

SUMMARY

What is SMART Student Health? SMART (School Health Model for Academics Reaching All and Transforming Lives) is an educational solution that aims to break the cycle of poverty and improve the trajectory of lives by supporting academic achievement with onsite SMART clinics. SMART Clinics are designed to identify and address the physical, behavioral, social, and emotional barriers to classroom success through the proactive delivery of integrative health services, embedded in the school, in real time.

The SMART Model delivers a comprehensive, system-wide strategy for education-driven health services built on the numerous, well-documented interconnections between the “Whole Child” factors of physical and behavioral health, wellness, social and emotional learning, and educational attainment.

How did it evolve? In 2013, CVS Health (CVSH), now the SMART Model’s legacy sponsor and Ginn Group Consulting (GGC), architect of the Model, brought stakeholders together in Chicago to create a true public-private partnership, led by an advisory council composed of CVSH Vice President and Chief Diversity Officer, David Casey; CVSH Senior Director, Workforce Initiatives, Ernie DuPont; Melanie Ginn, CEO of GGC; and Antonio Tijerino, CEO of the Hispanic Heritage Foundation, as multi-cultural advisor. The results:

- “Innovation Island”— where participating partner organizations left their respective infrastructures to work together within a new culture to facilitate the creation of a more outcomes-oriented, sustainable school health services model.
- School Health Care Innovation Pilot at Sullivan High School in Chicago, from which the “SMART” Model emerged.
- Dramatic and immediate increases in utilization levels, attendance rates, and academic achievement, as well as reductions in disciplinary referrals.
- CVSH continues to fund and support expansion, with GGC as the business management entity and in July 2018 Aramark joined with a 5-year commitment as patron partner.

Why is SMART Unique?

- Academic achievement is the #1 goal
- Designed to ensure the wellness of every student in the building
- Entrepreneurial culture that is data-driven
- Reaches 5x more students, delivering more substantive outcomes, all at lower costs and faster rates of return

What are the results? A 5-year snapshot from August 2013–June 2018 reveals:

- **30,555** more school days attended by students at the flagship site.
- **23,805** physical and behavioral health visits over the life of the SMART Model.
- **10,254** immunizations administered to students and faculty at all sites.
- **4,774** students engaged for consents, wellness, and importance of prevention.
- **3,673** integrative health screenings conducted to assess student needs in all SMART sites.
- **1,261** days of SMART *Active Access* deployed and *Active Care* delivered.
- **86%** decrease in school suspensions, cumulatively, at the flagship.
- **\$41** average estimated lifetime Expected Value-Return on Investment per \$1 spent at the SMART flagship.
- **61% to 93%** increase in Freshman On-Track rates at the SMART flagship school.
- The University of Alabama joined as a partner in 2016 to implement a cohort of rural pilot sites. The utilization and school outcomes in year 1 of those new SMART Centers were equally as dramatic.
- Plans are underway for additional expansion sites.

SMART is now a nationally recognized Model, featured in numerous publications and in two formative evaluation white papers, *The SMART Student Health and Wellness Approach: A Holistic Model for Achieving Health and Education Outcomes in Support of Diverse Communities* and *SMART Leadership: Transformative Change Agents and the Essential Culture and Climate for Achieving Health and Education Outcomes* by Brown University’s Dr. Liza Cariaga-Lo, Ph.D., and also presented at the Inaugural SMART Congressional Briefing and Symposium in Washington, D.C. on May 18, 2017 and at the 2018 SMART Congressional Briefing and Symposium in Washington, D.C. on December 4-5, 2018.

SMART INVESTMENT PACKAGES

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
- ❖ Enhancement, innovation, and application of 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
- ❖ Identification of sites to seed, and support expansion of SMART

Communication and Policy Initiatives

- ❖ Engage and partner with stakeholders
- ❖ Plan and execute annual symposium and congressional briefing

Standardization of Operations to Ensure Fidelity to SMART

- ❖ Codify protocols, processes, hiring, training, documentation, and contracts
- ❖ Provide training and technical assistance to current and 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, SMART clinic signage, and published articles and evaluations
- ❖ Recognition as a *patron*-level sponsor at national and regional events, congressional briefings, symposiums, and conferences, including the Second Annual SMART Congressional Briefing and Symposium scheduled for December 2018
- ❖ Presentation as a key investor and alliance partner with all of SMART's federal, state, and regional governmental, school district, non-profit, and private sector stakeholder groups
- ❖ 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*