



**Engaging Consumers to Link  
Other PLWH to Care:  
*A Powerful Tool for Addressing  
Unmet Need:***

**Session 2: Choosing the Right  
Strategies**

**Ryan White All Grantee Meeting  
Washington, DC – August 23, 2010**

**Moderator:**

**Sera Morgan, DTTA/HAB/HRSA/DHHS**

**Mosaica Speakers:**

**Harold J. Phillips, Emily Gantz McKay, Hila Berl  
[Minnesota, Detroit, Michigan]**



# Project Consumer-LINC: Linking Individuals into Needed Care

MOSAICA

The Center for Nonprofit Development  
and Pluralism

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- ❑ Emily Gantz McKay  
Has no financial interest or relationships to disclose.
  
  - ❑ HRSA Education Committee Disclosures  
  
HRSA Education Committee staff have no financial interest or relationships to disclose.
  
  - ❑ CME Staff Disclosures  
Professional Education Services Group staff have no financial interest or relationships to disclose.

# Consumer LINC Project — Purposes

- Reduce unmet need by helping Ryan White Part A and Part B programs adopt & implement consumer-led models that enable PLWH to enter & remain in medical care
- Accomplish this by:
  - Familiarizing Ryan White Part A and Part B programs, planning bodies & PLWH with the value & variety of consumer/peer strategies to support entry & retention in care
  - Helping planning bodies & programs choose & implement peer models

# Project Consumer LINC's 4 Strategies

## **Volunteer/planning body-based:**

1. Understanding and Refining the System of Care
2. PLWH Caucus/Committee

## **Staff/service-based:**

3. Linking PLWH into Care
4. Integrated Clinical Care Team

# Training Objectives

1. To formulate a plan for how your Part A and/or Part B program can prepare for and successfully use consumer-based strategies to bring PLWH into care
2. To assess capacity and readiness of your programs to implement C-LINC strategies, using the Opportunities and Readiness Checklist
3. To describe approaches other programs have used to prepare for implementing the C-LINC consumer-based strategies

# Factors to Consider When Choosing a Model

- Your unmet need rate and profile
- Current PLWH leadership & participation
- Connections to PLWH communities
- Service opportunities for PLWH within existing system of care (current provider models)
- Capacity of planning body, grantee, providers
- Understanding of current system of care
- Commitment/readiness – of PLWH, planning body, grantee, providers
- Cost issues and funding options
- Contracting issues

# Key Questions to Ask

- What strategies or models would work best for our program – what would build on our strengths, reflect our resources, be very likely to succeed, and help reduce unmet need?
- What is our current capacity to plan and implement the strategies or models we like?
- When could we start?
- What help would we need?

# Programs Implementing C-LINC Models: Presentations

1. What strategy/model are you implementing?  
What is your stage of implementation?
2. How did you choose this model?
3. Did you make the right decision?
4. What are your key factors for success?
5. What advice do you have for other programs as they select a model?

# Opportunities and Readiness Checklist Activity

- Complete the form individually or with someone else from your program
- Review the Strategies Matrix and fill in your score in the column marked “Your Program’s Score”
- Share with someone else:
  - Based on this Checklist, what are your program’s greatest strengths in terms of readiness to implement a consumer model?
  - What areas will need work?

# Discussion/Sharing

- What did you learn from completing the Checklist? Were there any “aha!” moments?
- What strategies are you ready to implement?
- What actions are needed to increase your readiness for other strategies?
- What help/advice will you need?

# Mosaica: Technical Assistance

- **Access to training modules and materials**
  - Mosaica website – Consumer-LINC section:  
[www.mosaica.org](http://www.mosaica.org)
- **Long-distance advice and support**
  - Phone: 202-887-0620
  - [Emily@mosaica.org](mailto:Emily@mosaica.org)
  - [Hjphillips@comcast.net](mailto:Hjphillips@comcast.net)
  - [Hilaberl@mosaica.org](mailto:Hilaberl@mosaica.org)

# Evaluation

- Complete written evaluation form
- Provide quick feedback/comments on training

# **Institute Session 3 - Tomorrow**

**Interactive session to help you learn from the experiences of other programs as they implement consumer models**

- **Session 3 – Tomorrow at 8:30**

**Thank you so much!!!**