



Creative Consumer Involvement In System-Level Quality Improvement

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Seattle Part A TGA
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Disclosures

Rebecca Hutcheson, MSW 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.

Learning Objectives

By the end of this workshop, participants will be able to:

- Identify at least one success and one challenge encountered in using social media campaigns to improve HIV care.
- Recognize nine common barriers consumers experience in participating in system or agency level group processes.
- Obtain tools for empowering consumers to participate in system or agency level groups.

Overview

Who?

Why?

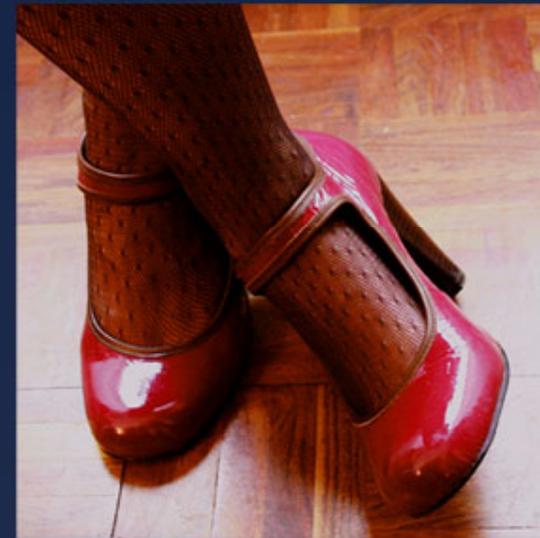
What?

How?

When?



Who



Why: Perspective



Why: Bridge



Why: Reconnection



Why: Control/Action



Why: Creative



Why: Untapped Resources



What: Traditional Involvement

Focus Groups

Members of
QI Committees,
Planning Council
Agency Boards

Consumers
As Staff
Members



Consumer Involvement

Suggestion
Boxes

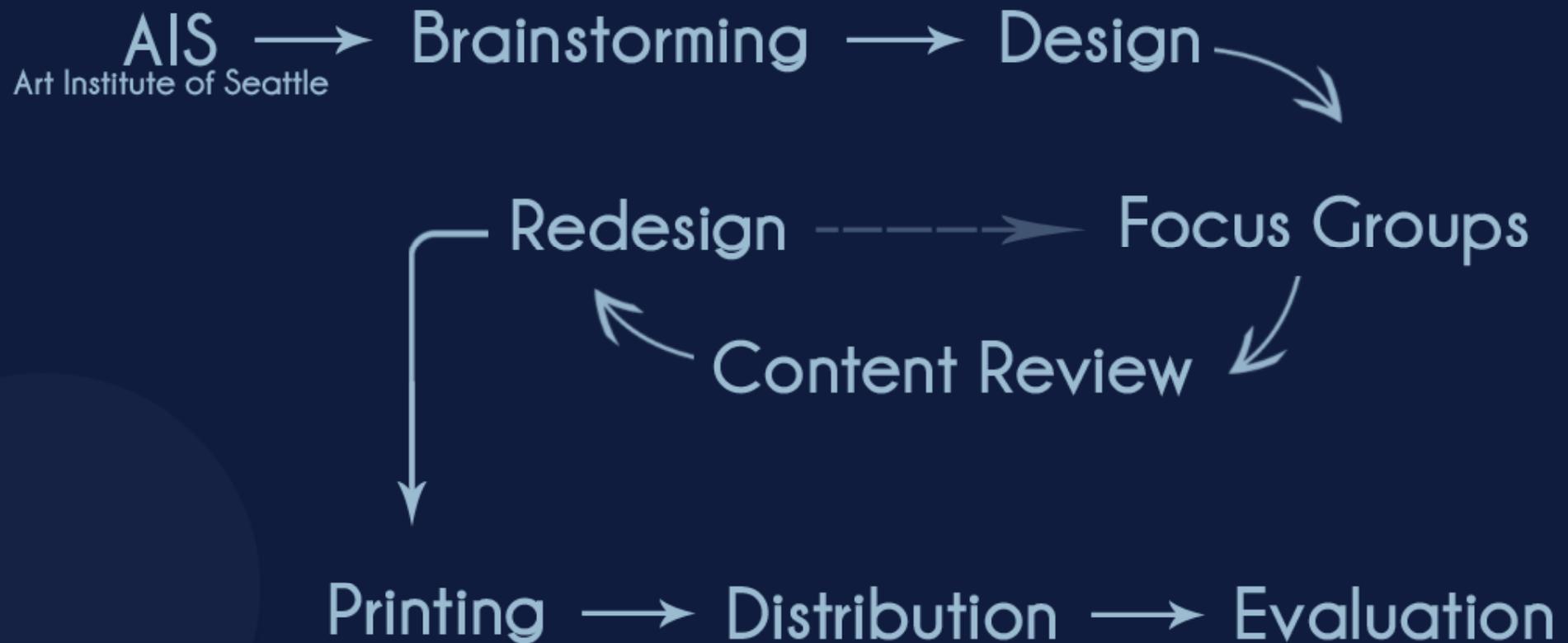
Consumer
Satisfactory
Surveys

Consumer
Advisory
Boards

How: Inception



How: Process



What's Your Score?



Consumers Who:	NA 2007 (n=506)	NA 2009 Did not See Campaign (n=477)	NA 2009 Saw Campaign (n=130)
Knew their CD4 Count	76%	74%	80%
Knew their Viral Load Count	74%	78%	80%

	% who said they initiated more conversations with clients about CD4/VL during the campaign	% who said clients had initiated more conversations with them about CD4/VL during the campaign
Medical Providers (n=27)	67%	31%
Case Managers (n=21)	91%	50%
All Other Providers (n=)	69.3%	57.3%

Everyday Adherence

EVERYDAY ADHERENCE

S M T W T F

If you skip your pills, HIV can mutate. Don't give it the chance. Talk to your provider.

EVERYDAY ADHERENCE

Everyday adherence means today, tomorrow and everyday.

Because HIV never stops working, neither can you. The virus turns your CD4 cells into factories to make more HIV. A steady stream of medication can help stop HIV in its tracks, keeping you strong and healthy. But when you miss your doses, HIV can mutate and find its way around the medications. When this happens, you develop "resistance" and the medications can stop working.

Don't give HIV a chance. Talk to your provider. Take your meds. Everyday.

Public Health
Seattle & King County

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¿ADHERENCIA CADA DÍA? HABLA CONMIGO.

Reported	Baseline (9/1-4/30/09) (n=361)
Missed a dose in the prior week	23% (82)
Last missed a dose 1-2 weeks ago	13% (46)
Last missed a dose 2-4 weeks ago	13% (46)
Last missed a dose 1-3 months ago	11% (40)
Last missed a dose > 3 months ago	11% (41)
Denied missing any doses	31% (112)

Are You Covered?

ARE YOU COVERED?

Don't let your EIP expire. Renew every year. Talk to your case manager

	January 2009 (Baseline)	January 2010 (Follow-Up)	Outcome
Percent of ADAP renewals received before eligibility end date	60.84%	91.86%	Increased by 31.02%
Number and percent with one or more months gap in ADAP eligibility (n=239)	13.22%	11.05% (n=216)	Decreased by 2.17%

¿ESTÁS BIERTO?

¿Estás cubierto? **Renueva a tiempo. Habla con tu gerente de casos o llama al 877-376-9316.**

Public Health
Seattle & King County

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¿ESTÁS BIERTO?

Renueva tu elegibilidad con EIP a tiempo cada año. Habla con tu gerente de casos.

ARE YOU COVERED? TALK TO ME

How's Your Cervix?

HOW'S YOUR CERVIX?

Most people who have sex will be exposed to Human Papillomavirus (also called HPV) at some point in their lives. There are many different types of HPV and some can cause changes to the cells on a woman's cervix. For certain women, especially women with HIV, these changes can lead to cervical cancer.

Getting a Pap smear EVERY YEAR lets your doctor test the cells on your cervix to see if you have HPV. If you do have HPV, your doctor can offer you treatment. If you have changes to the cells on your cervix, having a Pap smear EVERY YEAR will help you and your doctor catch and treat cervical cancer in its earliest stages.

How's your cervix? Talk to your doctor. Get a Pap smear EVERY YEAR.

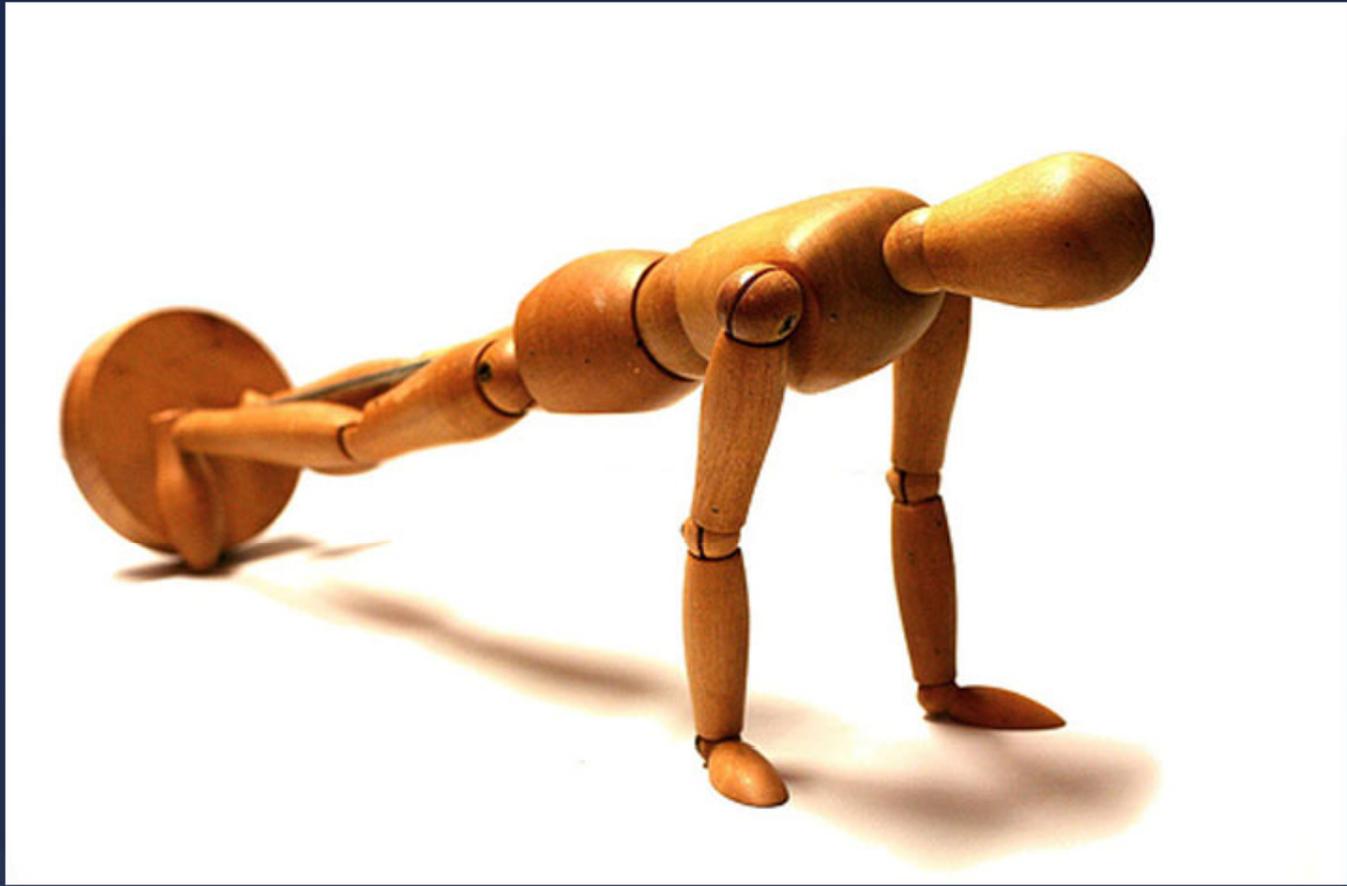
Public Health
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Women with HIV are at a greater risk of HPV & cervical cancer. Get a PAPER SMEAR EVERY YEAR. Talk to your doctor.

2010 2011 2012 2013 2014 2015

	Baseline (7-12/09)	Follow-Up (1-6/10)
Women with documentation of annual Cervical Cancer screening	?	?

How's Your Cervix? Talk To Me.
 Como esta su cervix? Habla Conmigo.
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Consumer Quality Leadership Program

How: Convergence



Don't know options
Confidentiality concerns
Power imbalance with providers
Conflict about how to define "quality"
Don't see outcomes of their participation
Practical individual challenges
Health issues
Don't feel prepared
Consumer burnout

B A R R I E R S

Participation

How: Goals

DEVELOP AND PRACTICE SKILLS

Supportive structure

manageable

Apply

Support

ADDRESS EACH BARRIER

Steady influx

How: Structure

Program Structure

1. Six Sessions
2. Part A Agency Location
3. Practical Support
4. Adult Learning Model
5. Consumer Eligibility
6. Concurrent Provider Training



Mock CQLP Session

AGENDA

Session One: Orientation & Basics of Quality Management

Seattle TGA Part A Consumer Quality Leadership Program

August 24, 2010

10:00 A.M. – 3:00 P.M.

Ryan White Conference Center

Time	Item
9:45	Registration and Continental Breakfast
10:15	Welcome, Introductions & Ice Breaker
10:30	CQLP Program Overview <ul style="list-style-type: none">▶ Ground Rules▶ Why is consumer involvement important?▶ Common barriers to involvement▶ C-QLP draft content & structure▶ Hopes and Goals
11:00	What is Quality Management? <ul style="list-style-type: none">▶ Quality Continuum Exercise▶ Basics of Quality Management (QM)▶ HRSA & Part A Expectations of Providers' QM Programs▶ A Day in the Life of a Quality Committee
12:00	Lunch
12:45	Group Dynamics <ul style="list-style-type: none">▶ Stages of Group Development▶ Group Roles▶ Group Decision Making Styles▶ Choosing & Joining a Group
2:15	Options for Involvement in Part A Provider Programs
2:30	Self-Care/Burn-Out Prevention Activity
2:45	Next Steps <ul style="list-style-type: none">▶ Session 1 "Homework"▶ Volunteers to facilitate or co-facilitate parts of Session 2?▶ Mentor/support CQLP members new to being in groups?▶ Session 2: Saturday, March 6, 2010<ul style="list-style-type: none">○ Location & "Pre-Work" to be mailed by mid-February
2:50	Evaluation & Feedback
3:00	Close

When: Balance



Action Items



Contact Info

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