CASE STUDY: Launching Global Health Crisis Coordination Center

Background

The Global Health Crisis Coordination Center (GHC3) was envisioned by the CDC Foundation to share information and coordinate resources between public health, private sectors and philanthropic organizations during this public health crisis through: Improved resource coordination, better information sharing, enhanced emergency preparedness and training, coordinated preparedness planning, and innovation.

Challenges

Today's approach to improving public health around the world is fragmented and disconnected and it's time for a better solution.

- Reaction time to crises is too slow, availability of solutions is inconsistent, and health equity is a growing concern
- GeorgioBio and Georgia Global Health Alliance needed to integrate their boards into one organization with a unified mission
- Complicating matters, the coronavirus was just hitting the US and demanded and urgent response to a global pandemic
- Because of its non-profit status, funding was extremely limited

Approach

TopRight facilitated the Center for Global Health Transformation Team consisting of the key leaders with the experience to bring the GHC3 vision to life.

- Led weekly program management meetings to crystalize the vision, and our shared desired business outcomes
- Created a brand story, strategy, and built out a systems roadmap to engage the right stakeholders of Non-Profits, NGOs, Academic Institutions, and Corporate Partners to rally around this cause with 3 primary goals:
  - Activate collaboration to more effectively combat and eliminate disease
  - Accelerate the development of new health care solutions and innovations
  - Improve coordination and speed of reaction to health-related crises
- Engaged Microsoft CEO, Satya Nadella, and he immediately took an active interest and contributed expertise, funding, and technology solutions to help launch GHC3

Result

The Center for Global Health Innovation (CGHI) and the Global Health Crisis Coordination Center (GHC3) were successfully launched on March 13, 2020 - just in time to help respond to the coronavirus pandemic.

- CGHI is a first-of-its-kind 501c3 organization dedicated to empowering the Global Health, Health Technology & Life Sciences Ecosystem to enhance health outcomes. It represents more than 300 organizations and orchestrates programs that promote cross discipline cooperation to strengthen capabilities, accelerate problem solving and respond to global health crises
- GHC3 formed to develop and lead a partner coalition of corporations and NGOs that can assist public officials in real-time problem-solving and coordination during health-related crises
- Leaders are now working together to improve public health outcomes around the world, helping to solidify Atlanta's position as the "World's Center for Global Health"

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