

# When Business as Usual isn't Good Business

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# When Business as Usual isn't Good Business

## A Quality Management Approach

# Objectives:

1. Participants will have opportunity to evaluate our approach to QI
2. Participants will learn specific strategies to help their programs succeed
3. Interactive session will allow shared learning and collaboration beyond the limits of this conference

# The Memphis Legacy

Poverty

Segregation

Underperforming Public Schools

Discrimination

Isolated Minority Communities with high HIV incidence and prevalence

Fragmented healthcare

Stigma

# Memphis TGA

6<sup>th</sup> in the U.S. for New HIV infections

2<sup>nd</sup> in the U.S. for New cases of AIDs

Majority of new HIV and AIDS cases among 15-34 year olds

Viral suppression rate is 27<sup>th</sup> out of 28 (among all TGAs)

CDC. HIV Surveillance Report, 2014

# Stagnation

Providers burned out – disillusioned – siloed

Disinterested in QI

QM committee flat, boring, poorly attended

Unaligned goals (NHAS 2020)

Care Ware Issues created distrust of data

Weak consumer participation



How are we breaking  
through?

*Person Centered Care*

*-Building Relationships*

*-Personalizing QI*

*-Activating PLWHAs*

# Building Relationships: focusing on individual needs

## Leaders:

*financial      marketing      compliance*

## Providers:

*education      training      priorities*

## PLWHAs:

*empowerment      voice      respect*



# Personalizing QI

Re-focus on PLWHAs rather than on #'s and %'s

Medical providers are trained to care for one person at a time, they may not connect with aggregate data

Try the List

# Activating Consumers

Increase personal capacity:

Build Self-

esteem and Assertiveness

QI basic training

Recruit for QM committee, Planning

Council, CAB

Research Project on Retention

# Memphis Consumer Group PDSA

Problem of PLWHAs lack of engagement in care recognized by Memphis TGA Consumer Input Group

Role Playing Exercises

Explored what would make a medical encounter more successful

Decided to try an activity to get consumers engaged in care

# Question Survey

\*Please write two questions you would like to ask your medical provider at your visit today.

Question 1.

Question 2.

After you have had your questions answered by your provider, please fill in the survey below:

# Question Survey Continued

How did you feel about this visit?

Good

Fair

Bad

As a result of having had your questions answered, are you more or less likely to return to this provider for another visit?

More

Same

Less

(I am more likely  
likely to come back)

(I am less  
likely to  
come back)

# Results

Clinic based PDSA: 20 patients

Question 1: 95% good 5% fair

Question 2: 85% more likely, 15% same

Group Activity PDSA: 15 clients

Question 1: 88% good, 6% fair, 6% bad

Question 2: 88% more likely, 6% same, 6% less likely

\*Consumer group presented results at QM committee meeting and have decided on next round of PDSAs



# Summary

## Re-engaged HIV care Community in QI Focusing on Individual needs: Leaders, Providers, PLWHAs

Preliminary Results:	Jan. 2016.....July 2016
Viral Suppression:	69.7%.....???
Prescription of ART:	78.65%.....???
Medical Visit Frequency	59.37%.....???
Gap in Visits	17.35%.....???

# Results:

	Jan., 2016.....	July, 2016
Viral Suppression:	69.7%	72.6%
Prescription of ART:	78.65%	91.1%
Medical Visit Frequency :	59.37%	65.8%
Gap in Visits:	17.35%	13.7%