to provide the support and assistance you've come to expect as we work together to achieve community health improvement goals.

Sincerely,

A handwritten signature in black ink that reads "Marisel Losa".

Marisel Losa, President & CEO
Health Council of South Florida
P: 305.592.1452 • mlosa@healthcouncil.org





Health



Art & Recreation



Economy



Education



Environment



Government & Politics



Public Safety



Social Environment



Transportation

"In a unique public health and cultural environment such as Miami-Dade, Miami Matters is really a difference maker within the community and beyond. It looks to become the premier resource for critical demographic information, public health care, and employment referrals, and I look forward to hearing about the wonderful opportunities it creates for the people of Miami-Dade."

Rene Garcia

State Senator, District 38

"The Florida Department of Health in Miami-Dade is committed to working with the Health Council of South Florida on the Miami Matters Project. A key component of the work we do here in the health department relies on accurate, segmented, community specific health data. As we strive to become the healthiest state in the nation, the Miami Matters portal is a key tool we can use to help quickly access community based information, needed to make well-informed, data driven decisions, to address community needs and positively impact our Miami-Dade County Community."

Lillian Rivera, RN, MSN, Ph.D.

Administrator Florida Department of Health in Miami-Dade County

"Miami Matters has become important in several areas of my professional life. Despite the fact that we are often overwhelmed with the information available in the media, it is rarely well organized or focused on the issue of the health of our community. Miami Matters does meet those goals. I refer to Miami Matters for developing the content for courses I teach at the graduate and undergraduate levels. The response from students has been very positive. In addition, as I work with professionals attempting to plan for the community, the easily accessible information from Miami Matters has become an important tool in that process."

David Saltman, LCSW

Visiting Professor, FIU Robert Stempel College of Public Health and Social Work

Miami Matters is an initiative of the Health Council of South Florida, serving as a dynamic, interactive web-based intelligence and information platform that provides easy to understand health, environmental and other quality of life indicators for Miami-Dade County. This innovative platform also links its visitors to promising practices and resources that encourage and promote informed community action. The site addresses the issue of accessibility to data and serves as a roadmap for collaborative community improvement by highlighting where we have been, our current status, and directing where we need to go.



Community Assessment Tool

A living community report card

Strategic Planning Instrument

Prioritize effective allocation of resources in response to community needs

Best Practices Repository

Clearing-house for dissemination of best practices

Collaborative Platform

Portal to contextual information that forges public and private partnerships

Educational Library

Central source of unbiased information to increase public awareness

Advocacy Platform

Conduit of information for responsible policy recommendations for decision-makers

Data Visualization Tool

Charts, GIS maps and indicator comparison



If you believe...

- ... that to find effective solutions, you must measure the right things.
- ... that current health and health-related quality of life data are critical in making sound strategic decisions regarding your business, community, program interventions and policy evaluation.
- ... that effective use of evidence and data is essential to create positive community change and give people the information they need to make healthy choices.
- ... in enhancing communities' ability to plan, make decisions and implement health improvement activities through sharing data and information.
- ... in increasing awareness and educational effort around the services that are available locally, and the value that different agencies and sectors bring.
- ... in the importance of collective action for improved population health.

Then partner with us as we:











-  drive the development of a shared agenda and common priorities that can guide population health strategies with access to the best available community and population risk profiling data, efficient analytic tools to summarize data, and quickly pinpoint the most at-risk populations, and tracking tools to highlight outcomes of health improvement initiatives.
-  extend the use and dissemination of thousands of evidence-based programs proven in communities across the country to advance the field of multi-sector data integration and sharing to improve community health.
-  enable a unified focus as a foundation for shared measurement, sustained collaboration, sharing of insights, lessons learned and with “live stories” on key initiatives.

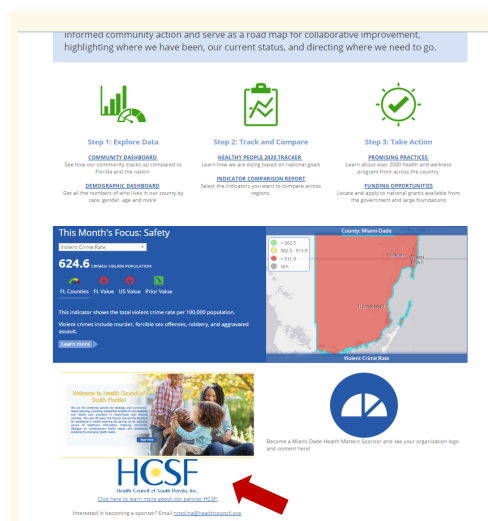


Partnership benefit packages can be customized to meet each partner's specific marketing and financial needs. For more information, please contact Marisel Losa at mlosa@healthcouncil.org.

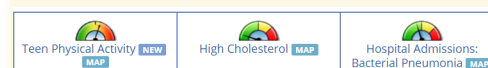
Presenting Partner (Exclusive)

\$20,000

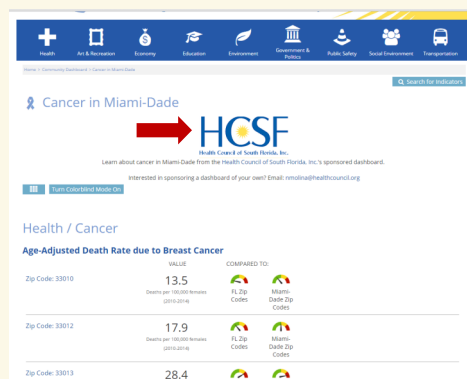
-  Exclusive, “Partner Spotlight” on Miami Matters home page. Includes a link to a fully customizable partner page on Miami Matters website. **(1)***
-  Host a customized Miami Matters mini-dashboard on your organization website. **(2)***
-  Organization logo on your own customized partner community dashboard page. Dashboard pages feature data snapshots centered around a meaningful topic (i.e., Cancer in Miami-Dade) **(3)***
-  Adopt a trend watch indicator: Your organization logo included on a Miami Matters indicator page of choice with a link to your organization website page.
-  Organization name/logo identification as “Presenting Partner” on Miami Matters home page, all media materials, email announcements and invitations.
-  HCSF to provide a 1 hour one-on-one training session for Miami Matters utilization. *(a \$250.00 value)*
-  HCSF to provide 3 hours of data consultation *(a \$450.00 value)* or to provide 15% discount on a health needs assessment.
-  HCSF to send out 4 e-mail blasts on behalf of partner through their database (based on pre-approval of the message by HCSF).
-  HCSF press release announcing partnership to over 6,000 HCSF email database constituents
-  HCSF Social Media announcement (i.e., Facebook, Twitter, LinkedIn, HCSF Blog Page)



(1)* Exclusive Partner Spotlight on Miami Matters Home Page (sample)










(2)* Customizable Mini-Dashboard (sample)

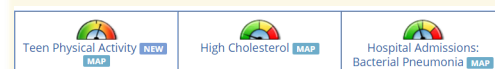


(3)* Partner Dashboard Page (sample)

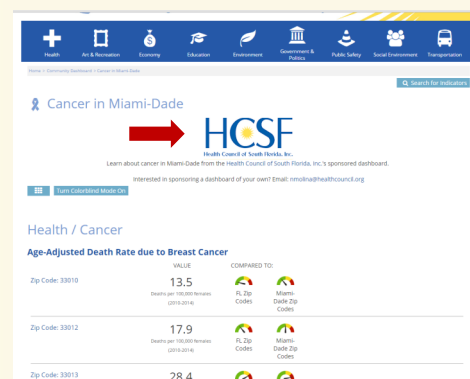
Gold Partner

\$10,000

-  Host a customized Miami Matters mini-dashboard on your organization website. **(1)***
-  Organization logo on your own customized partner community dashboard page. Dashboard pages feature data snapshots centered around a meaningful topic (i.e., Cancer in Miami-Dade) **(2)***
-  Organization logo on the scrolling list of supporters on Miami Matters Home Page
-  HCSF to provide a 1 hour one-on-one training session for Miami Matters utilization. *(a \$250 value)*
-  HCSF to provide 2 hours of data consultation *(a \$350 value)* or 10% discount on a health needs assessment.
-  HCSF to send out 2 e-mail blasts on behalf of partner through their database (based on pre-approval of the message by HCSF).
-  HCSF press release announcing partnership to over 6,000 HCSF email database constituents
-  HCSF Social Media announcement (i.e., Facebook, Twitter, LinkedIn, HCSF Blog Page)



(1)* Customizable Mini-Dashboard (sample)

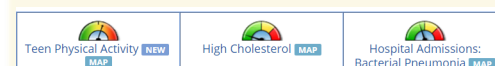


(2)* Partner Dashboard Page (sample)

Silver Partner

\$5,000

-  Host a customized Miami Matters mini-dashboard on your organization website. **(1)***
-  Organization logo on the scrolling list of supporters on Miami Matters Home Page
-  HCSF to provide 1 hour of data consultation *(a \$250 value)* or 5% discount on a health needs assessment.
-  HCSF to send out 1 e-mail blast on behalf of partner through their database (based on pre-approval of the message by HCSF).
-  HCSF press release announcing partnership to over 6,000 HCSF email database constituents
-  HCSF Social Media announcement (i.e., Facebook, Twitter, LinkedIn, HCSF Blog Page)



(1)* Customizable Mini-Dashboard (sample)

For More Information Contact Marisel Losa, President & CEO,
Health Council of South Florida, P: 305.592.1452 • mlosa@healthcouncil.org

Partnership Commitment Form

Partnership Levels & Benefits	Presenting \$20,000	Gold \$10,000	Silver \$5,000
Exclusive, "Partner Spotlight" on Miami Matters home page. Includes a link to a fully customizable partner page on Miami Matters website.	X		
Host a customized Miami Matters mini-dashboard on your organization website.	X	X	X
Organization logo on your own customized Partner community dashboard page. Dashboard pages feature data snapshots centered around a meaningful topic (i.e., Cancer in Miami-Dade)	X	X	
Adopt a trend watch indicator: Your organization logo included on a Miami Matters indicator page of choice with a link to your organization website page.	X		
Organization name/logo identification as (category) Partner in all media materials, email announcements and invitations.	X		
HCSF to provide one-on-one training session for Miami Matters utilization. (a \$250 value per hour)	X	X	
HCSF to provide ___ hours of data consultation (<i>value \$250 first hour and 100 each additional hour</i>) OR ___% discount on a health needs assessment.	3 hours or 15% discount	2 hours or 10% discount	1 hour or 5% discount
HCSF to send out ___ e-mail blasts on behalf of Partner through their database (based on pre-approval of the message by HCSF).	4	2	1
HCSF press release announcing Partnership to over 6,000 HCSF email database constituents	X	X	X
HCSF Social Media announcement (i.e., Facebook, Twitter, LinkedIn, HCSF Blog Page)	X	X	X
Organization logo on the scrolling list of supporters on Miami Matters Home Page	X	X	X

Miami Matters Partner Levels: (Please Check One)

<input type="checkbox"/> Presenting	\$20,000
<input type="checkbox"/> Gold	\$10,000
<input type="checkbox"/> Silver	\$5,000

Order Instructions: (Please Check All That Apply Below)

<input type="checkbox"/> Please send me an invoice for billing purposes
<input type="checkbox"/> I would like to renew this Partnership Level Annually
<input type="checkbox"/> I would like to apply a three (3) year commitment to my selected Partnership Level and receive a 10% Discount
<input type="checkbox"/> I would like to provide a monthly Partnership Contribution in the amount of \$_____ for _____ months
<input type="checkbox"/> I would like to provide an unrestricted Miami Matters Contribution for 2016 in the amount of: \$_____

Contact Information:

Name:	Phone:	Billing Address:
Company:	Email:	City, State, Zip:
Amex/Visa/MC:	Expiration:	Security Code:



THANK YOU FOR YOUR SUPPORT!

Miami Matters is a tax exempt, nonprofit 501(c)(3) organization (EIN: 592268478)
Please return form/checks payable to: Health Council of South Florida
8095 NW 12th Street, Suite 300 • Doral, FL 33126
www.miamidadematters.org • 305.592.1452 • mlosa@healthcouncil.org



The preferred partner for strategic and community based planning in Miami-Dade and Monroe counties.



Learn More About Our Initiatives!

**Safety-Net
Collaboration**



**Interactive Web-Based
Data Platform**



**Certified
Enrollment Agency**



**Links to our programs are available on our website
www.healthcouncil.org.**

