

Appendix 17: Building Strategic Partnership to Enhance Success

The purpose of this appendix is to help you focus on external partnerships that will help build awareness about the practice and increase referrals. Brainstorm with midwives, physicians and other key stakeholders to identify current and potential partnerships and develop a timeline for who will visit what partner when. Be thoughtful about the message you want to communicate and consider providing the partner with materials about your practice that they can share with their team and potential patients. Some partners will want a formal presentation about your practice. As change occurs regularly in many organizations, it is important to plan for follow-up to be certain your contact person is present. Remember to thank your partners for their referrals and, when possible, recognize them for the good work they are doing in the community.

Tactics	Key Action
Review partnership principles below	
Complete the list of potential new partners (below) and commit to visiting one new or existing partnership per month	<ul style="list-style-type: none">• Complete list of partnership visits• October: Midwifery Week Event• December: Holiday visits to key partners• Discuss in monthly practice meetings• Once new practice materials (flier or brochure) are completed, take materials and cards to each partner
Identify potential presentation opportunities to increase visibility about midwifery	<ul style="list-style-type: none">• Present at Hospital Grand Rounds• Present to community women's groups• Offer presentation to potential community partners

Partnership Principles

Review the following Partnership Principles and consider these for every potential partner or referral agency in your community.

- “What’s in it for ME?”
- “What’s in it for YOU?”
- Is there a conflict of interest?
- What are the pros and cons of the partnership?
- How does this partnership fit with your mission?
- How do midwives view this partnership?
- How will you measure success?
- Financial implications of this partnership?
- Other Considerations...

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Building Strategic Partnerships to Enhance Practice Success

Identify YOUR Current Strategic Partnerships:

Identify Potential NEW Partnerships:

Potential Partners

National	State	Local
<ul style="list-style-type: none"> ACNM ACOG AAP AWHONN APHA ANA March of Dimes National Perinatal Association Lamaze International 	<ul style="list-style-type: none"> ACNM Affiliate ACOG AAP AWHONN State Nursing Organization State Perinatal Association State Health Department State Legislators Governor’s Office March of Dimes 	<ul style="list-style-type: none"> Planned Parenthood Local Health Department STD clinic FP clinic City or County Health Workgroups Perinatal Network City Leadership Programs Women Leaders in Business Business Journal Chamber of Commerce Women’s Groups School Programs

Commit to ONE NEW Partnership Each Month

Date	Partner	Practice Member