

The letters 'bi' honor Bethesda Inc.'s heritage of innovation and the number '3' recognizes our grantmaking initiative is built upon three core elements:

**IDEAS,
INVESTMENTS
AND INNOVATION.**



bi3 is Bethesda Inc.'s forward-looking grantmaking initiative to transform health for all people in Greater Cincinnati. bi3 invests in new ideas with the potential to spark and scale health innovation.

Because Bethesda Inc. is co-sponsor of TriHealth, a leading integrated health care delivery system, we are *uniquely* positioned to create and fund collaborations between TriHealth and community-based organizations. As a result, bi3 has the potential to pilot and scale programs more rapidly.

bi3's vision is for Greater Cincinnati to be one of America's healthiest regions.

OUR PHILOSOPHY

FOSTER AND FUND NEW COLLABORATIONS. We invest in projects that align with community health initiatives and break down silos between clinical care and social service delivery to improve the health of vulnerable populations.

TAKE INFORMED RISKS. We invest in new ideas with the potential to lead to break-through change. We encourage others to tackle community health issues and think about what is possible.

ADDRESS SOCIAL DETERMINANTS OF HEALTH AND HEALTH EQUITY. We seek ideas that address underlying factors affecting health and wellness, such as housing, food insecurity and domestic violence.

SHARE OUR LESSONS LEARNED. We share our knowledge, developing best practices from our work, while sparking conversation and action in other sectors and communities.

OUR PRIORITIES

Our priorities align with TriHealth's strategy and our community's health needs and are built upon our past learnings and successes:

- **MATERNAL AND INFANT HEALTH**
- **BEHAVIORAL HEALTH**
- **PALLIATIVE AND HOSPICE CARE**
- **HEALTH INNOVATIONS** that are fueled by new technologies or accelerate the integration of care.

We remain flexible in our approach to best respond to new opportunities and changes in the community. bi3 is particularly interested in efforts that achieve health equity and address barriers and disparities for underserved people in the Greater Cincinnati community.

Successful initiatives create new, sustainable models of care; integrate medical and community resources, address social determinants of health; leverage other resources and dollars; involve strong leaders and champions.



bi3 has invested more than \$33 million in funding collaborations like StartStrong, a place-based program ensuring that more Avondale babies live to see their first birthday. Avondale's infant mortality rate is now lower than Hamilton County as a whole; a striking accomplishment for a neighborhood that previously held one of the highest rates in the county.

To learn more about bi3's funding, current work and successful partnerships, visit bi3.org.

Jill Miller

President,
Bethesda Inc.
(513) 569-6652
jill_miller@bi3.org

Jennifer Zimmerman

Director,
Grants and Evaluation
(513) 569-6673
jennifer_zimmerman@bi3.org

