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# Visible Network Labs

# Make Invisible Networks Visible





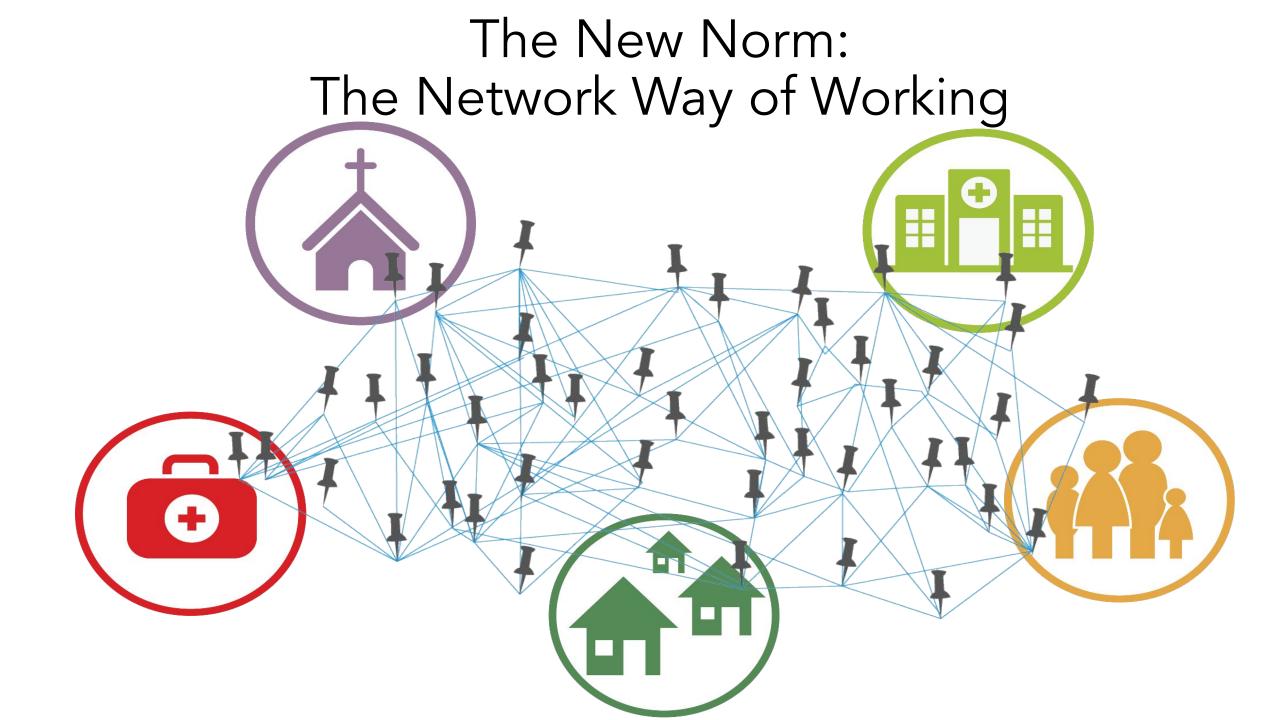
Community Partner Relationship Management (CPRM) is the practice of tracking members of an ecosystem, their attributes, and the relationships between them.

Empowering the network to engage in data-based decision-making, identify gaps, create opportunities, and engage in strategic collaboration.

## **CRM VS CPRM:** BUILDING & TRACKING NEW PARTNERS

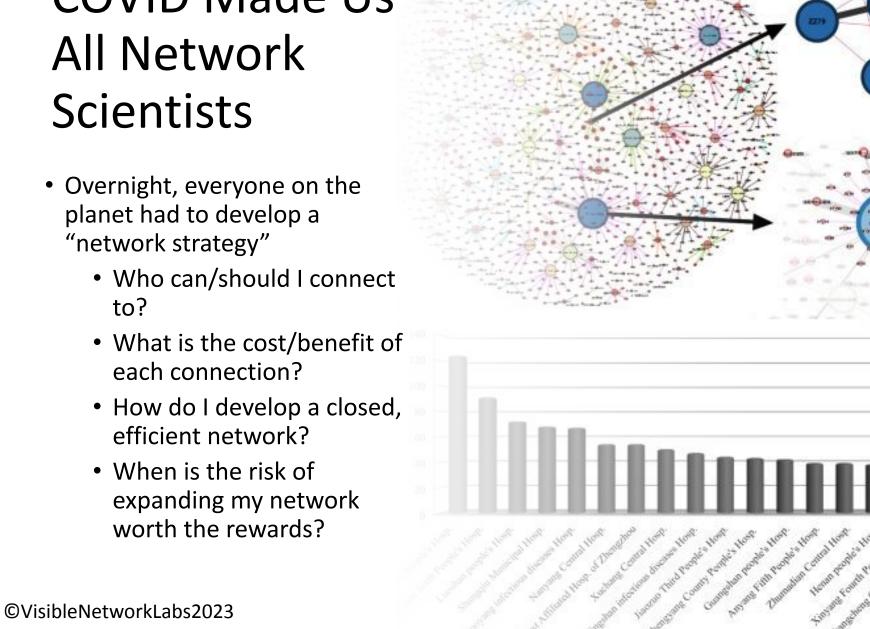


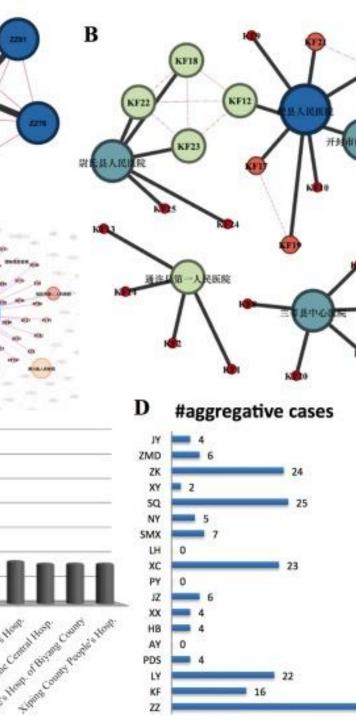
## Network Science as a Framework to Track Ecosystems/Networks



#### **COVID Made Us** All Network **Scientists**

- Overnight, everyone on the planet had to develop a "network strategy"
  - Who can/should I connect to?
  - What is the cost/benefit of each connection?
  - How do I develop a closed, efficient network?
  - When is the risk of expanding my network worth the rewards?









But as things get more complicated, it can be hard to tell if a network approach is actually helping The Problem a CPRM Solves

## • Building a network of partners can be challenging:

- Track who is already connected to whom
- Who is exchanging which resources and information
- Where gaps exist that could be filled,
- Where there is redundancy resulting in inefficiencies
- Leveraging assets and opportunities
- Without tools to inform a strategic direction, track change over time, and measure outcomes, it remains challenging to build out a stakeholder/partnership strategy

The Problem a CPRM Solves

#### Questions a CPRM Can Answer:

- 1. How can this potentially support a larger system of organizations and local public health agencies?
- 2. Which communities and orgs we are connected to?
- 3. Where do those relationships fall on the community engagement spectrum?
- 4. Where are we lacking critical partnerships?
- 5. How do we reduce the burden on communities (individuals and orgs) who often get asked to serve on every advisory board, community committee, and collaborative effort?
- 6. How can we develop effective and impactful relationships to advance outcomes?

### **The Benefits of CPRM**



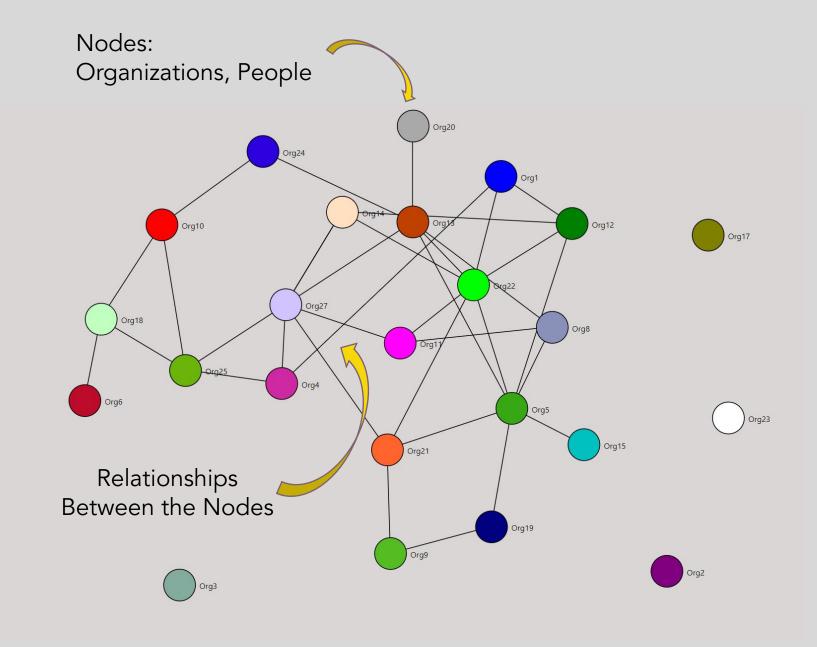
# Our Solution:

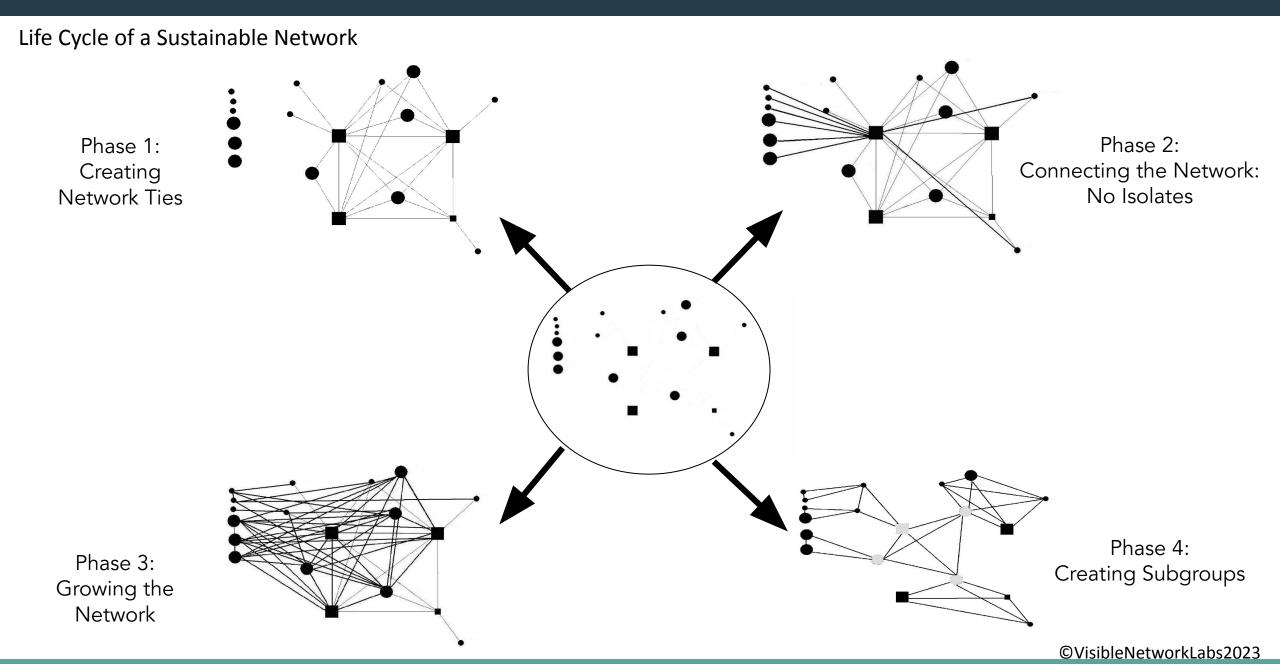
#### Actionable Insights Powered by Network Science

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# What Are Networks?





#### CPRM DEMO – PARTNER 3 Use Cases





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