

Goals, Plans, and Indicators of Progress toward the Goals
The Center for HOPES
(Health Outcomes, Policy, and Evaluation Studies)
January 2024 to December 2027

GOALS	INITIATIVES	METRICS
<p>GOAL A: Increase the awareness of the Ohio State University community about health policies, and issues associated with outcomes and evaluation of these policies</p>	<ul style="list-style-type: none"> • Host events, workshops, and webinars to showcase research findings, foster collaboration, and disseminate best practices in health policy and evaluation. • Implement a comprehensive marketing and communications plan to increase visibility and engagement on campus and across Ohio. 	<p>Number of seminars and events. (Target = 1 per semester)</p> <p>Number of participants at events from campus and the community.</p> <p>Website traffic and engagement metrics.</p>
<p>Goal B: Enhance the scholarly approach to the study, analysis and evaluation of health policies and health outcomes issues</p>	<ul style="list-style-type: none"> • Maintain and improve grant/contract funding. • Disseminate findings from HOPES projects and support research endeavors of HOPES affiliates. 	<p>External funding totals and funding from internal collaborations with Center affiliates. (Target = \$1.5 million per fiscal year)</p> <p>Number of publications involving HOPES staff. (Target = 5 per year)</p>
<p>Goal C: Promote multidisciplinary health outcomes, policy, and evaluation studies</p>	<ul style="list-style-type: none"> • Promote cross-disciplinary collaboration on HOPES. • Develop collaborations targeting health equity. 	<p>Number of affiliates and number of colleges. (Target = 50 affiliates across 10 colleges)</p> <p>Number of multidisciplinary grant proposals targeting health equity. (Target = 2 health equity proposals per year)</p>
<p>Goal D: Enhance graduate, professional and community education on understanding health outcomes, policy, and evaluation studies</p>	<ul style="list-style-type: none"> • Include paid/practicum opportunities to enrolled students. • Expand the non-credit Evaluation Certificate for ongoing enrollment of all three levels. 	<p>Number of paid and volunteer students collaborating with HOPES. (Target = 1 per semester)</p> <p>Enrollment in the HOPES Evaluation Certificate, by level. (Target = 25 students per year)</p>
<p>Goal E: Provide assistance to local, state, and federal government officials and agencies charged with developing solutions to health policy issues</p>	<ul style="list-style-type: none"> • Provide support to state and community partners on research problems identified by the external partners. • Provide professional service by HOPES staff to external constituents. 	<p>Number of collaborations with state agencies. (Target = 5 state agencies)</p> <p>Number of collaborations with community partners. (Target = >1 new partner added each year)</p> <p>Professional service by Center for HOPES staff on community and public agency boards and committees.</p>

STRATEGIC OPPORTUNITIES	INITIATIVES	METRICS
<p>Insurance for Equity Project:</p> <p>Explore new, non-traditional partnerships to identify opportunities for enhancing access to healthcare and promoting equity.</p>	<ul style="list-style-type: none"> • Undertake a comprehensive landscape analysis of health plans and their needs around health equity. • Develop innovative insurance solutions and employ human-centered design principles to streamline access to healthcare services, particularly for underserved populations. • Foster strategic partnerships with insurers, employers, and community organizations to implement and evaluate interventions aimed at advancing health equity. 	<p>Meetings with health plans and self-insured employers.</p> <p>One convening conference for health plans around health equity.</p>
<p>Business, Marketing, and Communications Plan Execution:</p> <p>Implement a holistic marketing and communications strategy to amplify the visibility and influence of the Center.</p>	<ul style="list-style-type: none"> • Develop a comprehensive marketing and communications blueprint leveraging diverse channels to effectively communicate the Center's impact and initiatives. • Host engaging events, workshops, and webinars to facilitate partner engagement, disseminate research findings, and foster collaboration across sectors. • Launch an interactive website featuring educational resources and a user-friendly interface to enhance accessibility and engagement. 	<p>Monitor the establishment of new partnerships resulting from marketing efforts.</p> <p>Track website traffic and engagement metrics.</p> <p>Evaluate event attendance to gauge partner engagement and outreach effectiveness.</p>
<p>Large Multi-Year Center Grant:</p> <p>Identify funding opportunities and craft innovative research projects providing multi-year funding to build long term financial sustainability while consistent with our mission to address health disparities and promote equity.</p>	<ul style="list-style-type: none"> • Conduct extensive research to identify potential funding sources and develop cutting-edge research projects targeting critical health disparities and equity issues. • Cultivate collaborative partnerships with diverse partners, including community organizations, healthcare providers, and government agencies, to strengthen grant proposals and ensure research relevance and impact. • Pursue grant opportunities and secure multi-year funding to support transformative research initiatives aimed at achieving health equity. 	<p>Measure the establishment of formal partnerships through grant development efforts.</p> <p>Track peer-reviewed publications resulting from funded research.</p> <p>Assess the success of grant acquisition endeavors based on secured funding amount and duration.</p>