PUBLIC IMPACT INITIATIVE

ASSESS
- Identify challenges that drive poor social outcomes and cost governments, individuals, and communities
- Conduct target population data analysis
- Estimate cost-benefit analyses for potential evidence-based solutions

DESIGN
- Define policy-relevant outcomes and metrics
- Align measurement approach with project goals
- Develop implementation plans based on operational inputs
- Develop data systems to measure impact

FUND
- Perform due diligence and select service providers
- Develop contracts linking payment with measurable outcomes
- Raise capital via funders and impact investors where necessary

MEASURE
- Co-develop measurement plan with service providers, evaluators, and government
- Work with evaluators to execute measurement plan

ADAPT
- Distill insights from ongoing project data
- Facilitate discussions re: learnings with project partners
- Take action with project partners to improve results
- Repeat!

ENGAGE
- Engage and convene providers, philanthropy, civic leaders, government and community members to address the challenge
- Facilitate ongoing stakeholder engagement throughout project
OPTIONS FOR OUTCOMES-BASED FUNDING

Innovative funding approaches can facilitate the shift to evidence-based preventive programming at scale

1. **Outcomes-Based Contract**
   - Payor contracts for outcomes, metrics, and pricing
   - May be fully or partially contingent on outcomes
   - Includes robust data, measurement, and engagement

2. **Outcomes Rate Card**
   - Payor pre-specifies outcomes, metrics, and pricing (fully contingent on outcomes)
   - Providers apply jointly with funders
   - Available to multiple providers; potential for broad systems change

3. **Prevention Fund**
   - Philanthropic funders provide working capital with no repayment
   - Instead, MOU with public or private payor to reinvest savings into ongoing prevention

4. **Social Impact Bond**
   - Private funders provide working capital at full cost of services
   - Payor agrees to repay funders plus interest if outcomes are achieved; pays nothing if outcomes are not achieved

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ASSESS | DESIGN | FUND | MEASURE | ADAPT

**Four options**

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