



PHOENIXIDA

Item 3



Healthcare Strategy

Board Meeting May 19, 2022



Strategy Update

- Recap the strategy (EC approved Sept. 2021)
- Update on progress
- Discuss next steps
- Request for Board Task Force

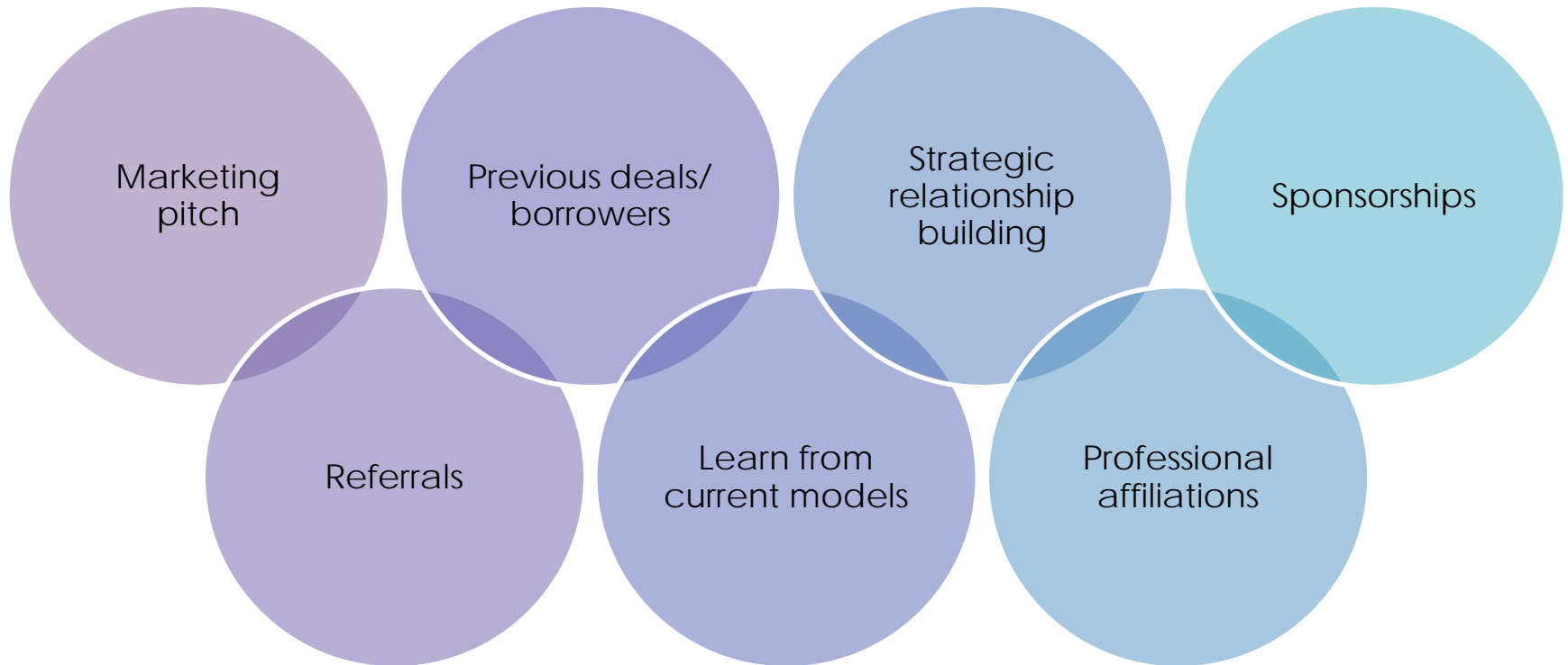


Strategy Objectives

- Branding – Business Goals – Improve community health in underserved areas of the Greater Phoenix Area
- Two – prong engagement approach:
 - Business development
 - Community investments
 - \$1 million in 2022

Direct Marketing

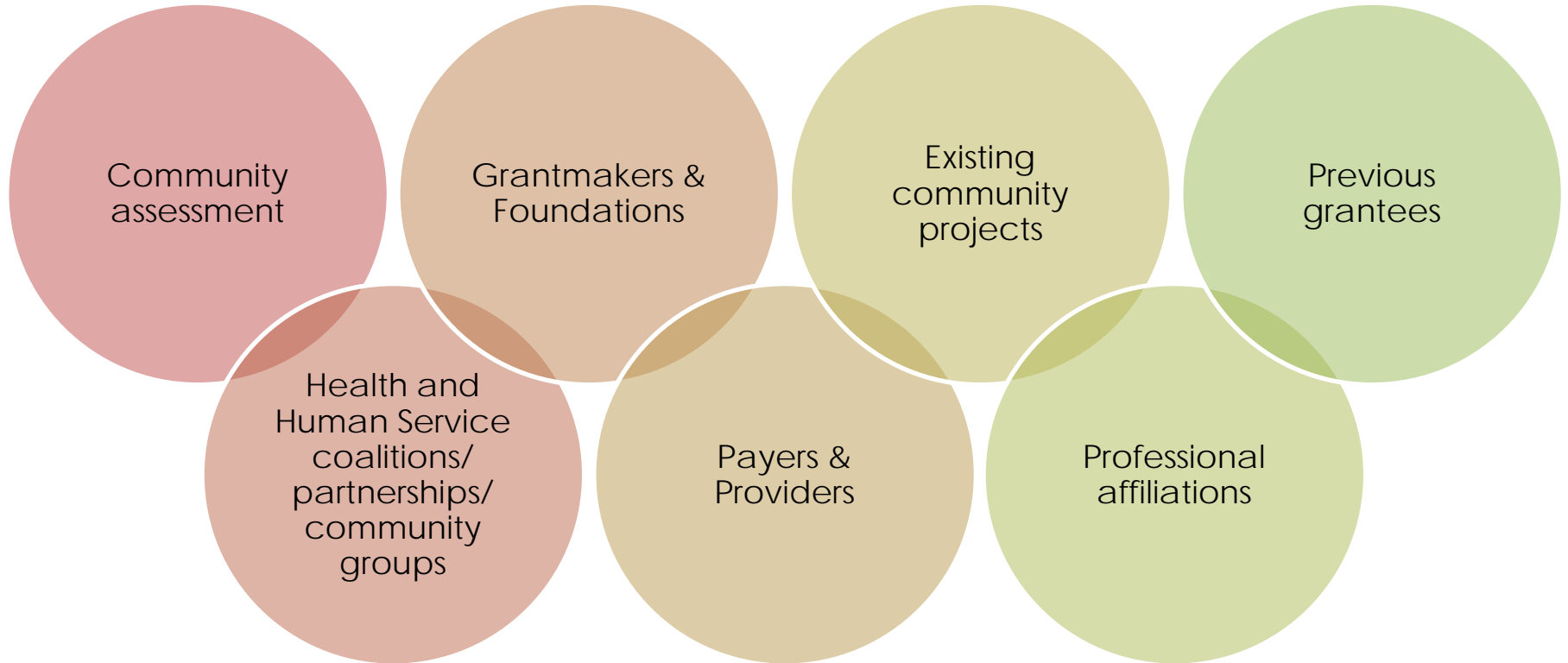
- Branding
- Business development and creative concepts





Indirect Marketing

- Branding
- Outreach, assessment and creative concepts





Goals

- Increase healthcare financing opportunities
 - Healthcare bond projects
 - Healthcare loans
 - Attainable housing as a social determinant of health
- Actively participate in the advancement of **measurable** long-term community health by:
 - Investing \$1 million in community projects in 2022
 - Measuring and reporting on outcomes of projects



Measuring Success

- Meet Goals
 - Business Development
 - Funding structure for community health investments
 - Priority to current/past borrowers
 - Sustainable
 - Collaborative
 - Measurable



Update

- Healthcare business development
 - Closed Bond transactions
 - Pending transactions
 - New Markets Tax Credit transactions
 - Loans
- Initiatives
 - Build Back Better
 - American Recovery and Reinvestment Act
 - Strategic Alliances
- Investment research
 - Valley of the Sun United Way
 - Arizona Community Foundation
 - Chicanos Por La Causa
 - Vitalyst Health Foundation



Board Action

- Request to form a Board Task Force
 - Work with Health Strategy Workgroup to establish funding structure, rubric development, launch, review, awards, announcements
 - At least two members with expertise/interest:
 - Community health
 - Grant making
 - Meet regularly
 - Technical assistance with collaborations
 - Assist with future funding requests



THANK YOU