

MAHP Foundation Pinnacle Awards: 2024

Celebrating Best Practices in Michigan's Health Plans

**DEADLINE FOR 2024 SUBMISSIONS:
Wednesday, April 24th, 2024 at 5:00 p.m.**

SUBMIT YOUR PINNACLE HERE

The Michigan Association of Health Plans Foundation invites all member health plans to participate in the 22nd Pinnacle Award competition. Use the following guidelines to choose your Pinnacle Award submission(s):

1. The submitted program must have been in place for at least one year.
2. If applicable, data measuring outcomes must be provided.
3. Member health plans will be limited to three (3) Pinnacle submissions – (1) for each award category.

The Pinnacle Awards allow the MAHP member health plans to show how they provide exemplary care and service for their members. The Pinnacle Awards process allows MAHP to demonstrate to others how Michigan's health plans are strengthening their clinical and operating efficiencies and effectiveness. Every submission will inform the public and legislature about Michigan managed care's quality projects and innovations.

Please find on the following pages:

- Writing guidelines - *Page 2*
- Award categories - *Page 2*
- Criteria - *Page 3*
- Video instructions - *Pages 3 & 4*
- Submission details - *Page 4*
- Award selection process - *Page 5*
- Pinnacle Awards ceremony information - *Page 5*

**PLEASE NOTE THE DEADLINE FOR SUBMISSIONS
IS WEDNESDAY, APRIL 24, 2024**

WRITING HINTS & GUIDELINES

Address each criterion asked in the application. Several judges will carefully review every submission and they will be looking for all the points asked in the criteria. Please ensure you completely answer each one.

Describe the need and what your project aimed to accomplish. Create a compelling story with a beginning, middle, and end. Start with a compelling opening statement that is relevant to the award category and describes the need for the intervention. Draw the reader in with “who, what, why” and the “why care” of the story.

Justify the methods, define the challenge vividly, and use specific details. Put your best points up front to make the judges want to read further. If you save the best for last, he or she might never get there.

Showcase your solution. Describe your solution value in terms of innovation, technology innovation, and/or cost savings. Prove your success using feedback, survey results, data, and success stories to make your point. Include metrics and have a measured return on investment when applicable.

If your solution can be replicated, describe how and plans for sustainability if relevant. Include information on how you went above and beyond addressing the need.

Remember to highlight your solution’s creativity!

AWARD CATEGORIES

- 1 Measurable Clinical Improvements**
- 2 Improving Member Experience through innovative partnerships/delivery models (with providers)**
- 3 Community Collaboratives & Member Outreach**

CRITERIA FOR ALL AWARD CATEGORIES

1. **Problem:** Data to illustrate the need/justification for the project/program initiative.
2. **Solution:** Statement of Impact (describe what your project/program aimed to accomplish)
3. **Results:** Proof of outcomes attained by the project/program, such as population served, health outcomes improved, cost-saving attained, and members reached/served.
4. **Effect on Health-Related Social Needs (HRSN):** What specific influences did this program/project have in reducing healthcare disparities and advancing health equity?
5. **Testimonials:** Success stories, survey results, and feedback from the project/program.
6. **Sustainability & Scalability:** Based upon results, what are the prospects of the sustainability and scalability of the project/program initiative for the future?
7. **Unique and innovative:** What is novel about the project, and how does it challenge the status-quo?

APPLICATION & SUBMISSION PROCEDURE

Each Pinnacle Award submission will be made electronically and shall include the following documents and **can be submitted starting on Wednesday, February 14th, 2024**. The submission link will be sent prior.

1. **150-word summary and or graphics (reprinted in the Awards Ceremony booklet – not used as part of the judging process).** Each submission will be allotted one page of the program book for the summary and any graphics/illustrations you want to showcase about the project.
2. **500-word or less narrative description (used by judges to score your application)**
 - o One (1) inch margins
 - o Font Size: no less than 11
 - o Please use a page header containing the following format/information:
 - *Project/Program Title (keep it short and catchy)*
 - *Name of Health Plan*
 - *Project/Program Start & End Date*
 - *Geographic Region(s) Served*
 - o Use 500 words to explain answers to criteria in a narrative fashion.

APPLICATION & SUBMISSION PROCEDURE CONTINUED

3. **Highlight Video:** Summary that emphasizes the best parts your submitted program. (used by MAHP to promote your program initiatives – MAHP will seek permission prior to the release of any videos)

- What is the program?
- What successes has your health plan accomplished thanks to this program?
- How has it helped your members?

Length: Preferably around one minute, two-minute max.

Resolution: Must be high definition (HD), at least 1080p (1920 x 1080).

Sound: No copyrighted music or sound recordings.

Alternatives to using copyrighted sound recordings for background music include:

- Ambient noise
- Audio that is shared via a Creative Commons license
- Compositions and recordings by friends who grant you permission
- Music you composed yourself

File Transfer/Submission: Upload your video file to [this folder](#). The folder accepts .mov and .mp4 video files. You can drag and drop the file or upload it directly from your computer.

Screen Appearances: All persons in the video must consent to be recorded.

Video Quality: We are looking for high-definition video and high-quality video. We understand that only some have access to professional video and audio equipment, so refer to the infographic at the end of this criterion for pointers on how to use your phone.

SMARTPHONE VIDEO HOW-TO

TRY TO SHOOT INSIDE
THE MORE CONTROL EQUALS BETTER QUALITY

Try staying inside when recording audio. Staying inside ensures a quiet space.

SHOOT HORIZONTALLY
MAKE SURE THE PHONE IS TILTED ON ITS SIDE

The reason you want to shoot horizontally (landscape) instead of vertically (portrait) is because it automatically records in the correct aspect ratio.

USE A TRIPOD, IF POSSIBLE
STABILIZE PHONE AT A 90° ANGLE

Use a tripod or something stationary to set your phone up on (horizontally) at a 90° angle (e.g. a laptop, stack of books, etc.)

USE GOOD LIGHTING
ILLUMINATED, BUT NOT OVER-EXPOSED

Turn on an overhead light as well as a secondary light (like a lamp, not windows) to fill in the shadows on your face (but not wash it out).



DO NOT ZOOM IN
ALSO, CHECK YOUR FOCUS.

When setting up your composition, zoom all the way out and make sure you are the only subject/object in focus (be mindful of your background).

RECORD CLEAN AUDIO
IF YOU HEAR SOMETHING, VIEWERS CAN TOO.

Set up in a controlled room and make sure no motors (or children) are running in the background.



Optional supporting materials: LIMITED TO FOUR (4) PAGES (e.g., brochures, reports, photos).

For questions on the submission process, please contact Kirsten Fisk at MAHP.
kfisk@mahp.org

SELECTION OF AWARD RECIPIENTS

A panel of judges comprised of community health and medical professionals, employers, legislators, and media representatives will choose winners based on the Pinnacle Award criteria. Each judge individually reviews the 500-word or less narrative description submissions and awards points scaled 1-5 for each criterion listed below. They rank the submission based on their individual points and, during their adjudication dinner, discuss and debate the merits of each submission, choosing the pinnacle winner for each award category. The three awards are as follows:

Categories:

1. Measurable Clinical Improvements
2. Improving Member Experience through innovative partnerships/delivery models (with providers)
3. Community Collaboratives & Member Outreach

Judging Criteria:

1. **Results:** Proof of outcomes attained by the project/program, such as population served, health outcomes improved, cost-saving attained, and members reached/served.
2. **Effect on Health-Related Social Needs (HRSN):** What specific influences did this program/project have in reducing healthcare disparities and advancing health equity
3. **Testimonials:** Success stories, survey results, and feedback from the project/program.
4. **Sustainability & Scalability:** Based upon results, what are the prospects of the sustainability and scalability of the project/program initiative for the future?
5. **Unique and innovative:** What is novel about the project, and how does it challenge the status-quo?

PINNACLE AWARDS PRESENTATION CEREMONY

The Pinnacle Awards Presentation Ceremony will be held during our annual conference.



Thursday, July 11, 2024



12:00 p.m.



Grand Traverse Resort, Michigan Ballroom