



Your Health Resource

Launching Chicagoland's First Comprehensive HIV HUB: Lessons Learned & COVID-19

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Introductions

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Presenters do not report any conflicts of interest

This presentation was created without any commercial support



Learning Objectives

- ▶ Reflect on 30 months of service and partnerships post-launch of the HIV Resource Coordination HUB
- ▶ Learn the development, inception, and launch of the HUB
- ▶ Share information on available HUB services
- ▶ Learn the design and implementation of the HIV HUB Portal and client feedback
- ▶ Communicate lessons learned, COVID-19 contextualizing a **centralized model** connecting health, housing, prevention and supportive services

CDPH/CAHISC HIV Portfolio

▶ HIV Portfolio development

- ▶ Chicago Department of Public Health - 27 months
- ▶ Chicago Area HIV Integrated Services Council
- ▶ Community

▶ HIV Portfolio vision for Chicago and the EMA

- ▶ Health literacy, access to HIV and prevention services
- ▶ Braided funding streams
- ▶ Population-Centered Health Homes, CBOs

▶ HIV Resource HUB's role in the HIV Portfolio

- ▶ Integral to moving forward the goals of EHE and GTZ-IL

It was moving to be able to provide direct assistance to members of our community of folks living with HIV that were trying to endure now another pandemic in their lifetimes. To be able to provide invaluable support to a generation of long-term survivors pushed me to work harder during the pouring in of calls for need.

- *J, #HIVHUB Rapid Resource Responder
(they/them)*



1-844-482-4040



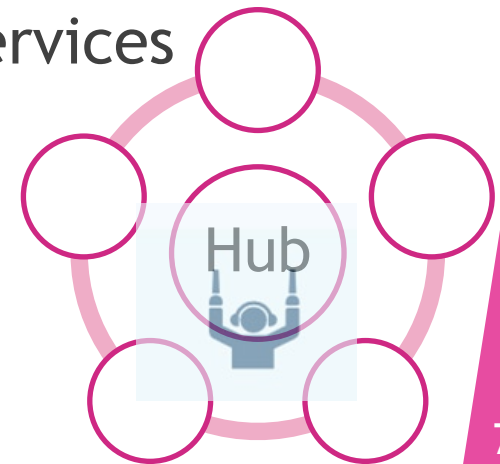
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ON 3656 N.
HALSTED**

What is The HUB?

- ▶ The HIV Resource Coordination Hub is an **innovative** component of the Chicago Department of Public Health HIV Services Portfolio to engage and connect people with **PrEP, HIV Care, Housing, and LGBTQ+ affirming services**
 - ▶ Partnership between AIDS Foundation Chicago and Center on Halsted
 - ▶ Serving the Chicago Eligible Metropolitan Area (City of Chicago, and the following counties: Cook, DeKalb, DuPage, Grundy, Kane, Kendall, Lake, McHenry and Will)
- ▶ Grant funded by CDPH from a variety of funding sources
 - ▶ Ryan White Part A and B - HIV care: \$400,000
 - ▶ HOPWA HIS/SS - housing navigation services: \$1,000,000
 - ▶ CDC and Corporate - HIV care and prevention: \$500,000
 - ▶ Gilead Sciences - one-time funding for development of chat/text functionality and large-scale marketing campaigns in 2022: \$250,000
 - ▶ Total: \$2.15 M
- ▶ **First program in the country** developing a **centralized model** connecting health, housing, prevention and supportive services

How the HUB Works

- ▶ “No wrong door” - Implementing a variety of ways to connect to HUB services
 - ▶ In person at Center on Halsted
 - ▶ 1-844-482-4040
 - ▶ Website and Client Portal
 - ▶ Upcoming: Provider Service Referrals through Portal (anticipated 2023), expansion Chat/Text (anticipated November/December 2022), program evaluation from partnership with Northwestern University and 3rd Coast CFAR (anticipated 2022)
- ▶ The HUB serves as the Air Traffic Controller for a variety of services



HUB Services

- ▶ **The HUB can connect clients to a variety of services, including:**
 - ▶ HIV related care and case management funded under Ryan White Part A and B
 - ▶ Medical, nonmedical, perinatal, corrections
 - ▶ HIV testing, referrals, and connection to PrEP
 - ▶ Referral partners, such as: <https://www.prep4illinois.com>, IDPH
 - ▶ CDPH HIV Portfolio organizations and Population Centered Health Homes (PCHH)
 - ▶ HOPWA Housing Navigation and housing related solutions
 - ▶ Community-based partners
 - ▶ Emergency Financial Assistance
 - ▶ Status neutral
 - ▶ Rent, mortgage, utility assistance, and other supportive services
 - ▶ Health education and linkage to care

Early Marketing Efforts

ARE YOU LIVING WITH HIV, TAKING PrEP OR NEED HIV TESTING?

The HIV Resource Hub can help with services like:

Emergency financial assistance
(rent, utility payments, COVID-19 support)

Case management

Medical care

Food

Medication support

Housing

AFC

AIDS
FOUNDATION
CHICAGO

1-844-482-4040

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*Grab your coat.
We'll drive.*

The Resource Hub can help with services like:

Food • Housing • Emergency Financial Assistance
Medical Care • Medication Support • Case Management



**COVID-19 IMPACT
HIV RESOURCE HUB**



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Marketing for 2022

▶ Planned marketing across the Chicagoland area

- ▶ Funded by Gilead Sciences
- ▶ Target CTA lines (Bus and Train) with banner ads and station ads
- ▶ Anticipated fall 2022
- ▶ Focus on increasing community trust/connectedness and priority population visibility
- ▶ Partnership with PrEPare Campaign for Spanish Speakers: www.preparate.info

We got you!

The HUB is your one-stop shop!

HIV/STI Services & Pre-Exposure Prophylaxis Housing & Food Assistance Medical & HIV Case Management Peer Support & HIV Education

A service of AFC & Center on Halsted

LOG IN portal.hivhub.org CALL (844) 482-4040

A service of AFC and Center on Halsted





Navigating healthcare sucks.

Yeah, we know. And the hub can change that!






The HUB is your trusted connection to:

- HIV/STI services & Pre Exposure prophylaxis
- Housing & Food Assistance
- Medical & HIV case management
- HIV Education & peer support

Call 1-844-484-4040 *Login* portal.hivhub.org #HIVhub



HUB Values and Objective

- ▶ To Serve clients in the Chicagoland area (Chicago EMA) in an **innovative model**, connecting siloed human services in health, housing and supportive services, and provide a **person-centered approach** to care coordination
- ▶  Human: person-centered work where peers and community lead the way
- ▶  Trustworthy: trust us with the big stuff so you don't sweat the small stuff
- ▶  Experienced: you know what you need, we know what to do with it
- ▶  Proactive: we already got you covered fam
- ▶  Clutch: “Grab your Coat! We’ll drive”

How We Got Here

- ▶ Partnership across agencies - CDPH, AFC, COH
 - ▶ Designing Program with UIC Institute for Healthcare Delivery Design
 - ▶ Housing Navigation current and past sub-contracted agencies: Chicago House, CORE Center, Asian Human Services, Legal Aid Chicago, Puerto Rican Cultural Center, Brave Space Alliance, Project Vida
- ▶ Launch: February 14, 2020

Impacts of COVID-19 on HUB Service Delivery

- ▶ Significant **transition to Emergency Financial Assistance**
- ▶ Collecting data/client information across **various formats/platforms**
- ▶ **Transition to remote work** and changes of in-person services
- ▶ Transition from Referral/Information/Linkage to care services to **acute trauma support and longer-term client needs/engagement**
- ▶ Clients experienced **significant barriers accessing remote services** (technology, information, data sharing, etc.)
- ▶ Impacts of **primary and secondary trauma** on staff/team

Changes to HUB Program Based on Client and Team Needs

- ▶ Continued **need for training** as system and programs needs changed
- ▶ **Centralizing communication** across teams into one channel
- ▶ Launching **status neutral support initiatives**
- ▶ Providing clients with **telephone assistance through Tracfone** pilot initiative
- ▶ **Pilot incentivizing client medical engagement** through financial gift incentive in early 2022
- ▶ **Launch of HIV HUB Portal** to support digital engagement

Improving Client Outcomes through HUB Engagement

- ▶ A HUB client in need of rental assistance had limited computer literacy. The client was in the process of recovering from a recent health incident. It was clear that the client's self-esteem and self-confidence were low. The client was initially frustrated when I told him that he would need to resend documentation and he reiterated that he wasn't good with computers. I told the client that I had confidence in his ability to do this and that I'd help him along the way. His demeanor changed immediately. Each day, I asked him to send me certain documents or get contact information so that I could send documentation to his landlord and doctor. The client thanked me for pointing out that he was "smart and capable." He said he hadn't felt either in a long time. He recognized that he was gaining important knowledge/skills during the process.

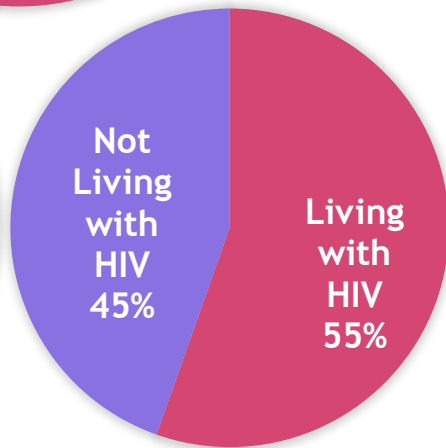
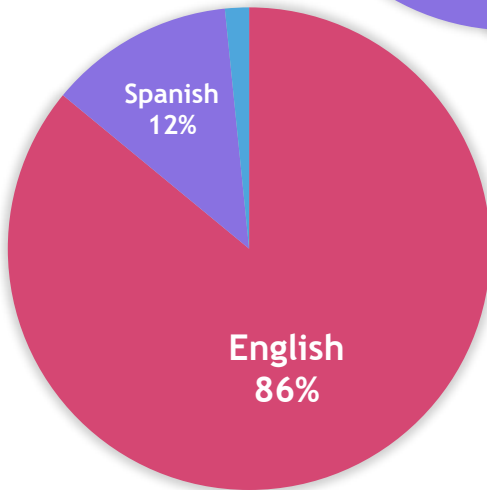
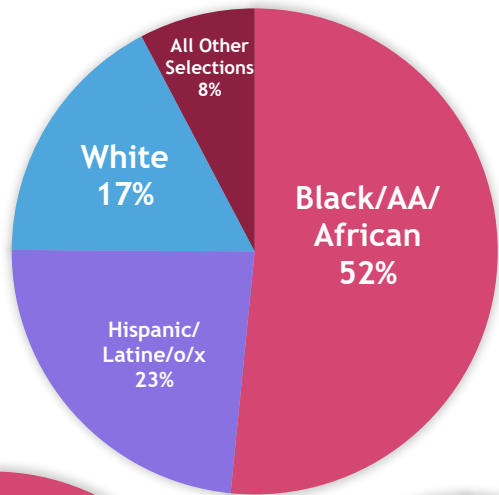
Impact by Numbers in over Two Years of Services

Over 1500
unique clients
served

Responded to
over 3600 calls
on HUB hotline

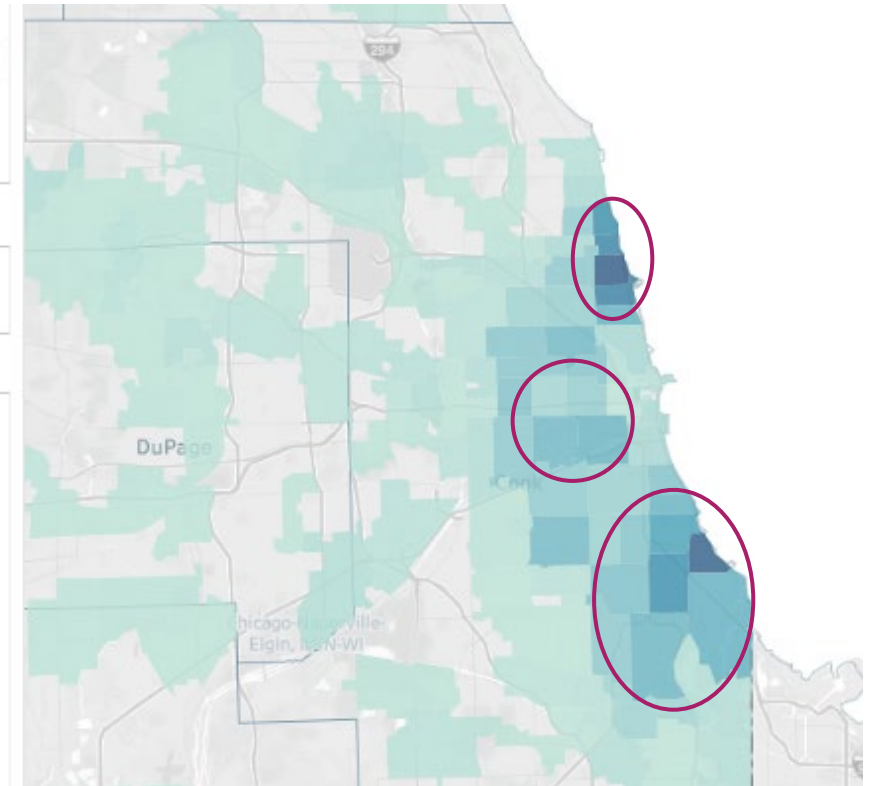
Provided over
11,000 units of
service to
clients

Client Demographics Show Impact in Priority Populations



Clients from priority community areas:
 South Shore
 Chatham
 Pullman
 Rogers Park
 North Lawndale

76% of clients reported being LGB&Q
 8.2% of clients reported being Transgender



Impact by Numbers in Two Years of Services

516 Served with
Emergency Financial
Assistance

Approximately \$1.15 M
in EFA assistance
provided to clients

EFA covered: Rent,
Mortgage, Utilities,
Phone, Food,
Transportation, Basic
Needs

Months of greatest
utilization are at onset
of COVID-19 Pandemic

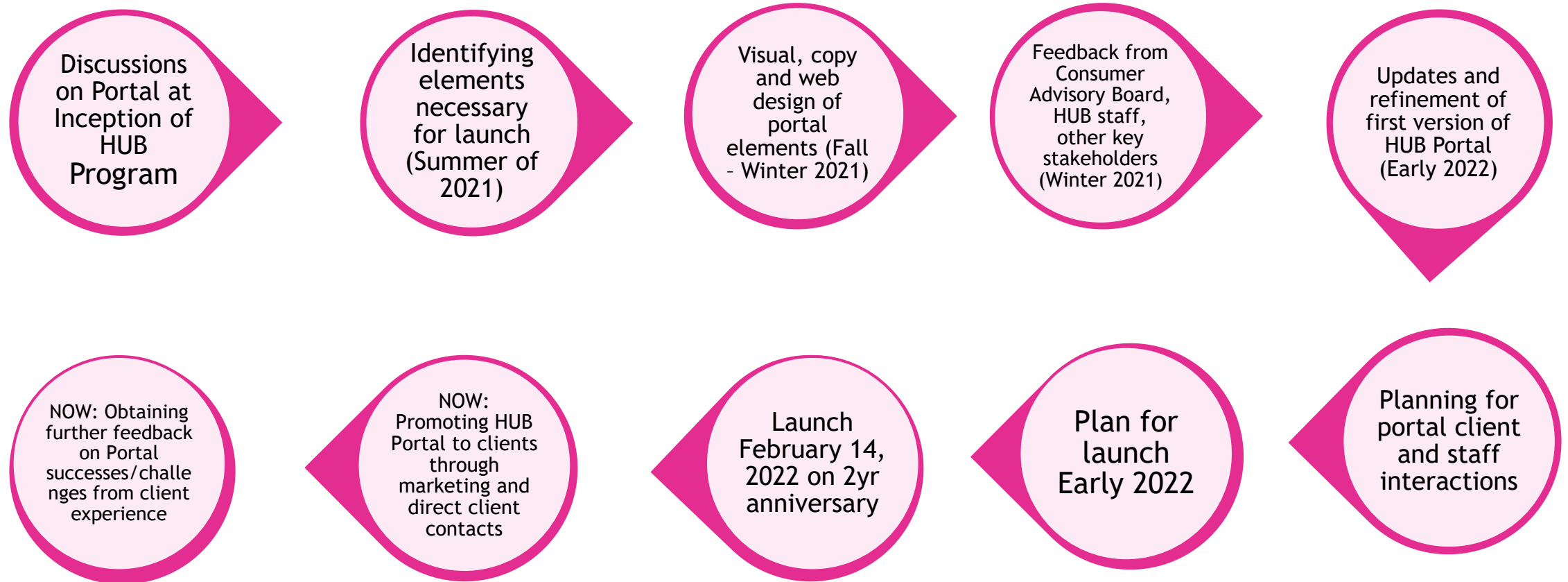
Average assistance per
household ranged
between \$1300 -
\$2000 across last three
FYs

EFA Programs through
HUB are Status Neutral
(Clients can access an
EFA program regardless
of HIV Status)

Client Needs

1. Housing Services
2. Case Management
3. Food Assistance
4. Dental/Primary Care
5. Mental Health/Substance Use Treatment

Timeline and Launch of HIV HUB Portal



▶ Iterative Design Model - the process is a lot less linear, and we are coming full circle now

HIV HUB Portal Key Elements

- ▶ All you need is an e-mail address
- ▶ Resource Directory accessible on portal front page
- ▶ Linked to website
- ▶ Secure via two-factor authentication

HIV HUB Portal Key Elements

- ▶ Ability to message Rapid Resource Responder
- ▶ Ability to create own application or request for services
- ▶ Enroll in the HUB for further HUB-specific program offerings

Client Driven Components of HUB Portal

- ▶ AFCs Community Advisory Board was essential in the design of the Portal to drive client centric perspective
- ▶ Regular meetings with CAB discussing various elements of Portal throughout design process
- ▶ Key findings from CAB feedback:
 - ▶ Different access to different layers of information - reducing gatekeeping of information, making directory accessible at front of site
 - ▶ Confidentiality - making only the necessary amount of information required, and making data only visible to admins who need to support client needs
 - ▶ Data security - two-factor authentication
 - ▶ Intuitive applications - applications are responsive, give real-time feedback on success/failures
 - ▶ Options available for services are easily accessible - dashboards show all services that are currently available to clients
 - ▶ Low threshold for entry - just need an email

Lessons Learned

- ▶ Partnership
- ▶ Flexibility
- ▶ Experience
- ▶ Data
- ▶ Client-Focused Work
- ▶ Training/Documenting Processes

Where We're Going

- ▶ Facilitated Referrals across Population Centered Health Homes through the Portal, with a Health Provider Portal
- ▶ Enhance work in Prevention/PrEP Support, Mental Health, Geographic areas outside of Cook County
- ▶ Client-centered and directed evaluation of program
- ▶ Embedding HUB within community events and spaces to expand brand recognition and large-scale promotion across Chicagoland
- ▶ Providing a more streamlined access to housing solutions

In Honor of Román Buenrostro

“Even in the day, he was brighter than the light coming in” - Frank De La Mora



Contact Information

Get connected to the HUB!

HIVHUB.org

844-482-4040

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Questions