

Section 1: Introduction and Playbook Organization



This section provides an overview of the Energy-Plus-Health Playbook, and quick links to help readers easily navigate to the sections that are most relevant to them.

Several trends affecting both the energy efficiency and health care industries are coming together in ways that open channels to work together more effectively to improve both energy and health outcomes. Both sectors face systemic challenges to—and emerging opportunities to improve—their existing customer and patient interactions and business models.

1.1 Introduction

New collaborations nationwide are addressing these challenges and opportunities by braiding together energy efficiency and health resources. **Energy-Plus-Health** collaborations and integrated programs offer efficiency program administrators (PAs) the opportunity to:

- Reach more customers and provide more extensive services,
- Increase participation in weatherization and residential retrofit programs,
- Improve the quality of life of low-income households and communities,
- Improve health outcomes and reduce health care utilization rates and costs, and
- Unlock new health-related funding streams to leverage utility ratepayer dollars for increased and improved program outcomes.

This Playbook is intended for use by energy efficiency program administrators (PAs) interested in developing or expanding healthy homes programming, referred to as Energy-Plus-Health programs. Every market and program will have unique opportunities and constraints, and efficiency PAs are encouraged to connect with each other to foster ongoing communication, collaboration, and learning as the Energy-Plus-Health market evolves.

The Playbook provides models primarily for low-income customers, since they experience the greatest health disparities. However, most of the program strategies and lessons learned are readily transferable to market rate sectors.

1.2 Playbook Organization

The Playbook is designed in sections to allow easy access to the most relevant resources.

<u>Section 1</u>	Introduction and Playbook Organization: This section provides an overview of the Energy-Plus-Health Playbook, and quick links to help readers easily navigate to the sections that are most relevant to them.
<u>Section 2</u>	Making the Case for Energy-Plus-Health Programs: For readers who are considering starting an Energy-Plus-Health program and want to understand the benefits that Energy-Plus-Health programs can offer – and how best to make the case for healthy homes programming to utility decision-makers, regulators, ratepayers, and other stakeholders.
<u>Section 3</u>	Choosing the Energy-Plus-Health Program Model that is Right for You: For readers who plan to develop Energy-Plus-Health programs and need support finding the right program model and tips for getting started. This section reviews three program tiers and helps readers determine which is the best fit for their situation.

<u>Section 4</u>	Designing a Successful Energy-Plus-Health Program: For readers who are committed to developing a Tier 2 or 3 program and want in-depth program design guidance.
<u>Section 5</u>	Navigating Health Care Industry Partners as You Build Collaboration: For readers who want in-depth information on health care industry trends, key health care providers and funders, and the emerging delivery and payment models that are opening new opportunities for Energy-Plus-Health collaborations.
<u>Section 6</u>	Energy-Plus-Health Program Case Studies: For readers interested in learning from real-world experience implementing Energy-Plus-Health Programs, including information on program designs, key partners, and lessons learned. Provides detailed case studies from seven states.
<u>Section 7</u>	Energy-Plus-Health Program Resources and Sample Materials: For readers seeking further resources, templates, and training and marketing materials to support development of Energy-Plus-Health programs.

1.3 Methodology

The information and recommendations provided in this Playbook are based on a combination of interviews and case studies of Energy-Plus-Health programs, expertise from Tohn Environmental Strategies in program design and technical assistance to Energy-Plus-Health programs, feedback from expert reviewers, and VEIC’s direct experience designing and implementing Energy-Plus-Health pilot programs in Vermont. VEIC conducted five interviews and received feedback from six reviewers with expertise in the healthy homes and energy efficiency sectors.

1.4 Qualifications, Assumptions and Limiting Conditions

VEIC, its contractors, and E4TheFuture shall not have any liability or responsibility to any individual or entity (“third parties”) with respect to any losses or damages caused or alleged to be caused, directly or indirectly, by the information contained in this Playbook. All information is provided for informational purposes only and should not be considered specific advice or recommendations for how third parties should engage in Energy-Plus-Health programming. In addition, the contents of this Playbook should not be considered legal or medical advice or a substitution for consultation with a licensed physician or an attorney.