

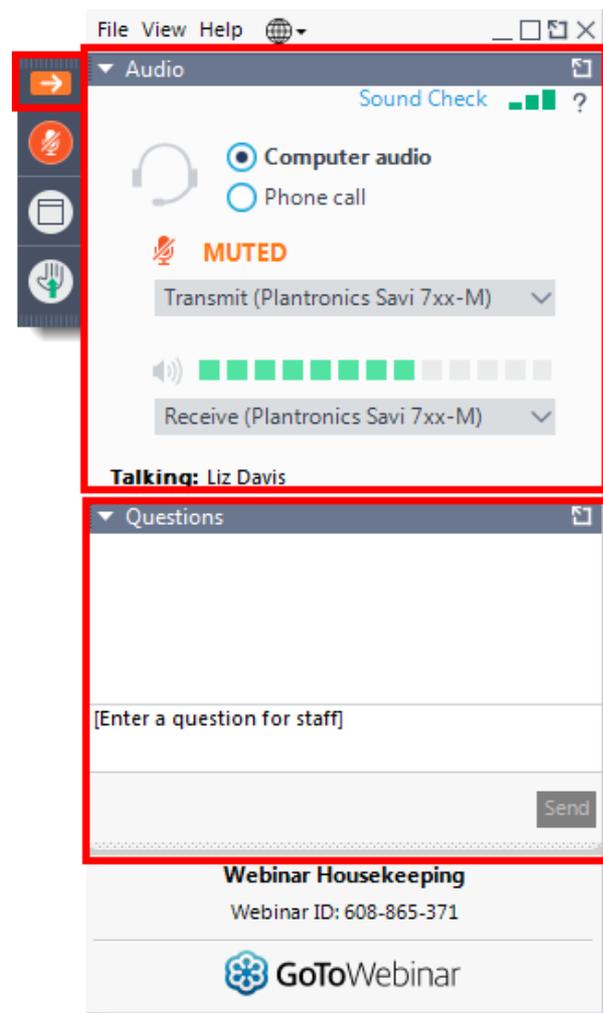
Environmental Scanning for Community- Based Organizations



Aging and Disability
BUSINESS INSTITUTE

Webinar Instructions

- Audio options
 - Use your computer speakers, OR
 - Dial in to the conference call
 - All participants are muted
- “Questions” box
 - Q&A session will be at the **end** of the presentation, but feel free to submit your questions at any time during the presentation. Click on the dropdown arrow icon “ ” to pop out the questions box where you can type and submit your questions.



Presenters

Jennifer Raymond

Chief Strategy Officer

Director, Healthy Living Center of Excellence

Elder Services of the Merrimack Valley

Doug Wilson

Agewell Program Specialist

Southern Maine Agency on Aging

WHY
ARE
WE
HERE?



What is an Environmental Scan?

An *Environmental Scan* is the identification and monitoring of factors from **both inside and outside** the organization that may impact the long-term viability of a project or organization.

ES is a first step in strategic business planning.



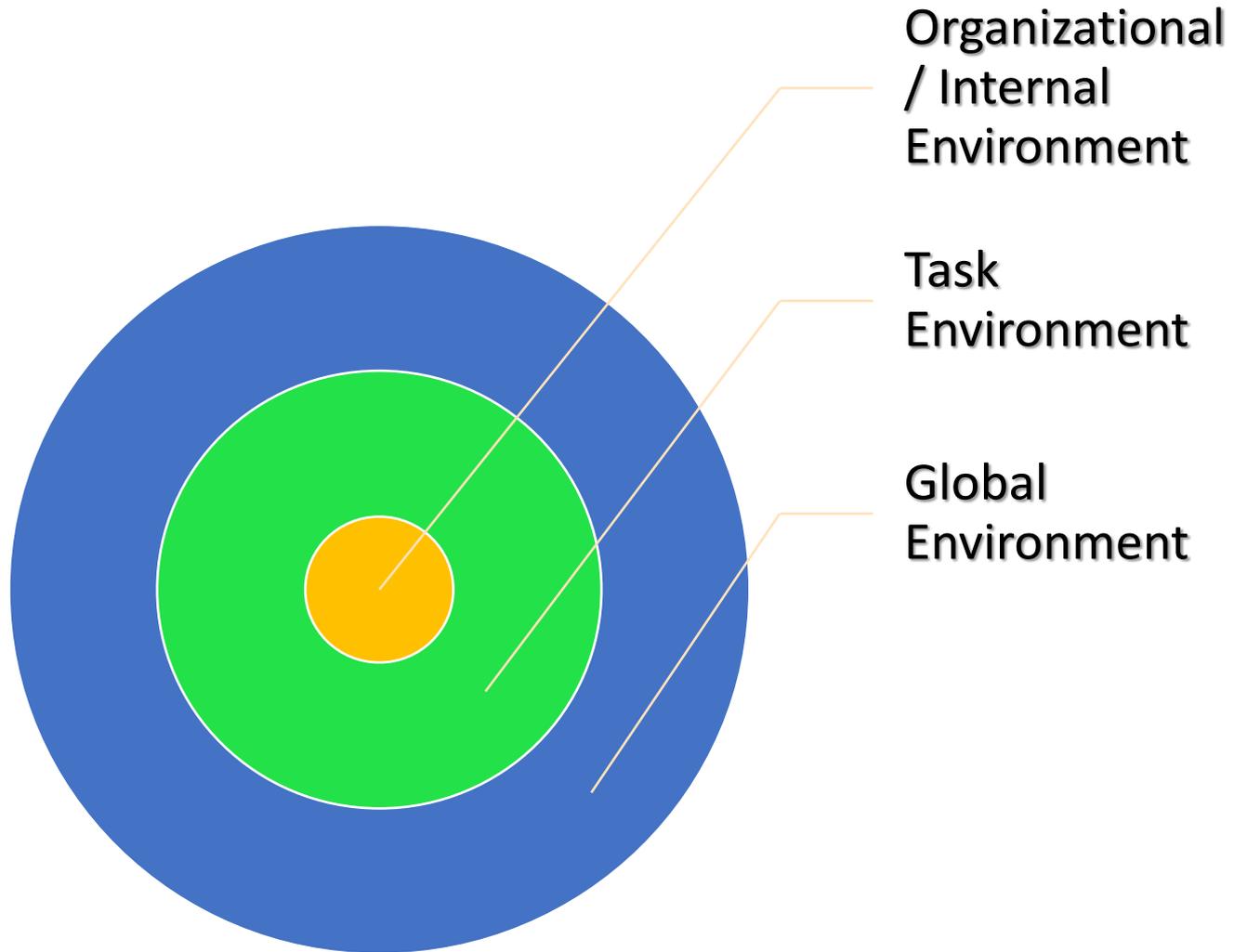
Defining our product or service line (solution line)?

CareManagement
EvidenceBasedPrograms
BehavioralHealth
FallsAssessment
LTSS TechnicalAssistance
CareTransitions
DiabetesSelfManagement
MedicalNutritionTherapy
MedicalInterpretation
Training
Coaching Counseling
SocialWorker
ChronicCareManagement

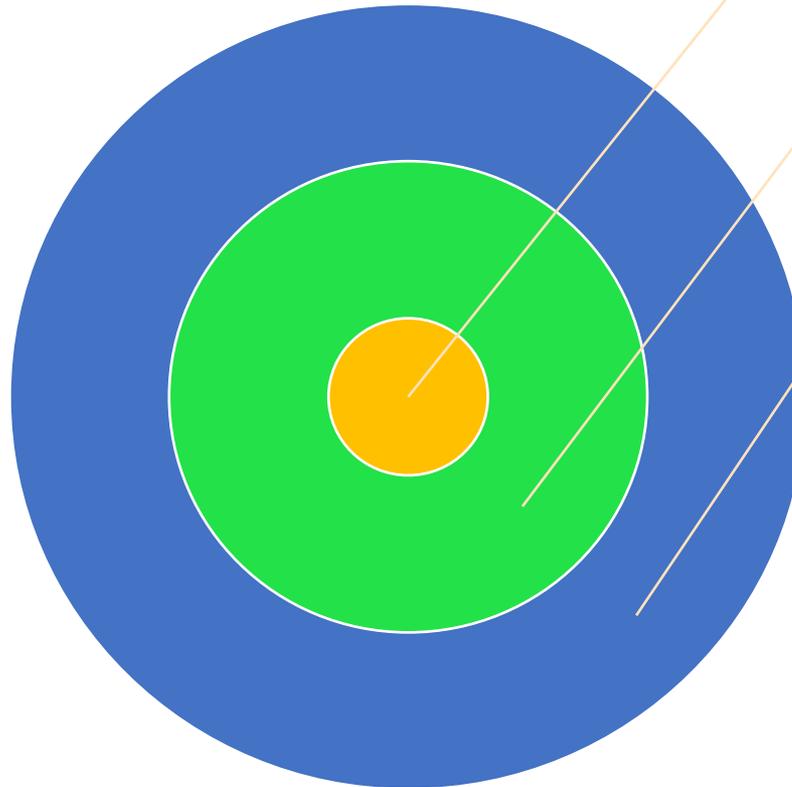
I'm lovin' it!



Three Environments



Organizational / Internal Environment



Organizational / Internal Environment

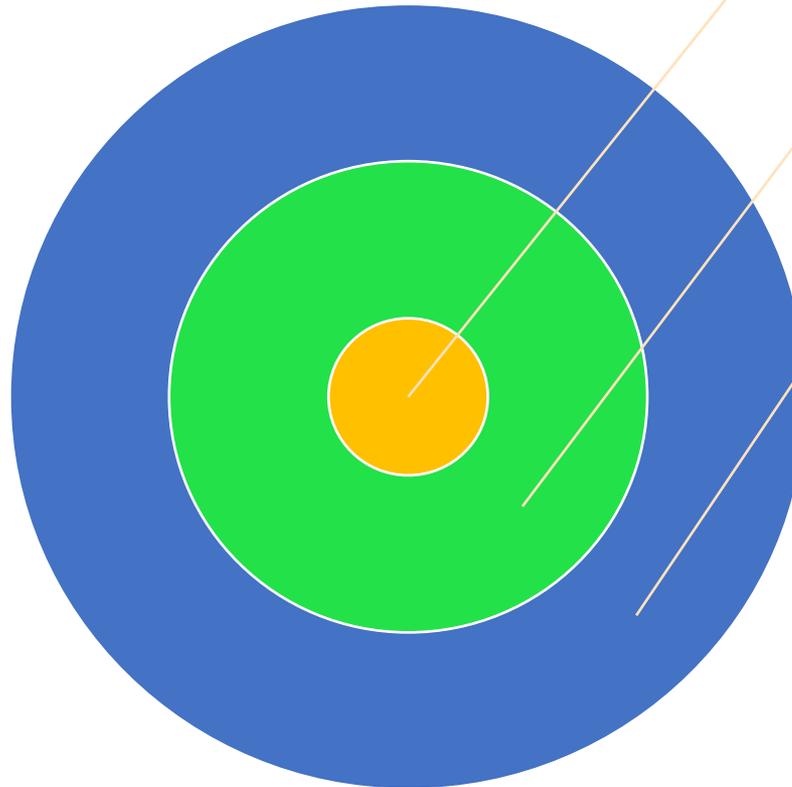
- Mission / Vision
- Culture
- Employee Engagement
- Leadership Engagement
- Resources
- Internal Capacity

Organizational / Internal Environment



- Mission / Vision
- Culture
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- Resources
- Internal Capacity

Task Environment



- Competitors
- Comparatives

Task
Environment

- Complements
- Collaborators

Task Environment



Demographic:
Working families who want things fast and convenient.

Task Environment: The Four C's

1. Competitors

2. Comparatives

3. Complements

4. Collaborators



Task Environment: Competitors

Competitors are those addressing the same customer demographic group, with a product aimed at solving the same problem



Task Environment: Comparatives

Comparatives address a different customer demographic group, but with a product aimed at solving the same problem



Task Environment: Complements

Complements address the same customer demographic group as you, but seek to solve a different problem



Task Environment: Collaborators

Collaborators address a different customer demographic group as you, and seek to solve a different problem but in the same general field

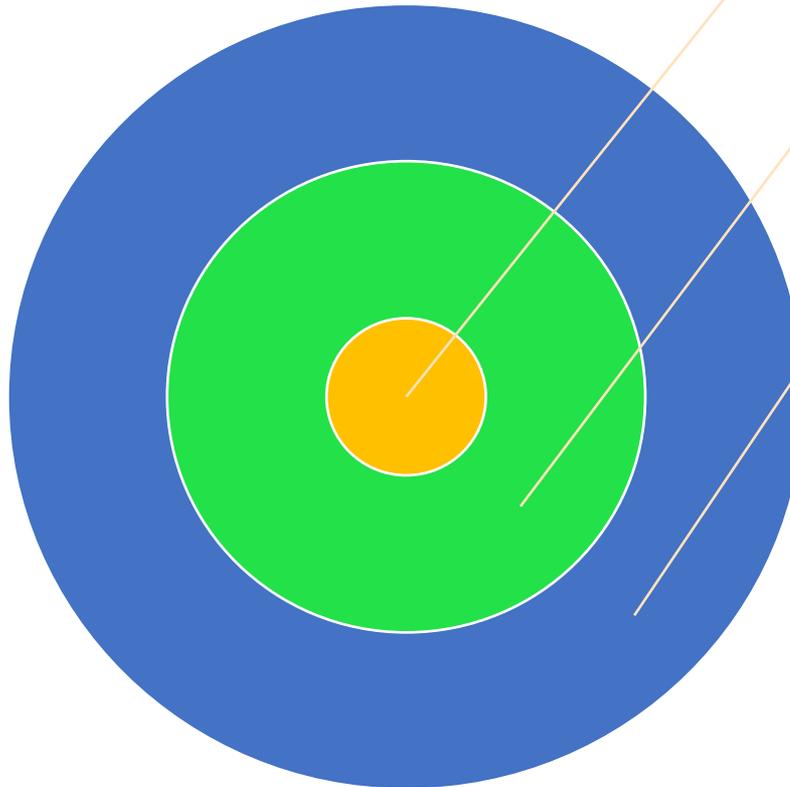


Global Environment

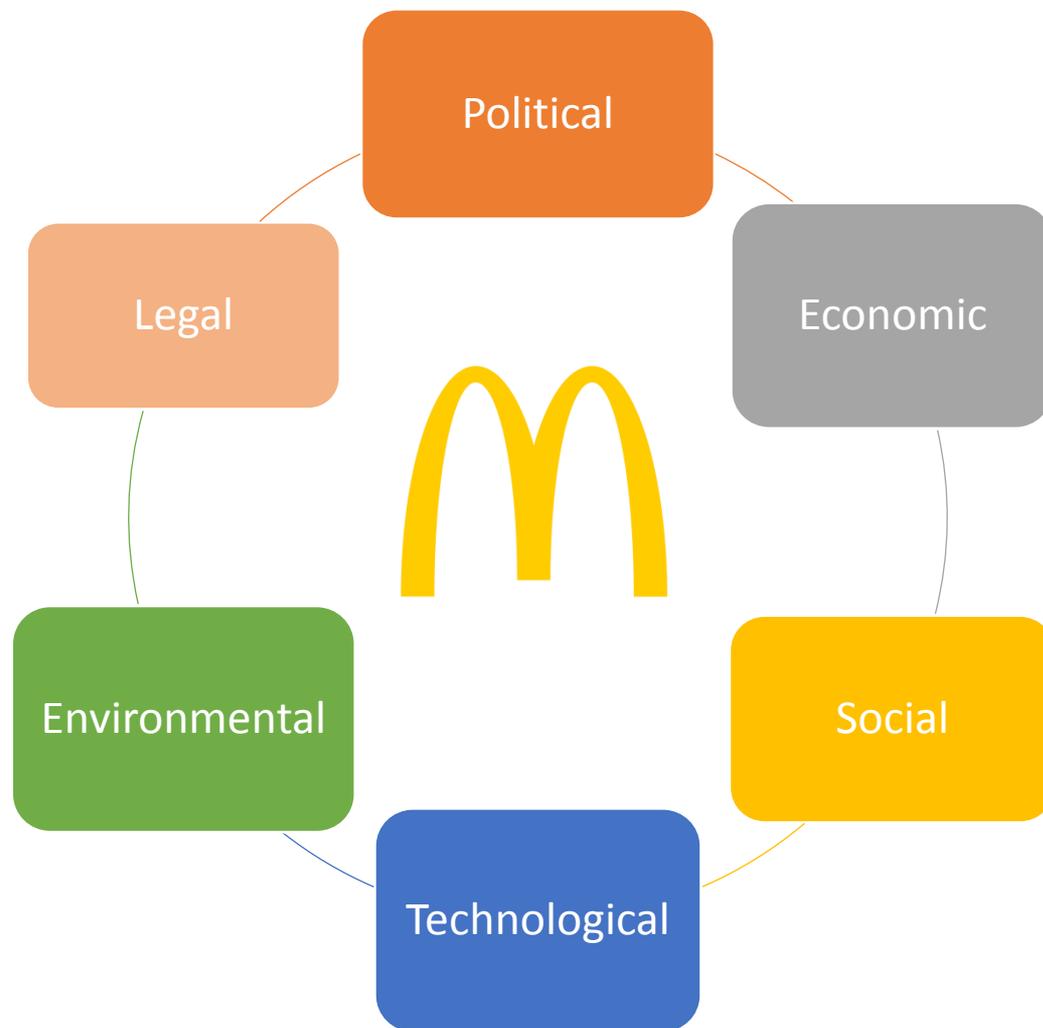
Global Trends

- Political
- Economic
- Social
- Technological
- Environmental
- Legal

Global
Environment



Global Environment



Environmental Scanning: “Homework”

What is your
product(s)?

Who are your
4Cs?

What does your
PESTEL analysis
show?





Environmental Scan (Lessons Learned, *so far...*)

Environmental Scan: Maine

- Network “Hub” Development
- Evidence-based Program Planning
 - Falls Prevention Programs
 - Living Well for Better Health (CDSME/CPSME)
- Falls Prevention Statewide Coalition Development



*Maine Age vs.
National Age*



The “4 C’s”

- Competition (Same demographic, same problem)
 - YMCAs, Fitness Centers (Gyms), Healthcare Prevention Centers, Adult Education/Recreation Departments, Assisted Living Facilities, etc.
- Comparatives (Different demographic, same problem)
 - Institutional Providers-Nursing Homes, Assisted Living Facilities
- Complements (Same demographic, different problem)
 - Senior Centers, Senior Colleges, Age-Friendly Communities, Senior Housing, Healthcare Systems
- Collaborators (Different demographic, same problem)
 - YMCAs, Fitness Centers (Gyms), Yoga Studios, Healthcare Systems

Our experience (so far) shows: a) some organizations can be in several categories (e.g. competitors and collaborators), and b) it's all about relationship management!

PESTEL Analysis

- Political
 - Significant reductions in state funding and infrastructure, despite increasing need
 - Little/no involvement in Statewide Falls Prevention Coalition activities
- Economic
 - Overall economy lagging; ranked 21st nationally in overall poverty; ranked 45th in hunger and food insecurity
 - Healthcare sector growing, yet lower than average penetration of managed care/value-based payment

PESTEL Analysis (Cont'd)

- Social
 - Largely rural population; “independent” character
 - Significant number of Age-Friendly Community initiatives, state-wide
- Technology
 - Many parts of the State without broadband coverage; cost is also a factor
 - Resistance to technology adoption; generational gap; preference for “the way things were”

PESTEL Analysis (Cont'd)

- Environmental
 - Transportation challenges; distance issues; need for 'local' offerings
 - Finding volunteers willing to travel
- Legal
 - Healthcare systems HIPAA concerns
 - Determining appropriate legal structure(s) for our Network

The PESTEL analysis has been extremely useful in articulating specific challenges and providing a platform of strategic planning.

Questions and Discussion



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