



**CASE STUDY**  
THE CLIENT GTECH Strategies

# HEALTH MANAGEMENT ASSOCIATES

## Evaluation Tools Help Non-profit Find its Place in Healthcare Landscape

### ABOUT THE CLIENT

GTECH Strategies is a Pennsylvania-based non-profit which works in communities to mobilize residents, local policy-makers, and like-minded organizations to transform vacant spaces into thriving and usable places.

### THE CHALLENGE

As a unique non-profit locally and nationally and with dual investment in people and places (individual empowerment and environmental improvement), [GTECH Strategies](#) has been on the cutting edge of bringing two distinct factors of community health together. However, being a bridge between two related but siloed factors of community health is challenging and raised important questions for GTECH internally regarding shared impact across programs and where to focus strategic planning efforts in the future. As a non-health entity, GTECH found it challenging to understand its role in health and how to be prepared to partner in the health eco-system. Leaders were eager but unsure of the best way to demonstrate how their work and influence impacted something as broad as “community health.”

### THE APPROACH

GTECH wanted to articulate how its programming could be directly connected to health indicators and how to measure empowerment within their community-based programs. To that end, HMA Community Strategies (HMACS) worked with GTECH to begin formulating its role in improving population health, specifically, how to formally evaluate its programs and overall impact on environment, energy conservation, and health metrics. HMACS developed a reasonable and sustainable evaluation plan that could be effectively implemented to continually inform GTECH’s overall strategic planning process towards being a player in health and healthcare.

### THE RESULTS

In part due to the work HMACS did, GTECH obtained a \$1.1 million grant to launch a new program that will offer a range of interventions implemented in partnership with various community-based organizations working towards improving community health. Evaluation of the new program will incorporate the framework developed by HMACS.