

The end of the Twentieth Century is a time of great flux and transition in health care. Michigan communities are wrestling with health issues of enormous importance: Who will care for the uninsured? How will managed care address the broader issues of community health? How can we improve the care for our elderly? What can we do about violence? How can we measure the quality of our health care? How will we know if our efforts to improve the health of our communities have been effective?

Time is short, money is tight, and communities, public and private organizations, and non-profits all are seeking methods, direction and tools to help them find their way.

The Michigan Public Health Institute has evolved to become a full-service resource to the entire continuum of stakeholders in community health, and is working to help them build capacity and equip themselves with the information and resources they need to chart their course for future successes.

True to MPHI's original charge, the Institute has done much to bring university and government resources together in communities. These partnerships have built capacity in areas like tobacco control, gun violence, and early child development. Many other partnerships have taken shape through MPHI's position as a neutral intermediary. They have advanced Michigan's long-term care system, our statewide cancer control and prevention efforts, local public health systems, and other vital health capacities.

The Institute offers a committed staff with advanced education and a wealth of experience in the whole continuum of health and human services. Each member of MPHI's staff is committed to the Institute's values of collaboration, professionalism, and service to community. Projects are timely, the price is right, and clients receive added value in the staff's determination to *improve*, rather than prove.

However, despite the advances we have seen in community health, much work remains to be done. Michigan's health status remains far below its potential, and the future for many of our key health and human service institutions is uncertain.

Hospitals and other health care providers, community coalitions, managed care organizations, foundations, universities, and government agencies are using MPHI to help them build skills and capacity that will carry our communities into the future.

If you haven't discovered MPHI, we invite you to visit our website at [www.mphi.org](http://www.mphi.org). Better yet, stop by one of our offices in Okemos, Ann Arbor, or Detroit and see first-hand the wide array of skills, resources and methods MPHI offers. We'd like to show you how working together, side by side, we can take the next important steps to a healthier future for our citizens and our communities.

Your partners in community health,  
***MPHI Board of Directors***



# a full-service organization advancing community health

**A**t MPHI, we have more than 70 masters- and doctoral-prepared professionals on staff. We also are partners with Michigan State University, the University of Michigan, and Wayne State University, giving us access to countless other health care experts. This capacity means we can quickly and efficiently build professional teams with any amount of depth or breadth a client needs.

MPHI's staff and consultants include researchers, data analysts, evaluators, and scientists who are thoroughly trained and experienced in a broad array of health fields. MPHI participates in as much or as little of each project as the client desires. As a result, the work we do varies widely in scope.

Our services and capacities include an array of user-friendly approaches, tools, and training for project assessment, systems change, capacity building, and technical assistance actions that are responsive to community needs and geared toward *improving*, rather than proving. In 1998, MPHI conducted more than 170 projects for its clients.

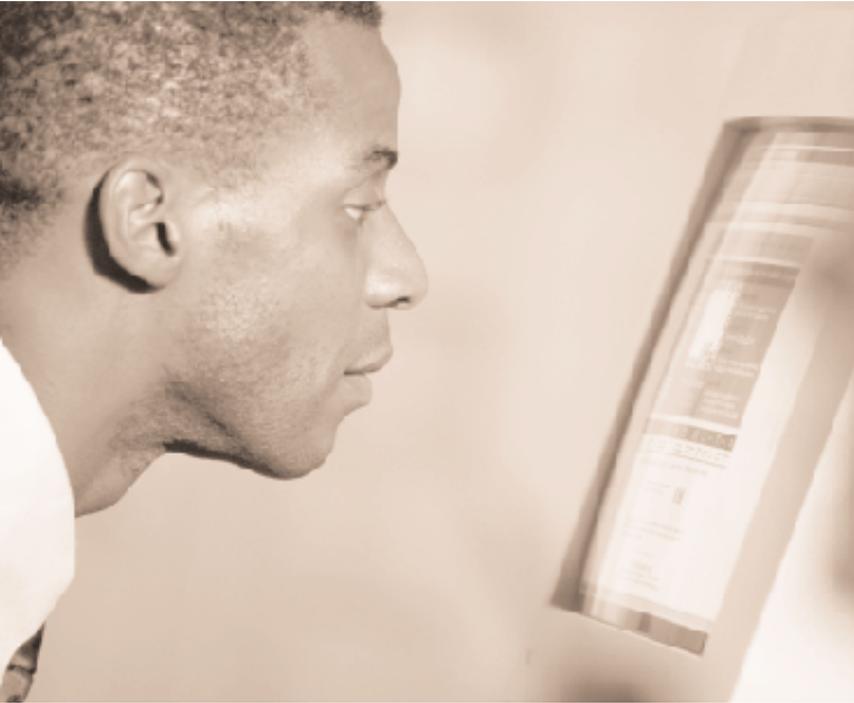
As 1998 progressed, the unique roles and capabilities that combine to help define the Michigan Public Health Institute's position as a mission-based, 501(c)3 non-profit organization emerged more clearly. These capabilities add significant value to our work on behalf of our clients.

- *We bring with us the ability to translate science into practice, so communities can understand and apply the latest emerging practices for improving health.* We move academic research findings into easily understood everyday practices. We work directly with communities, helping them advance their capacity to improve health while at the same time reducing disparities between population groups and geographic areas.
- *We bring with us the ability to carry the voice of communities to health policymakers, scientists, purchasers, and funders.* For instance, during 1998, we worked with multi-disciplinary local child death review teams in every county of the state. Through that work, we were able to relay local concerns to community members, professionals, and key policymakers, all without compromising members of the local teams. The end result was that the system improved.
- *We bring with us our role as a non-partisan intermediary capable of carrying out activities that government agencies, consulting firms, funders, and other organizations cannot.* Communities, local agencies, academicians, consumers, and businesses all find it less threatening to work with a partner such as MPHI that is not controlling funding or determining enforcement. Our mission as a non-profit organization

## What We Do

- Conduct demonstrations and research
- Evaluate projects and systems
- Convene stakeholders and develop partnerships
- Collect and analyze data
- Design data management systems
- Plan and implement conferences and seminars
- Disseminate research findings
- Design and conduct training
- Act as fiduciary
- Provide technical assistance
- Research, write, and report on grants

## our unique roles & capabilities



working to advance community health capacity, combined with the depth of our staff expertise, makes us extremely effective as an intermediary. Through our role as a neutral, empowering intermediary, funders and communities learn from one another, systems improve, and the work gets done.

- *We bring with us our role as a grant-making and re-granting organization.* MPHI's commitment to Michigan's health status and health systems, our mission to advance health through collaboration, and our administrative strengths all combine to enable us to act as a fiduciary agent that can serve funders in grant-making and re-granting.

## Areas of Professional Expertise

Adolescent health  
Cancer  
Child abuse prevention  
Child and infant death and prevention  
Chronic disease  
Community organizing  
Conference and event planning  
Crime victims support  
Data systems design and management  
Dementia  
Distance learning  
Drug policy  
Electronic libraries  
Evaluation  
Family services  
Fitness and exercise science  
Group dynamics  
HIV/AIDS  
Health care financing  
Health care regulation  
Health promotion  
Heart disease  
Highway safety  
Leadership development  
Long-term care  
Managed care  
Maternal and child health  
Medicine  
Mental health  
Non-profit capacity building  
Nutrition  
Policy analysis  
Project management  
Public health  
Substance abuse  
Surveillance  
Survey design and research  
Technology  
Training and adult learning  
Videoconferencing  
Violence

## helping communities help themselves

MPHI offers an array of technical assistance to clients, always under the umbrella of the mission we share with our community health partners — to increase capacity to maximize the public's health.

We use our resources and skills to extend the immediate reach of our clients, and to build the capacity of our clients' organizations so they can do more for themselves in the future.

Throughout the course of technical assistance work, our guiding philosophy is to make a difference without taking credit, *to enable rather than to own* the advances that arise from the projects in which we are involved.

As members of the health and human service sectors move toward outcome-based funding, increased accountability, and competition, it becomes increasingly important to be able to measure accurately the impact of projects and services.

Nearly all organizations are struggling with this change. Many also are struggling with a lack of evaluation tools, resources, and expertise. One of the strongest supports MPHI offers its clients is timely, accurate and meaningful evaluation services.

Our staff's impressive breadth of knowledge includes process and formative evaluation, quantitative and qualitative methods, logic models, program-based evaluation, and a number of other methods. Members of MPHI's staff have experience in evaluating the impact of interventions in a variety of settings, including those that are clinical, organizational, and community-based.

The fact that our technical evaluation support is geared toward *improving* rather than *proving* brings added value to our clients. MPHI's emphasis on building capacity and improving client resources means our clients are able to emerge from completed projects with solid evaluation and training skills they can use to conduct their own evaluative efforts in the future.

Partnering with Universities  
MPHI's partnership with Michigan State University, the University of Michigan, and Wayne State University gives our clients a gateway to university resources.



building the capacity of clients and communities

## creating neutral turf for all stakeholders

MPHI has many areas of strength, but its role as a trusted mediator and convener is considered vital and should not be overlooked.

Because MPHI adheres strictly to the values of collaboration, excellence in science, neutrality, and integrity, we are able to convene stakeholders and facilitate their work on common objectives, even in situations in which there are real or potential conflicts or strained relationships.

MPHI often serves as a neutral intermediary, working side-by-side with communities, policymakers, funders, governmental agencies, academic partners, the private sector, and all other involved parties to foster an atmosphere of cooperation and collaboration. In our role as project facilitator, we provide a common, neutral ground for all stakeholders, as well as expertise to help diffuse tensions, avoid or mediate conflicts, and focus a group's attention on the real work at hand. MPHI's involvement in a project means inclusive representation and involvement of all stakeholders, whether traditional or non-traditional.

In all our projects, MPHI serves as a resource for all stakeholders, helping them accomplish their work effectively, efficiently, and on time. In the end, all those involved are left with a better understanding of what works best to improve community health and their capacity to deliver needed services.

## building networks and partnerships

MPHI's staff of nearly 200 people brings with it a vast network of professional contacts and resources from all over the world.

MPHI believes in, and practices, relationship building and partnering. In fact, we often serve clients by acting as a broker, putting clients in touch with the people and resources that can help them the most in accomplishing their project goals, even when those contacts and resources are not within our own walls.

Nearly half of MPHI's work is accomplished through our extensive network of professional partners housed in universities and organizations around the globe. Our brokering role is an outgrowth of our mission to advance community capacity. As such, we strive to enable rather than to own, to build partnerships rather than to foster client dependence upon us.

## extending the reach of our clients

MPHI helps our clients extend their reach and capacity by offering them technical support and assistance in meeting planning, training, and special event coordination.

Our services include the full range of planning, curriculum development, Continuing Education Units accreditation, registration and fee collection, and marketing services for conferences, academic seminars, and other meetings and events throughout the state.

In 1998, MPHI supported more than a dozen organizations in more than 300 training sessions and special events.

MPHI also extends the reach of our clients by providing short-term assistance in the research, development and writing of grants, concept papers and reports, as well as in other services, such as policy analysis, literature reviews, and bid management services.



## helping turn data into information

Today, every organization, no matter how large or small, is struggling under the burden of enormous amounts of data. Each organization spends precious resources trying to discern messages and courses of action from its data, determining which questions to ask and what information is useful.

Helping organizations to translate their data into easily understood information, and also to use that information to set their course are fundamental parts of MPHI's work. More than 50 of MPHI's professional staff members have advanced training and expertise in data and information, training and expertise that bring a wide range of disciplines to their clients' projects.

Members of our staff are skilled in designing surveys and other data collection instruments, and they assist organizations in creating pools of new data that are useful and applicable in their work. MPHI also operates a 10-station Computer Aided Telephone Interview lab.

Our breadth in analytic methods, software programs, and statistical analyses has helped many clients cut through the confusing array of options and devise and build carefully targeted data collection and management systems.

Our staff includes experienced telephone and mail surveyors, focus group facilitators, program evaluators, quality assurance and community assessment professionals, policy studies experts, and multi-disciplinary professionals with personal interview skills.

MPHI's experts assist our clients with projects both large and small, providing them with easy, one-stop access to professional services such as problem definition, survey research design, sample design, cohort management, data collection and management, data quality assurance, data analysis, and report writing.

Our clients appreciate our staff's expertise in designing and building data systems and databases. MPHI's staff possesses advanced training and experience in the use of analytic methods, instruments, technologies, data transfer and security, and systems architecture. With their support, clients have built systems to capture the information crucial to their futures and convert and deliver that information in formats that are easily understood and used by their target audiences.

Training Clients to Analyze Data While we often conduct data analyses for clients, we prefer to build the capacity within our client organizations to enable them to analyze and understand their own current and future data.

creating meaningful data

building data systems



## analyzing data and making it accessible

Many organizations in today's culture find themselves stretched too thin and unprepared to analyze the data they produce or receive. MPHI offers exceptional support in this area.

Our fast start-up and turn-around times provide both large and small organizations with a valuable resource. You give us the numbers and we'll tell you what they mean. We'll even help you convert data into understandable information for policy decision-making and produce user-friendly reports and presentations for your target audience.



Shedding the  
Light on Data  
Helping organiza-  
tions to translate  
their data into  
easily understood  
information and to  
use that informa-  
tion to set their  
course are funda-  
mental parts of  
MPHI's work.

MPHI is committed to enabling and equipping organizations to turn data into useful, easily understood information. During 1998, we completed more than 55 projects in which we either analyzed data for clients or guided clients through their own analyses of data.

While we often conduct data analyses for clients, we prefer to concentrate on building the capacity within our client organizations to enable them to analyze and understand their own current and future data. To that end, members of MPHI's staff have created a variety of teaching tools and handbooks on how to use (and *not* use) data.

For instance, in 1998, MPHI released its *Environmental Health Module*, a unique, comprehensive guide that helps communities study and improve their environmental health. The module guides communities through the steps of gathering data from local, state, and national sources, analyzing and interpreting that data, and using it in forums for professional and lay audiences.



navigating the future of community health

## helping turn **technology** into tools

**M**ichigan's health care and human service organizations face serious challenges in using technology to increase access to, control costs of, and deliver quality services. Managing internal communications and operations and interacting in a “connected” economy pose additional challenges.

MPHI believes that making the right technology decisions and investments is key to the success and future viability of Michigan's health and human service sectors. As such, we are committed to providing timely, state-of-the-art support in technology decisions and solutions.

In 1998, we strengthened MPHI's professional staff and technical infrastructure to enable us to better support clients in these important areas. The Michigan Public Health Institute is committed to enabling clients, large and small, to use technology to help them achieve their goals. Among MPHI's fields of technical expertise are the following areas of emphasis:

- Current health care data collection and exchange standards and how to implement them;
- Information system network integration and interconnection of multiple private networks, virtual private networks, and the Internet;
- Data and data communications security;
- Protection of the privacy of patient/client information;
- Integration of voice, video and data telecommunications;
- Videoconferencing equipment and networks;
- Distance learning;
- State of Michigan health data reporting requirements;
- Client/server and data system development trends; and
- Bringing private, public, governmental, and university organizations together to collaborate on data systems.

## taking advantage of meeting technologies

MPHI's Interactive Learning Center, situated on our Okemos campus, is a state-of-the-art conference facility that offers videoconferencing and satellite downlinking services that span the globe. In 1998, more than 50 organizations took advantage of our Interactive Learning Center services and more than 400 meetings and events were hosted. Hundreds of people met there each month to do their work in a customer-friendly, accessible facility.

Videoconferencing technology and distance learning techniques have revolutionized education, training, and business meetings. They allow participants to interact throughout the course of a conference even though they are miles apart, and reduce expenses and travel time.



**Helping People  
Use Technology  
to Connect**  
Our facility helps clients reduce travel time and expenses, increase productivity, receive faster feedback to ideas, and maximize the impact, immediacy and success of their training sessions.

Organizations use our videoconferencing and satellite downlinking services to connect with people and share information without the expense and time put into travel. Participants know that this affordable technology allows them to see and talk with participants in up to 24 other locations as if they were in the same room.

We know that not everyone is comfortable with videoconferencing, satellite downlinking, and the other new advances in technology. That's why our talented staff works diligently to ensure that this facility's cutting-edge technology is fully accessible to all, even first-time users. When planning a videoconference, our Interactive Learning Center experts handle all technical details of bridging, scheduling, and testing connections well in advance of the actual day of the meeting.

MPHI staff also take into account their clients' comfort levels with the technology, giving clients the choice of learning how to operate the system themselves or of having an Interactive Learning Center staffer operate it for them.

The main purpose of our facility is to help all stakeholders communicate with one another more easily, quickly, and inexpensively, no matter how far apart they may live or work.

For a virtual tour of MPHI's Interactive Learning Center, visit [www.mphi.org/ilc](http://www.mphi.org/ilc)



navigating the future of community health

## helping turn **technology** into tools

### using the power of the Internet

The Michigan Community Health Electronic Library (MCHEL), accessible through its own website ([www.mphi.org/mchel.html](http://www.mphi.org/mchel.html)), makes a wealth of health care reference and resource materials available to anyone through a few strokes of the keyboard.

MCHEL is a growing resource for electronic access to community health data, literature, and search capabilities for MPHI project participants, clients, and interested community health professionals, as well as the general public. Users can find a wide variety of grant and funding information organized in user-friendly ways, along with health and clinical resources and links to many other on-line resources.

MCHEL includes the only compilation available to date of report cards on health care providers. With a few mouse clicks, MCHEL site visitors can search evaluation databases for data on hospitals, nursing homes, health plans, and health care providers throughout the United States.

The site is continually evolving to meet the changing needs of its audience. In the future, as MCHEL expands upon its role as a clearinghouse and reference center for the public, a number of new services and resources will be added.

The Michigan Community Health Electronic Library is a prime example of MPHI's commitment to help all parties — from individual consumers to large organizations — gain access to the health information they need, when they need it.

MPHI also manages "Healthline," ([www.hline.localhealth.net](http://www.hline.localhealth.net)) an Internet based electronic community for public health professionals. Over 1,000 active users participate in on-line discussions, share electronic resources, and interact with their peers. We invite anyone to explore this free and easy-to-use service.

Visit the Michigan Community  
Health Electronic Library at  
[www.mphi.org/mchel.html](http://www.mphi.org/mchel.html)



## bringing added value to our clients and partners



The mission, professional capabilities, and business practices of the Michigan Public Health Institute all combine to mean one thing: We offer exceptional value to our clients. Our clients often refer to the added value MPHI brings to their projects, citing one or more of the following advantages.

- MPHI's ability to respond rapidly to project requests and provide quick, easy access to a competent, well-trained, professional team supported by a broad base of resources;
- MPHI's array of user-friendly assessment, systems change, capacity building, and technical assistance approaches, tools, and training programs;
- MPHI's efficient, economical delivery of products and services, delivered on time and at the right price;
- MPHI's integrity and passion about its work, and the fact that MPHI staffers and consultants share an underlying commitment to advance the health of our communities by building capacity among all those involved;
- MPHI's reputation as a highly regarded, non-political Institute that is connected to, and in touch with, communities, an Institute that can act as the eyes and ears of funders in hard-to-reach places and carry the voices of the communities and the under-represented and/or under-served populations back to them;
- MPHI's earned reputation for credibility and neutrality, coupled with its staff members' broad base of experience in group process and facilitation;
- MPHI's track record of high-quality, effective work, even in complex, politically charged environments;
- MPHI's ability to offer its clients the opportunity to network and partner with a stunning array of experts in universities and organizations around the globe;
- MPHI's commitment to *improve*, rather than prove and leave systems better than they were; and
- MPHI's resolution to leave clients not only with an "end product," but also with new insights, understanding, and knowledge about what works best to improve a community's health and build capacity.

## MPHI facilities

MPHI is located in a three-building campus in Okemos. The Institute also operates branch offices with staff and meeting space in Ann Arbor and Detroit.

Building One of the MPHI Okemos campus was completed in 1997. It houses our Administrative Offices; Finance and Contracts Office; Human Resources Office; Office of Technology and Information Systems; Interactive Learning Center; and Michigan Community Health Electronic Library. Our Systems Reform Program also is housed here.

Building Two of our Okemos campus was completed in 1998. It houses staff and meeting space for our Cancer Control Section; Child and Adolescent Health Program; Education and Training Office; Health Promotion and Disease Prevention Program; Comprehensive Community Health Models Office; Long Term Care Quality Improvement Program; Nutrition Project; and Resource Center for Cardiovascular Health.

Building Three of our Okemos campus will be completed in 1999. It will house staff and meeting space for our Data Systems, Evaluation & Training Program, including Data Systems, Survey Research, Community Health & Evaluation, and Education & Training offices.

MPHI's Okemos campus is a networked data environment, providing integrated voice, video and data systems.

## MPHI 1998 operational indicators

