



# Visible Network Labs

[www.visiblenetworklabs.com](http://www.visiblenetworklabs.com)

# Visible Network Labs

A background graphic of a network diagram consisting of numerous small grey circular nodes connected by thin, light grey lines, forming a complex web of connections. The nodes are distributed across the right half of the image, with a higher density in the center-right area.

Make Invisible  
Networks Visible







# PARTNER

a Community PARTNER  
Relationship Management  
(CPRM) System



► Data Co



\* Mapping and Analysis



over Time

Track your network

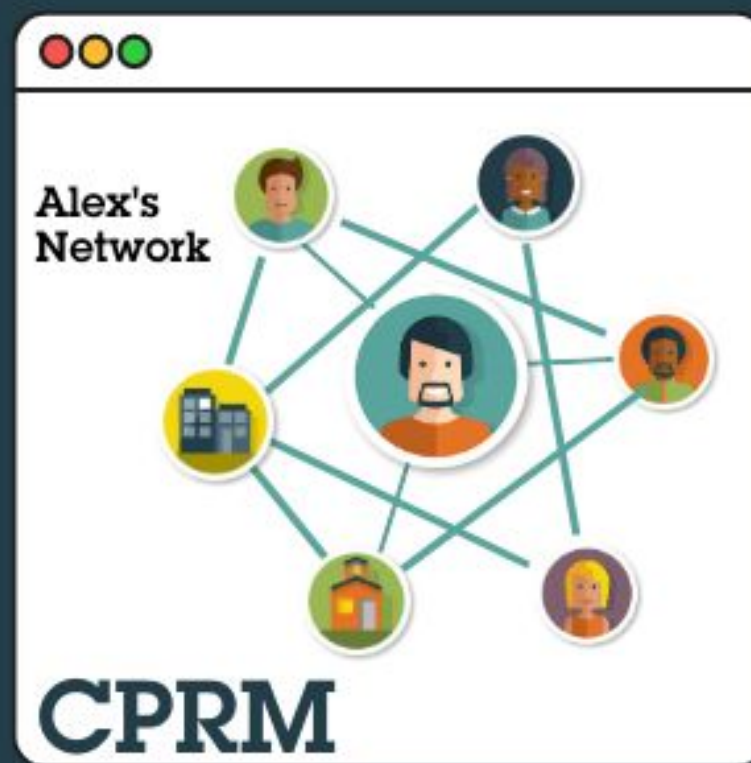
Community Partner Relationship Management (CPRM) is the practice of tracking members of an ecosystem, their attributes, and the relationships between them.

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

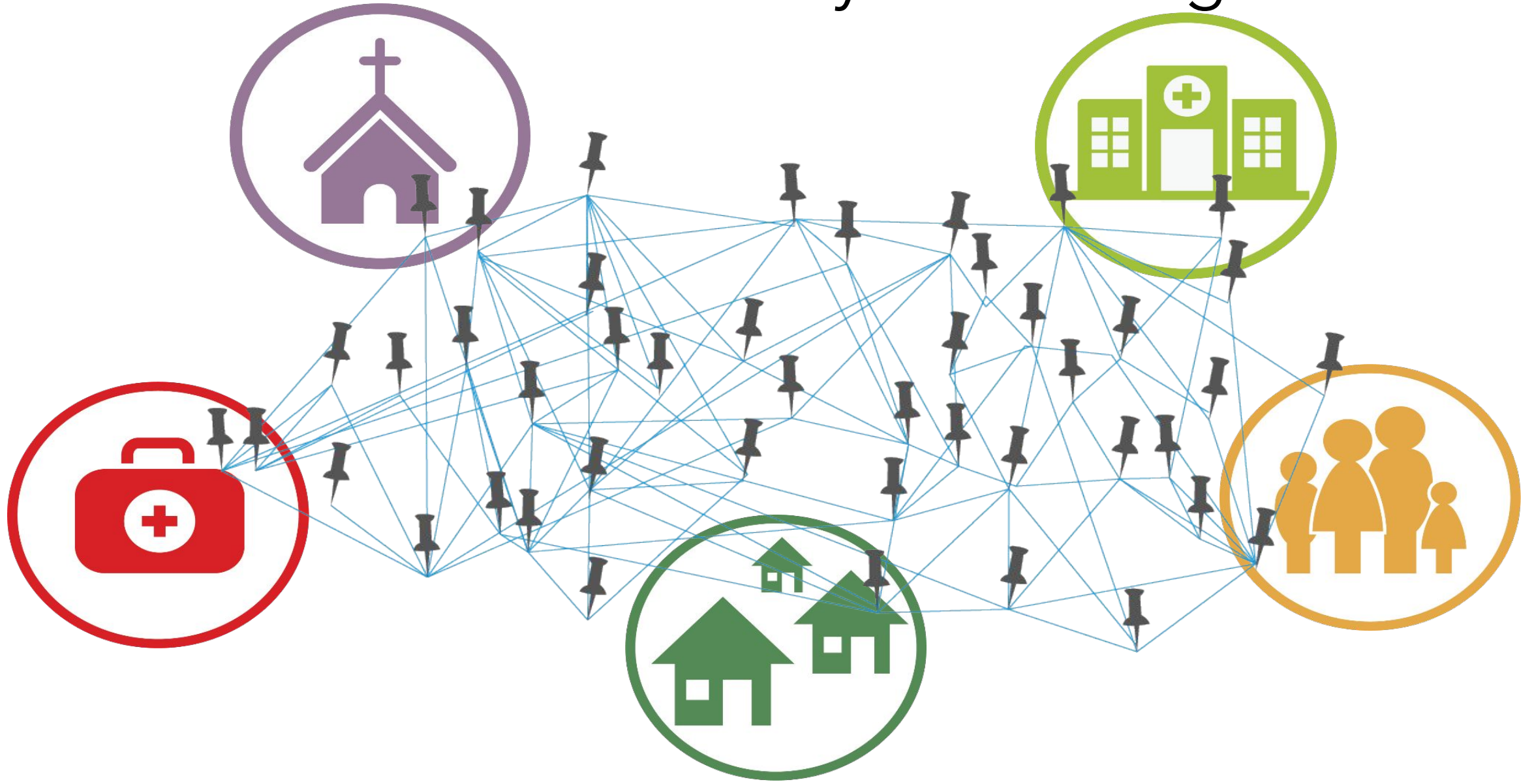


VS.



# Network Science as a Framework to Track Ecosystems/Networks

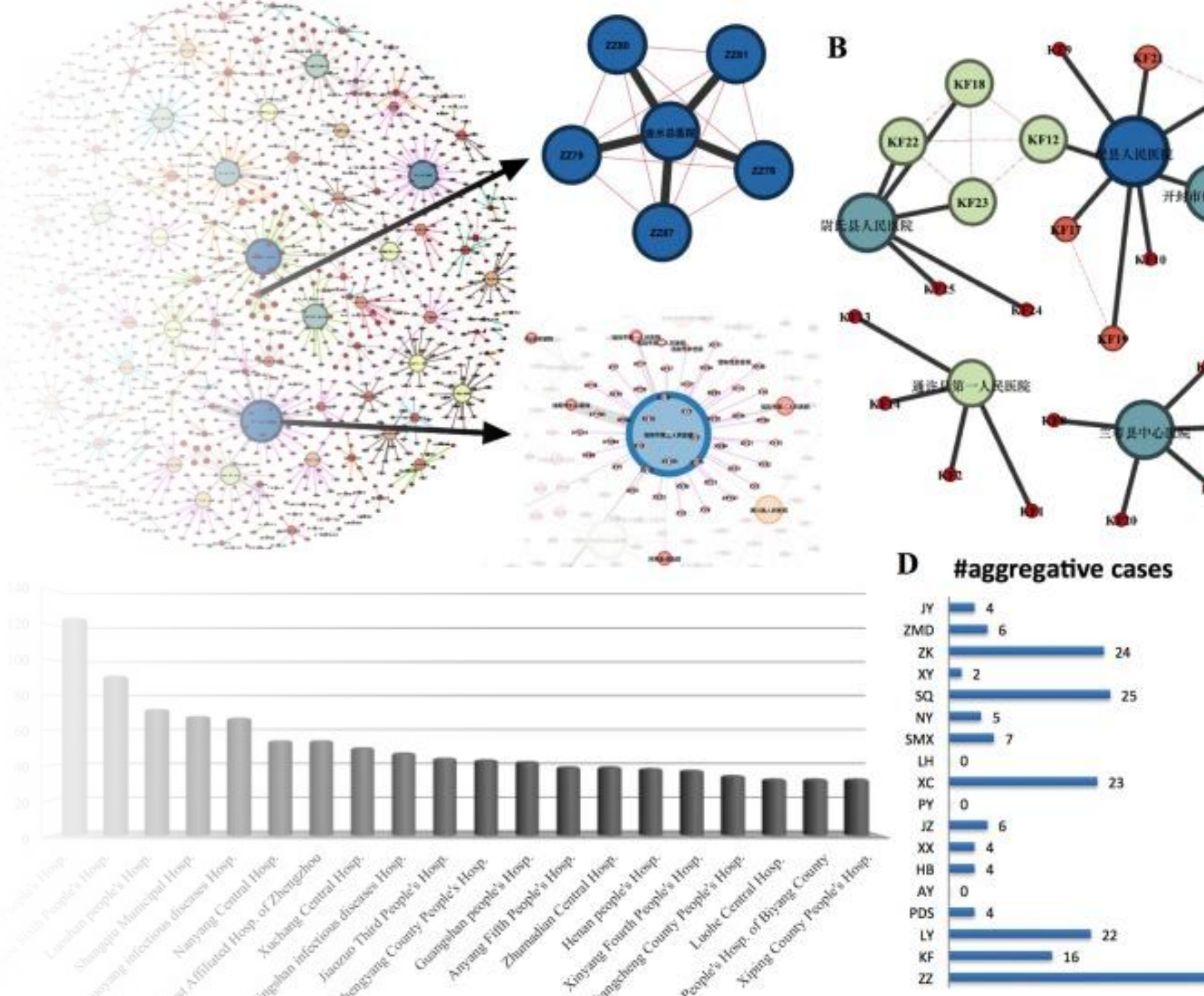
# The New Norm: The Network Way of Working





# 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



## For Your Staff and Organization

- Save Time & Resources
- Create New Partnerships
- Eliminate Data Silos
- Demonstrate Impact

**Build a Strategic Network and Gain More Collaborative Advantage**

**Improve Community Health Outcomes and Advance Health Equity**



## For the Community You Serve

- Achieve Health Equity
- Identify Power Dynamics
- Strengthen Collaboration
- Improve Community Health



## For Your Partners in the Community

- Share Data & Info
- Leverage Shared Resources
- Build Stronger Connections
- Strengthen Trust & Value

**Provide Access to High-Quality Community Ecosystem Data**

**Map & Strengthen the Structure and Quality of the Public Health Ecosystem**



## For Your Public Health Ecosystem

- Shift Systems
- Uncover Leverage Points
- Watch it Evolve Over Time
- Align and Coordinate

# Our Solution:



## Actionable Insights Powered by Network Science

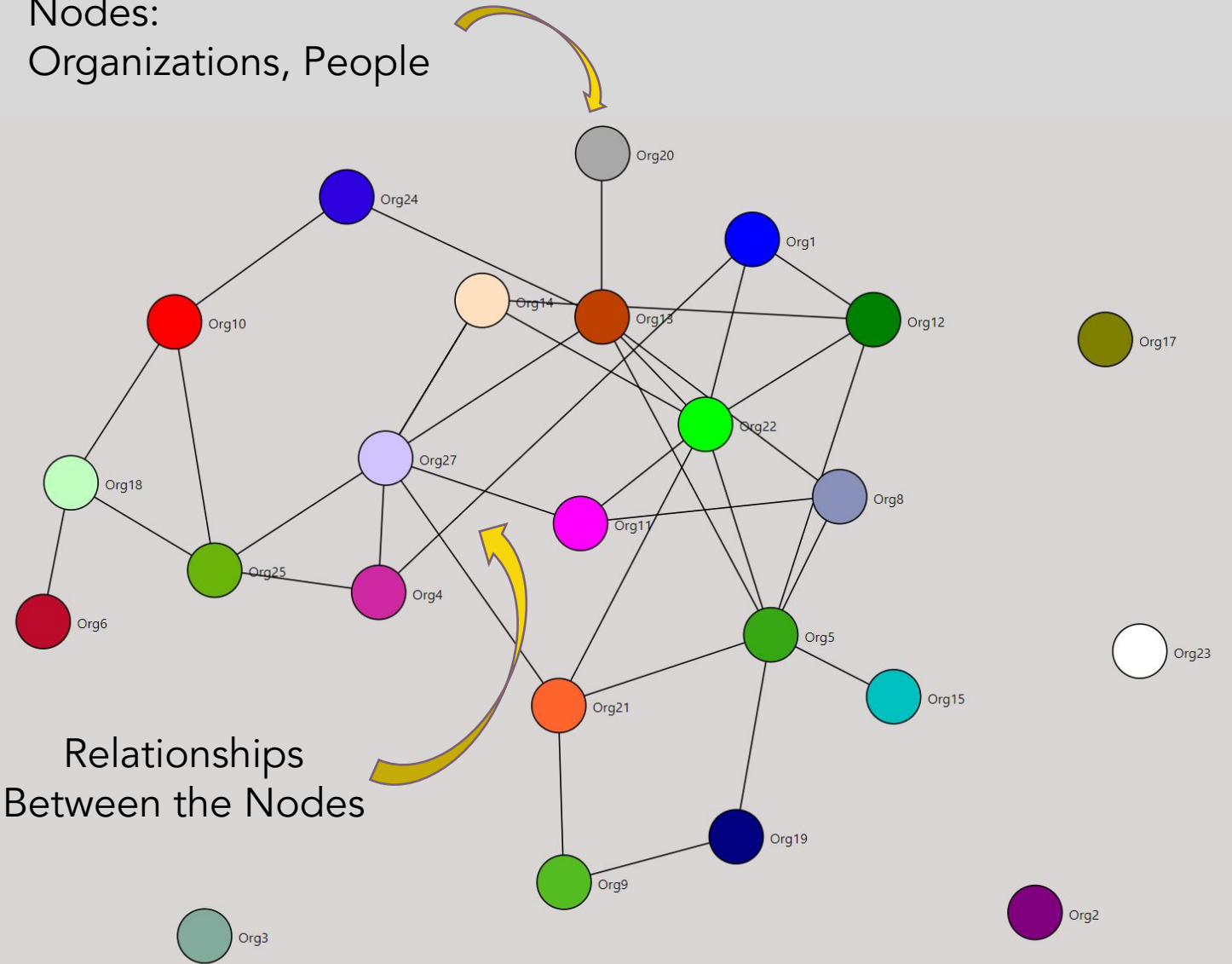


# Network Science as a Framework to Track Ecosystems/Networks

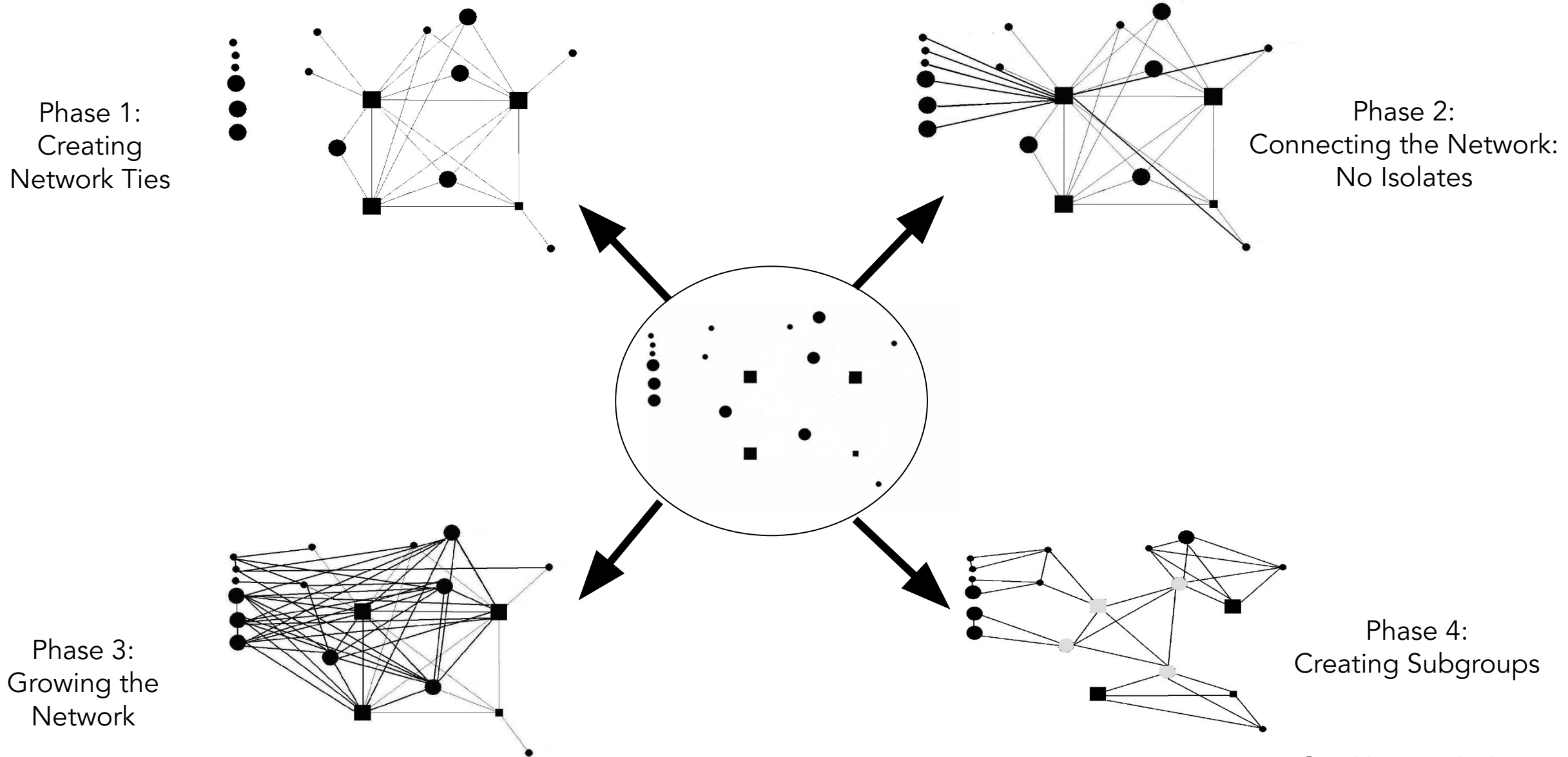


# What Are Networks?

Nodes:  
Organizations, People



## Life Cycle of a Sustainable Network



# CPRM DEMO – PARTNER

3 Use Cases

# VisibleNetworkLabs



[danielle@visiblenetworklabs.com](mailto:danielle@visiblenetworklabs.com)



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