CONSUMER/PROVIDER PARTNERSHIP FOR CARE: RECRUITMENT & RETENTION OF HIV+ WOMEN INTO SERVICES

Funded by

Human Resources & Services Administration

Tresenter:

Rusty Chambliss



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THE <u>CONSUMER-PROVIDER PARTNERSHIP FOR</u> <u>CARE PROGRAM</u> WILL PROVIDE HEALTHCARE

AGENCIES WITH A FRAMEWORK FOR

DEVELOPING PARTNERSHIPS BETWEEN THEIR

STAFF AND HIV+ WOMEN CONSUMERS IN

ORDER TO IMPROVE THEIR REACH,

<u>RECRUITMENT</u> AND <u>**RETENTION</u></u> OF HARD-TO-</u>**

REACH VULNERABLE HIV+ WOMEN WHO ARE NOT IN CARE.



WHAT'S IN A TITLE?

CONSUMER/PROVIDER PARTNERSHIP

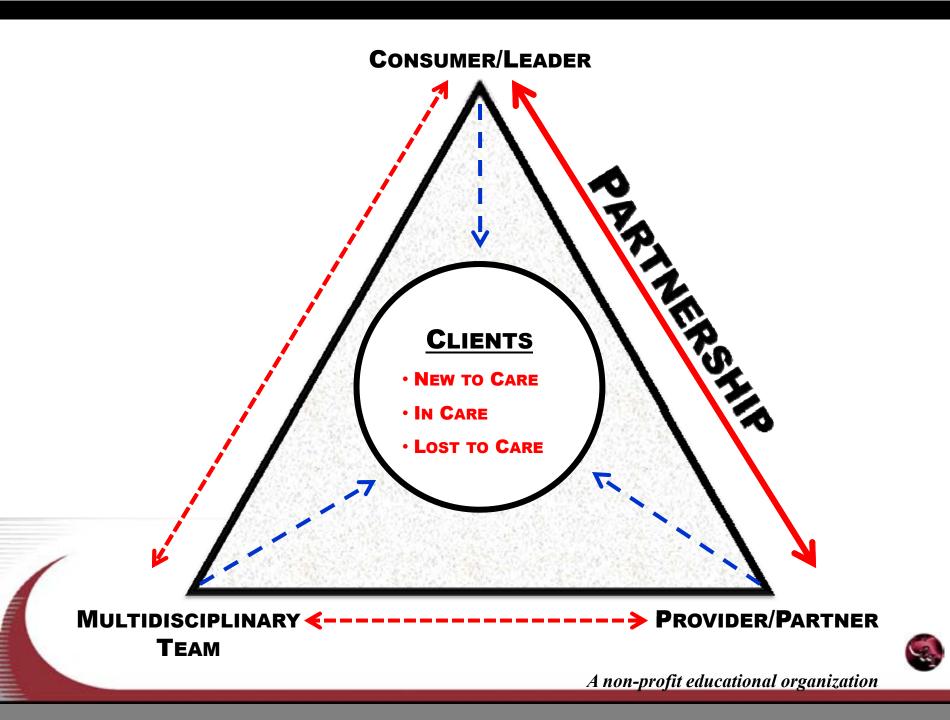
For Care

WHAT DOES THIS TITLE MEAN TO YOU?





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ROLE IDENTIFICATION CONSUMER / LEADER

- ROLE MODEL
- MENTOR
- LIAISON
- **SINAVIGATOR**
- LEADER
- SADVOCATE



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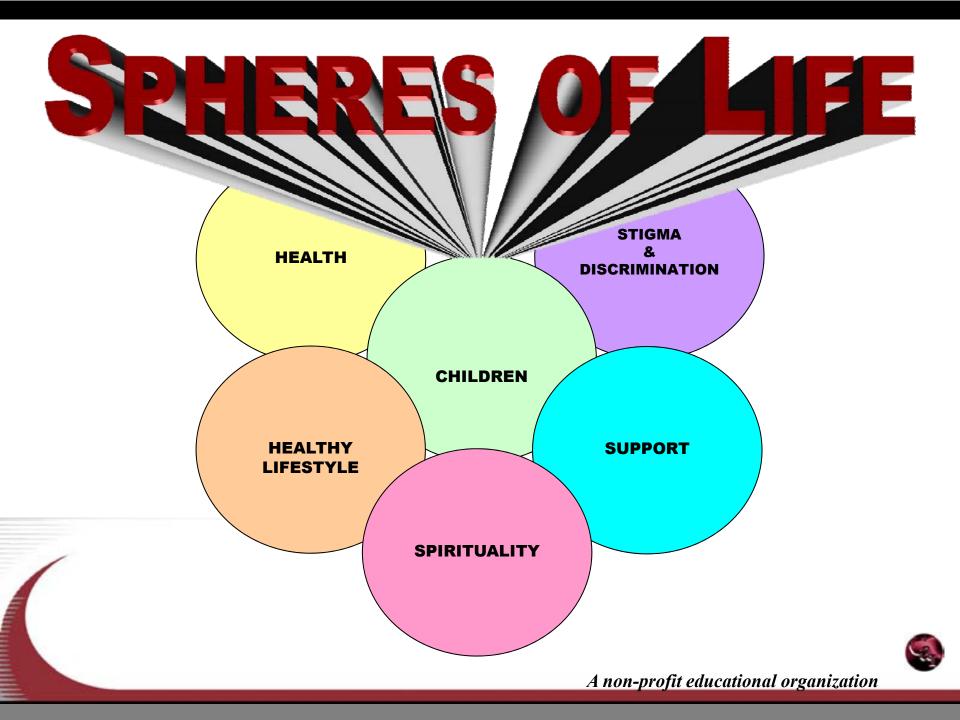
ROLE IDENTIFICATION

PROVIDER / PARTNER

- SERVICE PROVIDER
- SUPERVISOR OF CONSUMER/LEADER
- TEAM REPRESENTATIVE FOR THE PARTNERSHIP
- TROUBLESHOOTER FOR REFERRALS OR SERVICES PROVIDED









- Social Network Strategy
- MOTIVATIONAL INTERVIEWING
- **TRANSTHEORETICAL MODEL OF BEHAVIOR CHANGE**
- HARM REDUCTION
- Relational Outreach & Engagement Model
- **SELATIONAL ENGAGEMENT & RETENTION MODEL**
- **INAVIGATION**



SOCIAL NETWORKS **A** *RECRUITMENT* STRATEGY FOR **REACHING AND PROVIDING HIV COUNSELING, TESTING, AND REFERRAL SERVICES TO PERSONS** WHO ARE UNAWARE OF THEIR HIV INFECTION BY USING EXISTING **SOCIAL NETWORKS**





SOCIAL NETWORKS **PEOPLE IN A SOCIAL NETWORK OFTEN SHARE** THE SAME BEHAVIORS AND RISKS FOR A **DISEASE**.









40,000 PEOPLE ARE INFECTED ANNUALLY WITH HIV

ONE MILLION PEOPLE ARE CURRENTLY INFECTED WITH HIV IN THE US

APPROXIMATELY 25% (250,000) OF THOSE CURRENTLY LIVING WITH HIV ARE UNAWARE OF THEIR INFECTION







2 MILLION TESTED YEARLY IN CDC FUNDED CLINICS YIELDING AN HIV PREVALENCE RATE OF LESS THAN 1%

NEED MORE EFFICIENT STRATEGIES TO REACH AND TEST PEOPLE AT HIGH RISK FOR HIV







CDC'S SNS DEMONSTRATION PROJECT SHOWS

▶ 6% prevalence of HIV positives

- This prevalence is six times higher than the average of most HIV CTR programs
- SILLUSTRATES VALUE OF USING <u>SOCIAL</u> <u>NETWORKS</u> TO REACH PEOPLE WHO ARE UNAWARE OF THEIR HIV INFECTION





SOCIAL NETWORKS STRATEGY WORKS!

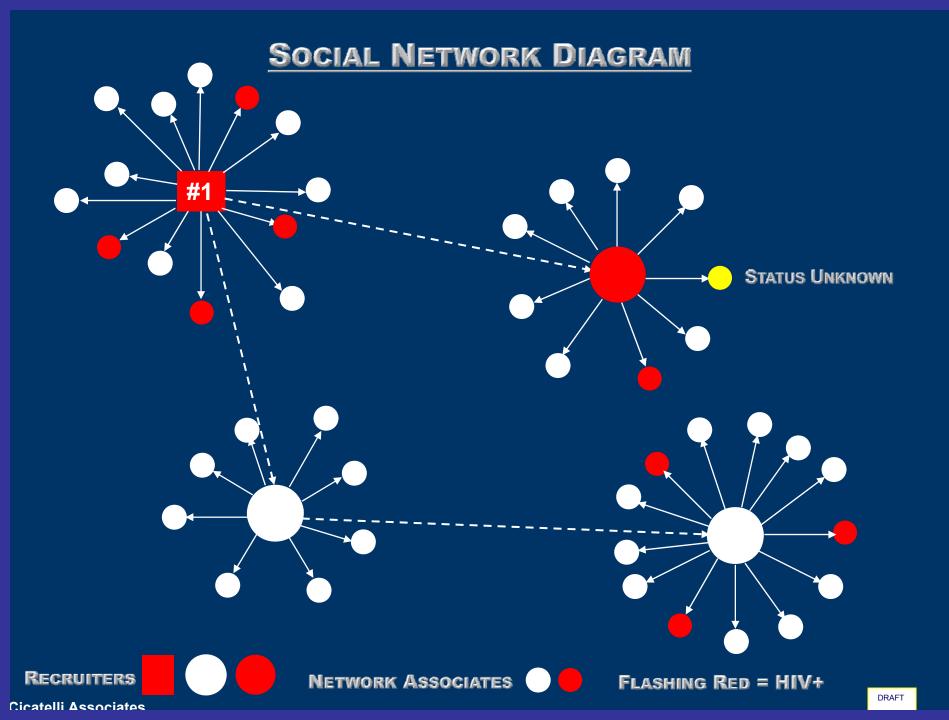
Because it is based on: **S THE ALREADY-EXISTING RELATIONSHIPS S TRUST IN THOSE RELATIONSHIPS S** RECRUITERS BELIEVING IN THE SERVICE AND THE SERVICE PROVIDER

S RECRUITERS BELIEVING THEY ARE HELPING THEIR FRIENDS AND ASSOCIATES

S INCENTIVES







STOP





THE STYLE & SPIRIT OF MOTIVATIONAL

INTERVIEWING





THE INTERPERSONAL Relationship Most

POWERFUL TOOL.





MICHELANGELO BELIEF





RATIONALE AND BASIC PRINCIPLES

MOTIVATIONAL INTERVIEWING

S Assumes that responsibility and capability for change lies within the client.

S A worker's task is to create a set of conditions that will enhance the client's own motivation for and commitment to change.

S Mobilize the client's inner resources, helping relationships, support intrinsic motivation for change



Motivational Interviewing from the work of Miller and Rollnick

MOTIVATIONAL INTERVIEWING

WHY USE MOTIVATIONAL INTERVIEWING?

- S INTUITIVE
- **S** FOCUSED
- S HELPFUL WITH DIFFICULT CLIENTS / SITUATIONS
- S USEFUL IN SHORT, BRIEF ENCOUNTERS



MOTIVATIONAL INTERVIEWING

CAN BE USED FOR:

S Lessening Resistance

S RESOLVING AMBIVALENCE · Mixed Feelings or emotions; simultaneous and contradictory attitudes or feelings

S EVOKING CHANGE TALK



Motivational Interviewing from the work of Miller and Rollnick

















PROBLEM RECOGNITION







STOP





STAGES OF CHANGE

TRANSTHEORETICAL MODEL OF BEHAVIOR CHANGE

PROCHASKA, **DICLEMENTE** & **NORCROSS**

KEY CONCEPTS IN TTM

DECISIONAL BALANCE

SELF-EFFICACY

EVALUATION OF THE
PROS & CONS OF
A BEHAVIOR
CHANGE

PERCEPTION THAT ONE
CAN SUCCESSFULLY
PERFORM A DESIRED
BEHAVIOR



KEY CONCEPTS IN TTM

PERSONALIZATION VULNERABILITY SUSCEPTIBILIT

+ANTICIPATED BENEFITS

+SOCIAL NORMS

+SKILLS

Can I do

it?

G,

CAPACITY BUILDING

LEARNING DOMAINS FOR CHANGE

COGNITIVE

WHAT A PERSON THINKS ABOUT THE CHANGE

AFFECTIVE

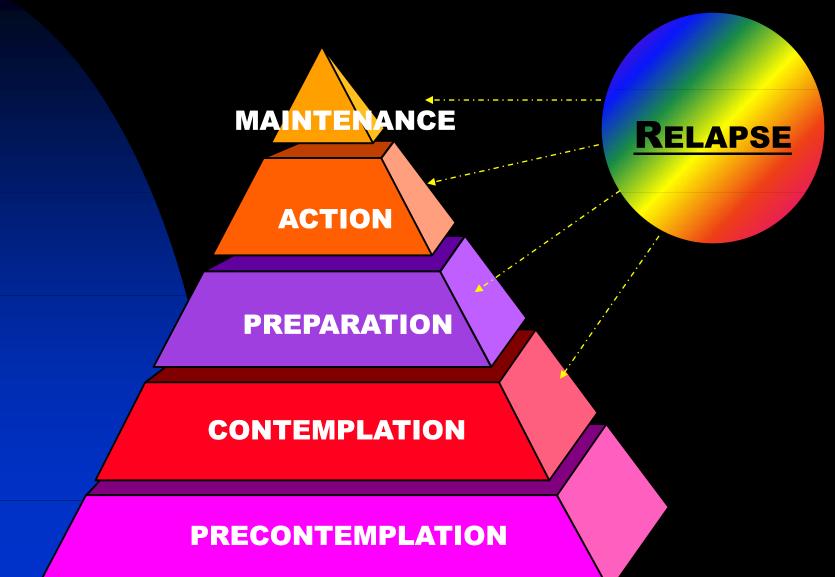
WHAT A PERSON FEELS ABOUT THE CHANGE

BEHAVIORAL

WHAT ACTION IS BEING ASKED OF THE PERSON



THE FIVE STAGES OF CHANGE





STOP







THE ULTIMATE GOAL OF HARM REDUCTION IS TO:

SELIMINATE RISKY BEHAVIORS

REDUCE OR ELIMINATE THE NEGATIVE IMPACT OF CERTAIN BEHAVIORS

SUPPORT THE EMPOWERMENT AND HEALTH OF EACH CLIENT



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HARM REDUCTION RECOGNIZES THAT:

- **1.TO BE SUCCESSFUL, PROVIDERS MUST ACKNOWLEDGE** AND ADDRESS CLIENT'S OWN GOALS AND OBJECTIVES
- **2. ABSTINENCE SHOULD BE CONCEPTUALIZED AS THE FINAL GOAL IN A SERIES OF HARM REDUCTION STEPS**
- **3.IT SEEKS TO REDUCE THE HARMFUL EFFECTS OF RISKY BEHAVIORS**

4. CHANGE IS UNDERSTOOD AS INCREMENTAL



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5. SMALL STEPS TOWARD DECREASED HARM/RISK ARE POSITIVE AND ESSENTIAL TO RISK ELIMINATION.

6. CLIENTS SHOULD BE TREATED WITH DIGNITY & RESPECT, EVEN IF THEY ENGAGE IN RISKY BEHAVIORS.

7. PROVISION OF NON-JUDGMENTAL, USER-FRIENDLY SERVICES IS THE MOST EFFECTIVE WAY TO ENGAGE THOSE AT HIGHEST RISK IN THE PROCESS OF REDUCING HARM AND PROMOTING HEALTHY BEHAVIOR.

8. CLIENTS ARE RESPONSIBLE FOR THEIR OWN BEHAVIOR.



STOP





WHAT IS ENHANCED OUTREACH?

R.O.E.M.

RELATIONAL OUTREACH & ENGAGEMENT MODEL



WHAT IS ENHANCED OUTREACH?

TARGETED

CLIENT-CENTERED

FOCUSED

G₁

USE OF KEY INFORMANTS





RELATIONAL OUTREACH & ENGAGEMENT MODEL

- PROVIDES THEORETICAL FRAMEWORK FOR UNDERSTANDING OUTREACH & ENGAGEMENT
- OFFERS SPECIFIC PRACTICES APPROPRIATE TO EACH STAGE OF THE WORK
- SUGGESTS BENCHMARKS BY WHICH MOVEMENT ALONG THE OUTREACH & ENGAGEMENT CONTINUUM OF CARE CAN BE ASSESSED



RELATIONAL OUTREACH & ENGAGEMENT MODEL

THE IMPLICATION OF ROEM FOR **OUTREACH IS NOT WHETHER ONE CAN ESTABLISH A RELATIONSHIP** WITH ANOTHER, BUT RATHER HOW WILL ANY GIVEN RELATIONSHIP **DEVELOP AND TAKE SHAPE OVER** TIME.



RELATIONAL OUTREACH & ENGAGEMENT MODEL

THE FOUR PHASES

APPROACH

© COMPANIONSHIP

9 PARTNERSHIP

MUTUALITY



SUMMARY

- BEGIN WITH AN <u>APPROACH</u> BASED ON AFFIRMATION OF COMMON HUMANITY, POSSIBILITY & POTENTIAL FOR A RELATIONSHIP
- SECONDLY, <u>COMPANIONSHIP</u> BUILDS A TRUSTWORTHY DYADIC RELATIONSHIP
- IN <u>PARTNERSHIP</u>, A TRIADIC RELATIONSHIP EMERGES AT THE CORE OF THE PROCESS
- THE FINAL PHASE IS MARKED BY A MULTIPLICITY OF <u>MUTUAL</u> RELATIONSHIPS



STOP







THE "PARTNERSHIP" PHASE OF THE ROEM. SACCOMPANYING CLIENTS INTO SERVICES VEEPING APPOINTMENTS BEING ADHERENT WITH TREATMENT VINDERSTANDING EDUCATIONAL POINTS BRINGING SUPPORT WHEN POSSIBLE

CONNECTING CLIENTS WITH OTHER NEEDED SERVICES

SACCOMPANYING CLIENTS INTO OTHER INSTITUTIONAL SERVICES

What's Different or Unique about The Navigator's Role

S PROBLEM SOLVE OR TROUBLESHOOT ANY ISSUES RELATING TO THE INITIAL REFERRAL

Advocate for client on the MDT as well as other needed services

Solution State Not the State Sta



DISCLOSURE OF STATUS IS NOT MANDATORY.

STOP





RETENTION THEORIES

ELEMENTS OF RETENTION

S POINT OF VIEW OF THE CONSUMER / PATIENT

SWHAT RESEARCH HAS TOLD US

 RETENTION OF CONSUMERS RESTS ON THE INTERACTION WITH MULTIDISCIPLINARY STAFF AND SYSTEMS





GROUP ACTIVITY

WHAT IS THE <u>IMPACT</u> OF DIFFERENT RELATIONSHIPS WORKING AND <u>NOT</u> WORKING?

CLINICIAN / PATIENT
MULTIDISCIPLINARY TEAM
PEERS / CONSUMERS



PROMISING PRACTICES, TOOLS & STRATEGIES THAT HELP WITH RETENTION



S RELATIONSHIPS

SELF-MANAGEMENT

FALLS UNDER RELATIONSHIPS

This is a growing interest

S CONVENIENCE

S STRUCTURAL INTERVENTION





- **PROMISING PRACTICES USED**
- S MOTIVATIONAL INTERVIEWING
- S HARM REDUCTION
- S NAVIGATION (SOMEWHAT)
 - UTILIZING PEERS AS MENTORS OR PART OF THE
 - **MULTIDISCIPLINARY TEAM**
- **TOOLS USED TO MEASURE RELATIONSHIPS**
- **S** PATIENT SATISFACTION
- SURVEYS, ETC.







STRATEGIES USED

Developing a Partnership between the consumer and provider

What does "partnership" mean? The role of the <u>consumer</u> and <u>provider</u> to implement EBIs

MAVING A COHESIVE MULTIDISCIPLINARY TEAM RATHER THAN CLINICAL STAFFS THAT ARE IN CONFLICT, TRIBAL WARFARE (E.G. NURSES VS. PHYSICIANS) OR WHERE STAFF ACT AS IF THEY ARE INDEPENDENT OF EACH OTHER.



Self-Management

(FOUND UNDER "RELATIONSHIPS")

- **S** AREA OF GROWING INTEREST
- ABOUT PROVIDING EDUCATION TO CONSUMERS TO UNDERSTAND....
 - WHY THEY COME TO CARE
 - WHY THEY DO LABS.
 - **WHAT DO LABS MEAN**
 - Why is having a healthy lifestyle important, etc.



Self-Management

PROVIDES EDUCATION FOR MANAGING FEELINGS / EMOTIONS

HELPS IN MANAGING CONFLICTS, CRISES OR PROBLEMS (e.g. substance use, job loss, losing a loved one, break ups, etc.)

THE FARTHER ALONG THE CONTINUUM, THE MORE LIKELY PATIENT WILL REMAIN IN CARE

Thus important to retention





HAS TO MAINLY DO WITH CLINIC SYSTEMS

Mow to use data to improve clinical programs

Some PP used to increase convenience:

- OPEN ACCESS
- ELIMINATES BOTTLENECKS OF APPOINTMENT SYSTEMS
- Reduces wait times for appts.
- GETS RID OF BACKLOGS





- STRATEGIES TO IMPROVE CONVENIENCE
 - BRAINSTORM AND PROBLEM-SOLVE WITH YOUR TEAM(S) ON HOW TO MAKE SERVICES AND ACCESS TO CLINICS MORE CONVENIENT AND EFFICIENT
 - Focus on using data to identify areas for improvement, based on best practices.
 - NOTE THAT SOME THINGS ARE HARD TO CHANGE (E.G. LOCATION, ACCESS OF SERVICES/HOURS, NOT A ONE-STOP SHOPPING, TYPE OF INSURANCE, COSTS, ETC.)
 - THESE ARE HARD TO ADDRESS, BUT STILL NEED ATTENTION



STRUCTURAL INTERVENTIONS

USE THE MULTIDISCIPLINARY STAFF TO

- DEVELOP A SYSTEM OR A PROCESS TO FLAG RETENTION-PROBLEM SIGNS
- This is a growing area and there is not a lot of research
- THE ONE WE ARE GOING TO USE OR FOCUS ON IS THE EARLY ALERT/WARNING SYSTEM



RESPONDING TO RED FLAGS

1.TO IDENTIFY CONSUMERS WHO ARE AT RISK FOR DROPPING OUT OF CARE.

2.TO INTERVENE SO THAT CONSUMERS STAY CONNECTED TO SERVICES.

BY SYSTEMATICALLY IDENTIFYING "RED FLAGS" PROVIDERS CAN ADDRESS CLIENT CONCERNS BEFORE IT INTERFERES WITH CARE.



CHALLENGES THAT CAN BE ADDRESSED



RE-ENGAGING CLIENTS WHO HAVE DROPPED OUT OF SERVICES

SUPPORTING AND RETAINING CURRENT CLIENTS IN CARE







PARTNERSHIP TAKES AN ACTIVE ROLE IN ANTICIPATING AND ADDRESSING BARRIERS TO SERVICES BY:

IDENTIFYING AND RECOGNIZING THE "RED FLAG"

CONTACTING THE WOMAN AND EXPRESSING CONCERN

S FACT-FINDING

PROBLEM-SOLVING



QUICK RESPONSE

- **THE CONSUMER-PROVIDER PARTNERSHIP MAY NEED**
 - **TO DEVELOP SPECIFIC INTERVENTIONS, OR**
 - COMBINE THIS INTERVENTION WITH OTHERS
- BY RESPONDING TO THE "RED FLAGS", THE CONSUMER-PROVIDER PARTNERSHIP AND OTHER CLINIC PROVIDERS CAN
 - CONTINUE TO BUILD TRUST AND

SENGAGE CONSUMERS IN SERVICES





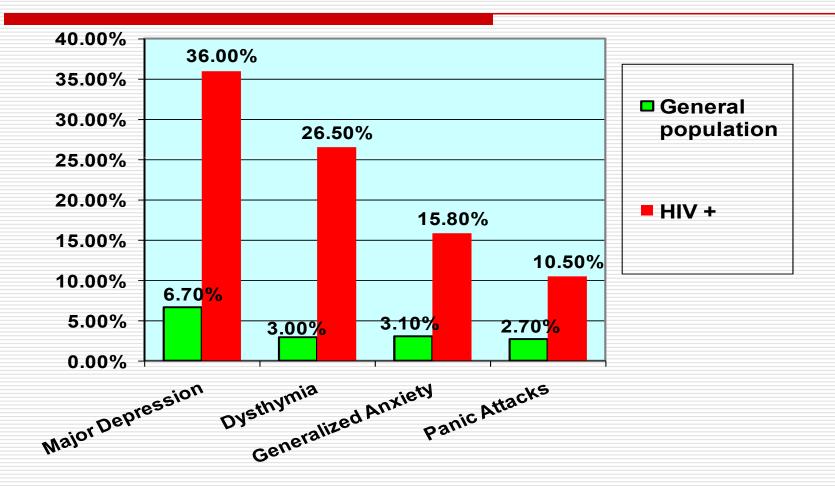
THE RED FLAGS



- *** MISSING REFERRAL APPOINTMENTS**
- **8** Nonadherence to medications
- *** NON-DISCLOSURE OF HIV STATUS TO HOUSEHOLD MEMBERS OR SUPPORT NETWORKS**
- **MENTAL ILLNESS**
- **8** ALCOHOL AND SUBSTANCE USE
- **NEEDS OF CHILDCARE AND CARETAKING ISSUES**
- *SIGNIFICANT CHANGES IN INTIMATE RELATIONSHIPS*
- **8 OPERATING IN A CONSTANT STATE OF CRISIS**
- *** NOT FEELING CONNECTED TO STAFF OR AGENCY**



COMPARATIVE TABLE: <u>MENTAL HEALTH PROBLEMS</u>





THE CONSUMER-LEADER

- **OBSERVING AND GETTING MORE INFORMATION FROM THE CLIENT**
- **COMMUNICATING WITH THE CLIENT**
- **ACKNOWLEDGING THE ISSUES**
- PROVIDING SUPPORT AND EDUCATION AS APPROPRIATE
- **PROBLEM-SOLVING WITH PROVIDER-PARTNERS**
- PROVIDING CRISIS INTERVENTION
- PROVIDING FEEDBACK TO PROVIDER-PARTNER
- ACTING AS LIAISON BETWEEN CLIENT AND PROVIDER
- WORKING WITH THE PROVIDER-PARTNER TO ADVOCATE FOR CLIENT'S



THE PROVIDER-PARTNER

- DEVELOPING SYSTEMS TO IDENTIFY "RED FLAGS" IMMEDIATELY
- Developing and/or implementing systems to address them
- COMMUNICATING ABOUT "RED FLAGS" WITH CONSUMER-LEADERS
- PROBLEM-SOLVING
- WORKING IN PARTNERSHIP WITH CONSUMER-LEADER TO ADVOCATE FOR CLIENT'S NEEDS
- COMMUNICATING WITH CLIENTS TO GATHER MORE INFORMATION, PROVIDING SUPPORT AND EDUCATION AS APPROPRIATE DEVELOPING SYSTEMS TO COLLECT DATA ON "RED FLAGS", OTHER...



STOP





TRANSITIONING HIV+ YOUTH FROM ADOLESCENT TO ADULT SERVICES PROGRAM





- **HIV+** ADOLESCENTS TODAY FACE TREMENDOUS
- CHALLENGES AS THEY MATURE TO ADULTHOOD.:
 - S COPE WITH THE AVERAGE WORRIES OF ADOLESCENCE
 - S INCLUDING EDUCATION,
 - S EMPLOYMENT,
 - **S** RELATIONSHIPS WITH FAMILY, FRIENDS
 - S MUST BALANCE A COMPLICATED MEDICAL REGIME
 - S MULTIPLE MEDICATIONS, AND
 - **S** APPOINTMENTS WITH A WIDE RANGE OF PROVIDERS
 - S OTHER...



- BY THE TIME THEY REACH LATE ADOLESCENCE:
 - Some grown intimately close to their providers;
 - S SOMETIMES THESE PROVIDERS COMPRISE AN ENTIRE SUPPORT SYSTEM;
 - S FOR OTHERS, MAY BE THE BEGINNING OF A RELATIONSHIP THAT WILL LAST A VERY SHORT TIME BEFORE THEY WILL NEED TO SEEK CARE IN ADULT SERVICES.

QUESTION

How might this premise impact young people's ability or desire to transition into adult services?

TRANSITIONING

THE PURPOSEFUL, PLANNED **MOVEMENT OF ADOLESCENTS AND** YOUNG ADULTS WITH CHRONIC PHYSICAL AND MEDICAL CONDITIONS FROM CHILD/ADOLESCENT-CENTERED **TO ADULT-ORIENTED HEALTH CARE** SYSTEMS.

TRANSITIONING

ADOLESCENT SERVICES

STATUS QUO

STABILITY PATIENTS RECEIVING APPROPRIATE CARE AND TREATMENT

INSTABILITY LACK OF ADHERENCE •STAFF •PATIENTS •FAMILIES

INSTABILITY

(SEE HANDOUT)

ADULT SERVICES

INTEGRATION

STABILITY PATIENTS RECEIVING APPROPRIATE CARE AND TREATMENT

INSTABILITY LACK OF ADHERENCE •STAFF •PATIENTS

•FAMILIES



PSYCHOSOCIAL BENEFITS FOR YOUTH

- S PROMOTES SOCIAL AND EMOTIONAL DEVELOPMENT
- PROMOTES POSITIVE SELF-CONCEPT
- **PROMOTES SENSE OF COMPETENCE**
- SUPPORTS POSITIVE SELF-IMAGE AND RELIANCE
- S PROMOTES INDEPENDENT LIVING
- SUPPORTS LONG TERM PLANNING & LIFE GOALS
- **BROADENS SYSTEM OF INTERPERSONAL SUPPORTS**
- **BROADENS SYSTEM OF SOCIAL SUPPORTS**
- S OTHER



For Providers & Pediatric Facilities

- MAINTAINS PRACTICE WITHIN AREA OF TRAINING AND INTEREST
- PRESERVES ORGANIZATION'S MISSION AND FOCUS
- S ALLOWS ROOM FOR NEW PATIENTS
- S OTHER_____



FOR FAMILIES OF YOUNG ADULTS

- Relieves families of total responsibility of health care for Youth
- REDUCES THE BURDEN OF HAVING TO MONITOR YOUNG ADULT CONSTANTLY
- SOPENS UP OTHER AREAS WHERE FAMILIES CAN BE SUPPORTIVE OF YOUNG ADULT
- S Reduces some of the day to day stress and worry about young adult taking proper care of him/herself



Youth & Families

- LITTLE FAMILY AWARENESS AND KNOWLEDGE OF HEALTH CARE TRANSITION
- Lack of preparation for health care transition
- Adult-oriented medical providers' lack of knowledge of childhood-onset of chronic conditions
- TRANSITION OFTEN PROMPTED BY AGE OR BEHAVIOR RATHER THAN READINESS
- DIFFERENCES IN CHILD & ADULT MEDICINE



For Providers

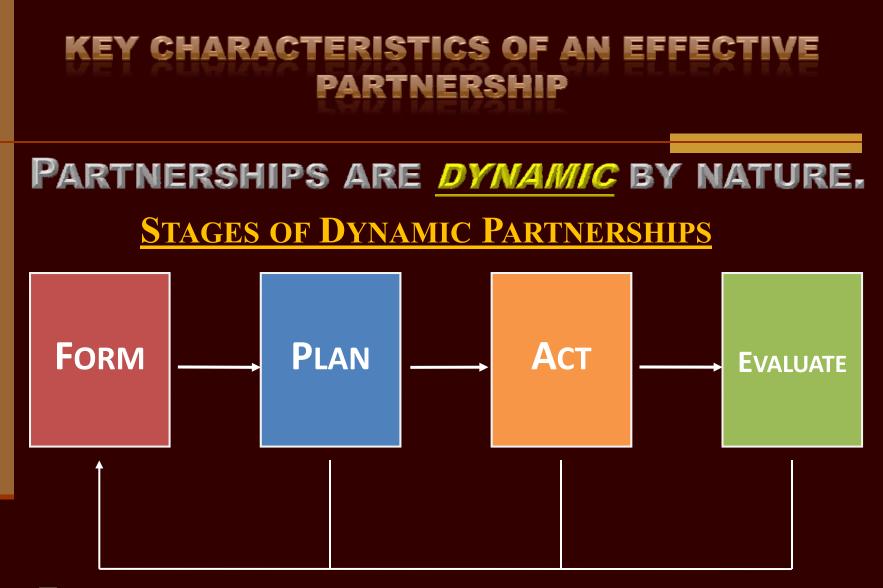
- S DIFFICULTY IDENTIFYING ADULT PRIMARY CARE
 - PROVIDERS (NOT LETTING GO)
- S Adolescent resistance
- S FAMILY RESISTANCE
- Lack of institutional support
 - ✓TIME FOR PLANNING
 - ✓ Resources
 - ✓ Personnel
- S OTHER

WHAT IS A PARTNERSHIP?

A <u>COOPERATIVE</u>

RELATIONSHIP BETWEEN PEOPLE OR GROUPS WHO **AGREE TO SHARE RESPONSIBILITY FOR ACHIEVING SOME SPECIFIC** GOAL.





TO BE SUCCESSFUL, *PARTNERSHIPS* NEED TO CONTINUALLY PLAN, ACT, EVALUATE AND RESTRUCTURE BASED ON NEEDED CHANGES IN ENVIRONMENTS AND/OR RELATIONSHIPS.

