

INVESTMENT PACKAGES

Patrons and Benefactors

SMART™ Student Health *Patrons*

- Investing in SMART Efficacy, Outcomes, and the Establishment of the SMART Model as Normative in the School Setting to Include:

Intersection of Health, Education, and Workforce

- ❖ Continuous improvement of clinical efficacy
- ❖ Enhance, innovate, and apply clinical best practices and professional development to support population health
- ❖ Innovation in educational outcomes
- ❖ Innovation in workforce outcomes

Data Collection, Performance Measurement, and Evaluation

- ❖ Expand data collection, reporting, performance measurement, and program evaluation, internally and with third party evaluators

Sustainability and Finance

- ❖ Development of key filters and qualifying protocols for expansion
- ❖ Improvement of coding and billing under current conditions
- ❖ Payment model innovation – ACO/Pay-for-Performance/Medicaid pilots
- ❖ Significant expansion of Tier One due diligence on new sites and partners
- ❖ Seed and support expansion and identification of benefactor partners

Communication and Policy Initiatives

- ❖ Stakeholder engagement and partnership
- ❖ Plan and execute annual symposium and congressional briefing

Standardization of Operations to Ensure Fidelity to SMART

- ❖ Protocols, processes, hiring, training, documentation, and contracts
- ❖ Train next generation of business operations leadership and management
- ❖ Develop accountability measures for filters

Executive Oversight, Administration, and Operational Costs

- Return-on-Investment/Benefits to *Patrons*

- ❖ Industry category exclusive as a national partner
- ❖ Co-branding on 2018-2023 national and regional SMART marketing and communication materials, press releases, signage, social media, online promotions/messaging, and published articles and evaluations
- ❖ Recognition as co-sponsor at national and regional events, including congressional briefings, symposiums, conferences, and training/workshops
- ❖ Presented as key investor and difference maker in a uniquely powerful and productive public-private partnership with federal, state, and regional governmental, school district, non-profit, and private sector partners
- ❖ Representation on National SMART Advisory Council

- Investment Amount – Tax Deductible via Hispanic Heritage Foundation 501(c)(3)

- ❖ 5-year commitment of \$500,000 per year
- ❖ \$2.5 million total per SMART *Patron*

SMART™ Student Health *Benefactors*

➤ Investing in the Expansion of Custom SMART Clinics/Cohorts by Specific School/District/ Region to Include:

- ❖ Tier Two due diligence and partner qualifying protocols
- ❖ Negotiate and execute partner agreements
- ❖ Develop pro forma budgets
- ❖ Train medical partner on the model
- ❖ Train school team on the model
- ❖ Interview and train SMART staff
- ❖ Oversee installation of physical facilities and operations
- ❖ Create and execute marketing and engagement plan to consent 100% of the student population
- ❖ Manage SMART operations against SMART purpose, strategies, and budget
- ❖ Collect data and report on utilization and outcomes

➤ Return-on-Investment/Benefits to *Benefactors*

- ❖ Delivery of SMART *Active Care* to specific populations of 600-1,200 students to include related health and educational impacts to individual students and school climate and culture
- ❖ Co-branding on marketing materials, published articles, press releases, clinic signage, and online and social media
- ❖ Acknowledgement and opportunity to participate with local school districts, media, and academic partner events
- ❖ Graduates from post-secondary schools, vocational training schools, and technical and credentialing programs, power the local economy

➤ Investment Amount – Tax Deductible via Hispanic Heritage Foundation 501(c)(3)

- ❖ 3-year commitment
- ❖ Total investment of \$500,000 per site over three years (economies of scale for multiple locations within a single district with identical medical provider partner)

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