

# Positioning JCCs as Leaders in Health Prevention & Self-Management

Building Trust, Driving Value, and Generating Revenue

## Introduction

Learn actionable strategies to transform your JCC into a trusted health partner for members, non-members, health systems, insurers, and employers.

## Why JCCs Are Positioned for Impact

- Community trust and engagement
- Existing infrastructure for wellness programs
- Strong mission alignment with health initiatives

## Key Partnerships

- Health systems
- Insurance providers
- Employers
- Local community organizations

## Revenue Opportunities

- Membership growth through health programs
- Corporate wellness partnerships
- Insurance reimbursements for preventive care
- Grant funding for community health initiatives

## Implementation Framework

1. Assess community health needs
2. Develop evidence-based programs
3. Train staff and build partnerships
4. Measure outcomes and adjust strategies