



*Communities Joined in Action
announces*

Return on Community Investment (ROCI)

A High Impact Institute March 23-24, 2004

Hilton Hotel at O'Hare Airport
Chicago, Illinois



Register today!

**Don't miss out on what
everyone is talking
about!**



ROCI High Impact Learning Institute Registration Form
March 23-24, 2004 Hilton Hotel at O'Hare Airport Chicago, Illinois

Person Attending: _____
Title: _____
Organization: _____
Address: _____
Phone: _____ Fax: _____
Email: _____

Please enclose a check and send it with a copy of the registration form to:
CJA
PMB 212, 1910 East 4th Avenue
Olympia, WA 98506-4632

Registration costs include all preparatory materials, program materials, and continental breakfast and lunch on both days.

CJA and ACHI members: \$599 for first member and \$450 for each additional member of the same organization.

Non-members: \$750 for first person and \$550 for each additional person from the same organization.

Return on Community Investment (ROCI) - A High Impact Institute



A management tool that turns outcomes into dollars that sustain your community health care system

ROCI Institute provides an in-depth look at the newest strategy for sustainable health care delivery systems serving the uninsured and underserved populations. This strategy can prove that there is a positive return on the investment of resources to improve access to health care for this population.

ROCI Institute participants will learn the methods and practices community leaders use in local public and private sector coalitions to demonstrate the return on this investment.

Learn a new and exciting financial management discipline. Learn it in an interactive process where you will meet leaders from communities that have successfully applied ROCI.

This High Impact Institute is for You

If you are looking for a new vision and new momentum and are currently:

- A manager in a community coalition committed to creating a 100% access delivery system
- A manager of an health care service program seeking long-term financing for expansion and sustainability
- A project manager responsible for moving from time-bound grant support to sustainable business revenue such as HCAP grantees
- A manager in a federal, state or foundation funding organization who wants to see community partners with a strong, strategic financial management capability
- A hospital administrator responsible for managing “community benefit” functions
- A provider of technical assistance to communities
- Philanthropic organizations attempting to stimulate sustainability among grantees/fundees

Join this session led by the community health care leaders in America who:

- Developed the concept
- Designed the methods
- Community-tested the approaches
- Will participate in the entire interactive program

Please know that some preparatory work is necessary to ensure the greatest success of the program. Information will be sent in advance when we receive your registration.

A Two-Day Session with Real Results

Be prepared for an exciting, substantive interactive two-day program that is customized and targeted to meet your community's unique needs. After this two-day Institute you will return to your community able to:

- Maximize the coalition of partnerships needed for financial success
- Define who benefits, how they benefit, and how they will know they are benefiting
- Employ the business core competencies needed to excel
- Collect the data and report performance on a timely basis to investors, potential investors and coalition shareholders
- Shift individual organizations from an institutional perspective towards making decisions to support Return on Community Investment (ROCI)
- Use increasingly sophisticated ROCI methods to make the case for a sustainable health care system as key to any local economic development strategy

Following the Institute, CJA will provide an opportunity for you to become an active participant of an ongoing collaborative to support you and help you track your progress.

