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.

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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

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