



## BLUEPRINT FOR SUCCESS: BLUEPATH HEALTH'S PROVEN PROCESS FOR EFFECTIVE COALITION BUILDING



### Introduction

Established in 2013, BluePath Health is a consulting firm that supports health systems, government and commercial payers, technology providers, and grant makers to achieve their ambitious goals.

BluePath Health is renowned for its relationship and coalition-building approach, rooted in the understanding that complex health and social issues require solutions that can only be achieved through collaboration. By convening leaders from various sectors, BluePath Health harnesses a wide range of resources and perspectives, fostering a comprehensive and inclusive approach to problem-solving.



## Approach

Building a successful coalition with diverse stakeholders involves:

- Identifying common ground and fostering a shared vision through transparent and inclusive dialogue.
- Engaging representatives from all relevant groups.
- Establishing clear metrics to measure success.
- Adapting strategies as needed, regularly assessing and reporting on tangible progress.
- Adopting community-based storytelling to convey the coalition's mission and impact.
- Tailoring the coalition's size to its mission and ensuring it is scalable for its objectives.

## Impact

BluePath Health is at the forefront of innovative health initiatives, playing pivotal roles in projects aimed at improving community well-being and healthcare outcomes. Specific projects include:

### Connecting for Better Health

BluePath Health led the establishment of the nonprofit organization, Connecting for Better Health (C4BH), a California multi-stakeholder group advocating for state and federal investment in health data sharing. C4BH is a coalition of providers, caregivers, health plans, patient advocates, innovators, and community-based organizations with the goal of improving the state's data sharing infrastructure, transforming health and social outcomes for all Californians. The organization engages participants through webinars, newsletters, and networking events. It also publishes timely educational whitepapers and fact sheets to highlight the benefits of health information exchange, showcasing successful implementation strategies and sustainable funding approaches.





### E-Consult Workgroup and California Telehealth Policy Coalition

BluePath Health leads national and state-level initiatives to develop supportive policies and reimbursement for telehealth and electronic consultations between primary care providers and specialists. They collaborate with state regulators to ensure recognition and payment for e-consult programs. BluePath Health maintains [econsultworkgroup.com](https://econsultworkgroup.com), publishes a monthly e-consult newsletter, hosts regular webinars to share research and best practices, offers CME education, and manages community-based coalitions to optimize and expand the use of e-consults. The Workgroup involves over 100 health systems, payers, and policymakers as they seek to incorporate e-consult and e-referral into their telehealth programs. In partnership with our advisors with the UCSF Centers for Innovation, Access and Quality, the Workgroup has developed a [dashboard](#) of e-consult expansion across California.

### Marin 9 to 25

BluePath Health played a crucial role in forming Marin 9 to 25, an action-oriented collective that brings together individuals and organizations dedicated to the health and wellbeing of adolescents and young adults ages 9-25. The initiative focuses on ensuring that all young people in Marin County can fulfill their physical, mental, and social health needs. With its deep expertise and local network, BluePath Health brought together local government agencies, county health and human services departments, educational institutions, schools and colleges, health care providers, hospitals, clinics, mental health professionals, and community organizations. Launched in 2022, the Find Your Way initiative brings together a diverse group of young people who lead Marin 9 to 25 efforts and collaborate on youth-driven projects, events, and community activities. The strength of these efforts lies in amplifying Marin youth voices to create impactful solutions.

### Sustainable Success

Collectively, these initiatives represent BluePath Health's capacity to build and sustain coalitions that drive meaningful change in healthcare systems and policies. With their coalition-building expertise, BluePath Health has successfully navigated complex health and social landscapes, fostering collaboration to address pressing challenges. Their ability to convene leaders from government agencies, healthcare providers, educational institutions, and community organizations, has facilitated a holistic approach to problem-solving.