Portfolio Evaluation and Impact (ROI) for an Organization

Grant M. Greenberg M.D., M.A., M.H.S.A.
Associate Medical Director for Quality
University of Michigan Medical Group
Associate Chair for Information Management and Quality
University of Michigan Department of Family Medicine
Discussion # 1 : Think/Pair/Share

1. What are your goals/learning objectives for this session?
2. Why does your organization participate in the Portfolio Program?
Return on Investment (ROI) Simplified

Cost
($/ 😊)

Benefit

Break even

- 

+
Economics in one slide

- Fixed Cost: do not change over time
- Variable Cost: differ based on volume
- Hidden Cost: opportunity costs, unseen or unintended consequences
- Quantitative data: can be measured and reported as a number
- Qualitative data: information that can’t be measured
- Value: importance, worth, or usefulness
Discussion # 2 : Think/Pair/Share

1. What is the economic value ($) of the portfolio program to your organization?
   - sources of revenue?
2. What are the economic costs for the portfolio program?
   - fixed, variable, and hidden
3. Calculate a simple ROI based on #1 and #2
<table>
<thead>
<tr>
<th>Internal origin (attributes of the organization)</th>
<th>Helpful to achieving the objective</th>
<th>Harmful to achieving the objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengths</td>
<td>S</td>
<td>Weaknesses</td>
</tr>
<tr>
<td>External origin (attributes of the environment)</td>
<td>Opportunities</td>
<td>Threats</td>
</tr>
</tbody>
</table>

Discussion #3: Think/Pair/Share

• List the top 1-3 Strengths, Weaknesses, Opportunities, and Threats for your Program with respect to ROI?

• What internal and external factors influence them?
Final Discussion/Wrap Up

How do you evaluate the value of your program?

How will you evaluate the value of your program?