

## **Doctors are to Health as Lawyers are to Justice: Early Results from the Practical Playbook Stories**

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**Objectives:** 1) To use early analysis of the Practical Playbook success stories to yield insights into elements of successful projects 2) To glean from partnership efforts insights that can inform workforce development (teaching tools and resources that can influence curricula for population health training)

**Purpose:** The Practical Playbook (PPB) is an innovative, web-based resource, developed by Duke University, the de Beaumont Foundation, and the Centers for Disease Control and Prevention that supports collaborative community health projects and programs across the country. A primary resource that the Practical Playbook offers its users are Success Stories, which are descriptions of collaborations between primary care and public health. Stories are nominated by state or city health officers, or leadership of national or state medical groups, and highlight successful primary care and public health partnerships, and/or broader partnerships contributing to the population health movement. The site has been very popular, with over 160,000 hits. Analysis of the Success Stories can yield insights into the elements of successful projects, which have workforce implications.  
[www.practicalplaybook.org](http://www.practicalplaybook.org)

**Population:** Primary Care and Public Health Collaborations/Partnerships

**Methods:** Success Stories are solicited from state and city health officers (ASTHO and NACCHO) and from national primary care groups, all of which are partners to the project. Extensive interviews yield rich content that is used to create descriptive stories, beginning with the stages of partnership development forward. There are three levels of stories that the Practical Playbook has identified:

Level 1: Success Stories that are short, inspirational narratives that aim to encourage by describing the people, processes, and/or resources used for small-scale integration projects.

Level 2: Success Stories that are longer narratives that will instruct with detailed information; they add practical, replicable processes, and at least two people involved in the partnership are quoted.

Level 3: Success Stories that are in-depth, scholarly case studies; they provide more background, data and details on HOW to do a project, and include many tools and resources, as well as quotes.

**Emerging Findings:** The Success Stories show that collaborative efforts that integrate the expertise and resources of multiple partners can be successful for health improvement; efforts to improve health can be amplified through partnerships. Strikingly, Success Stories show that doctors do not solely hold the “key” to improving health. They are, however, an important collaborating partner, and can play a significant role alongside public health partners and other community organizations that impact social determinants of health. But the role of medical groups in improving health lies in both the direct care provided and in the provision of data that allows identifiable and community specific hot spotting, and tracking of outcome trends.

**Implications/conclusions:** Methods for improving health outcomes have traditionally focused on provision of direct medical seminars, or increasingly on addressing community factors that influence health (“social determinants”). The Success Stories suggest that the nature and role of partnerships may be key, not just the numbers and types of people, and that the availability and use of data between partners may be a critical factor in improving health.