



NATIONAL QUALITY CENTER



Public Health Campaigns as a Vehicle for Quality Improvement in HIV Services

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The in+care Campaign is designed to facilitate local, regional and state-level efforts to retain more HIV patients in care and to prevent HIV patients falling out of care while building and sustaining a community of learners among Ryan White providers.

Campaign Principles

- Accessibility of campaign resources
- Voluntary, a la carte activities
- Grassroots in focus and content
- Not geographically limited
- Opportunities for consumer involvement



Campaign Activities

- Routine Data Reporting
 - 4 performance measures developed by retention experts
 - Quality improvement strategies related to retention in care
- QI coaches
- Local Retention Groups
- Editorial Calendar
- Partners in+care
- Online resources
 - Campaign website
 - in+care database benchmarking

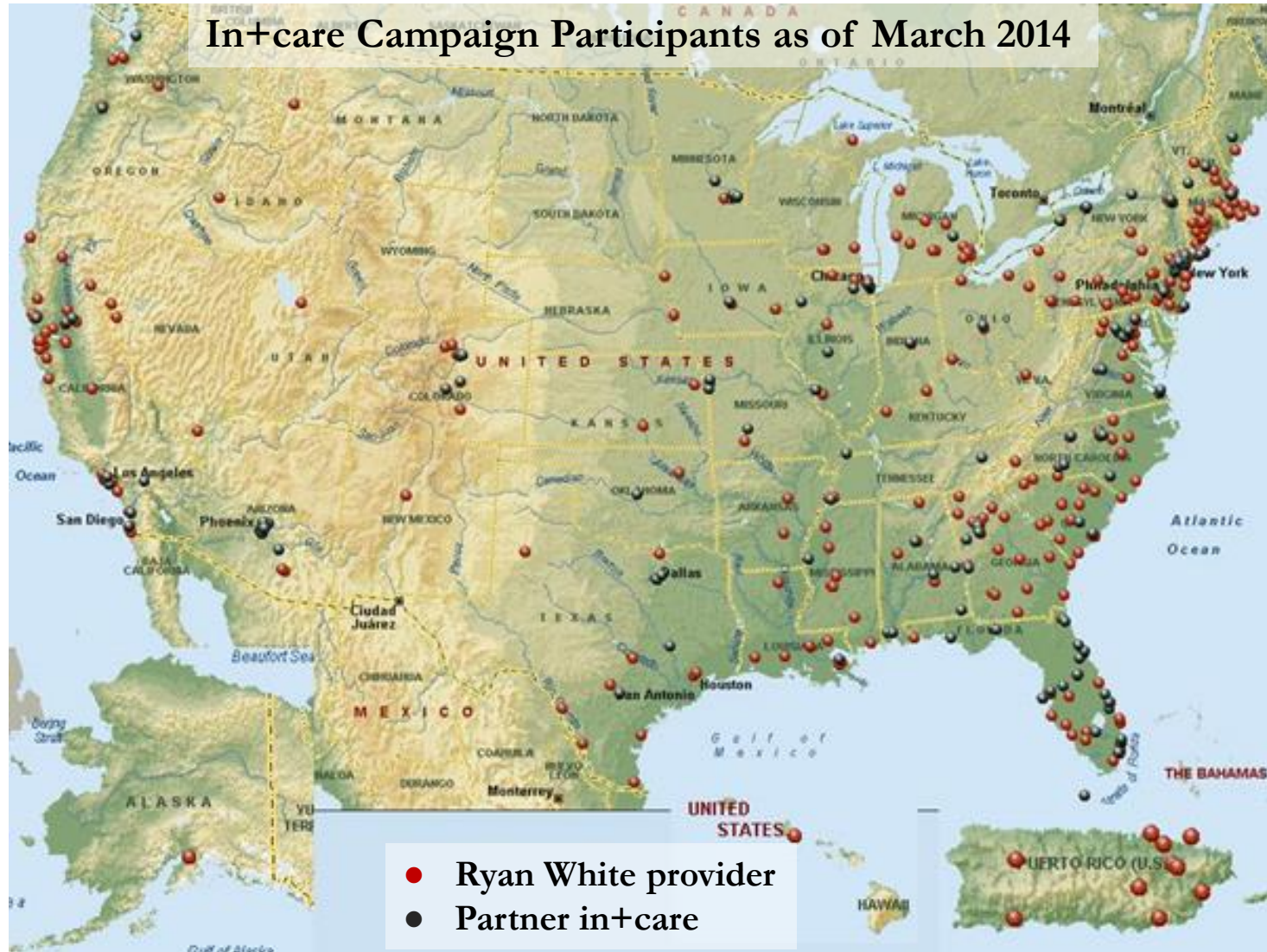


Campaign Utilization as of March 2014

Campaign Activities & Utilization	Total
# of participants enrolled in in+care Campaign	655
# of participants registered in database	382
# of participants submitted in+care measures	290
# of participants submitted improvement updates	109
# of local QI champions	42
# of participants enrolled in Partners in+care	670

Potential to impact more than **350,000** people living with HIV
(best effort at de-duplication)

In+care Campaign Participants as of March 2014



Campaign Editorial Calendar

So far...

57 webinars

24 newsletters

Many office hours

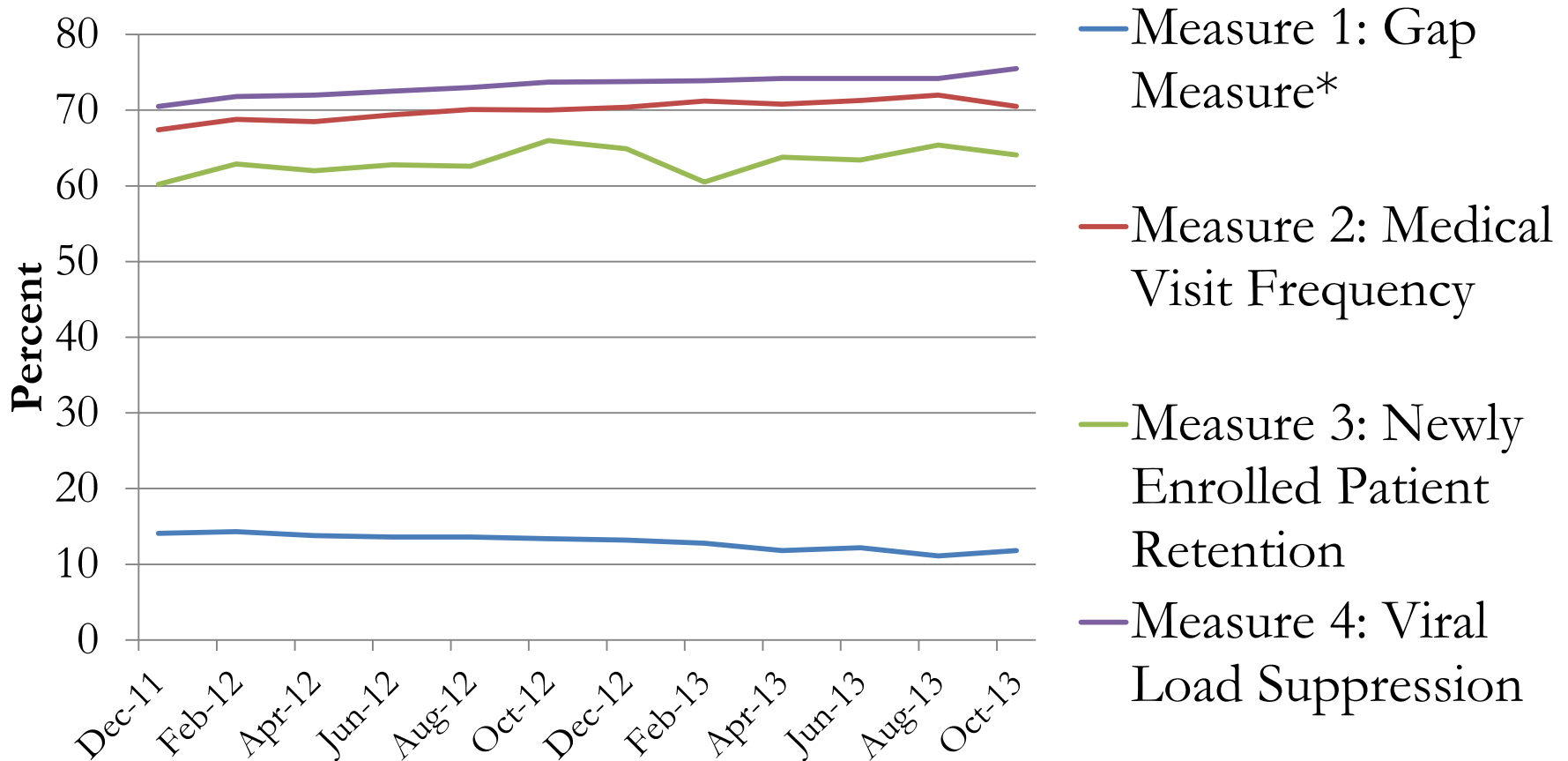
Month	Topic
Oct 2011-Sept 2012	Focusing on Campaign Activities
Oct 2012	Mental Health and Retention
Nov 2012	Linkage to Care
Dec 2013	Sustaining Retention Projects
Jan 2013	Aging Populations and Retention
Jan 2013	Working with Individual Patients
Feb 2013	Social Service Providers
Mar 2013	Patient Experience
Apr 2013	Viral Suppression
May 2013	Youth and Retention
Jun 2013	Latinos and Retention
Jul 2013	Patient Navigation
Aug 2013	Refugees, Migrants and Retention
Sep 2013	Women and Retention
Oct 2013	Newly Diagnosed Patients
Nov 2013	Transgender Patients
Mar 2014	Linkage and Re-engagement in Care

in+care Campaign Performance Measurement

- Some of the measures created by the Technical Working Group were an underlying basis for:
 - HHS seven universal HIV measures
 - NQF-endorsed HAB core measures
- 382 participants registered for the database
- 290 submitted in+care Campaign measures



Mean Performance Over Time

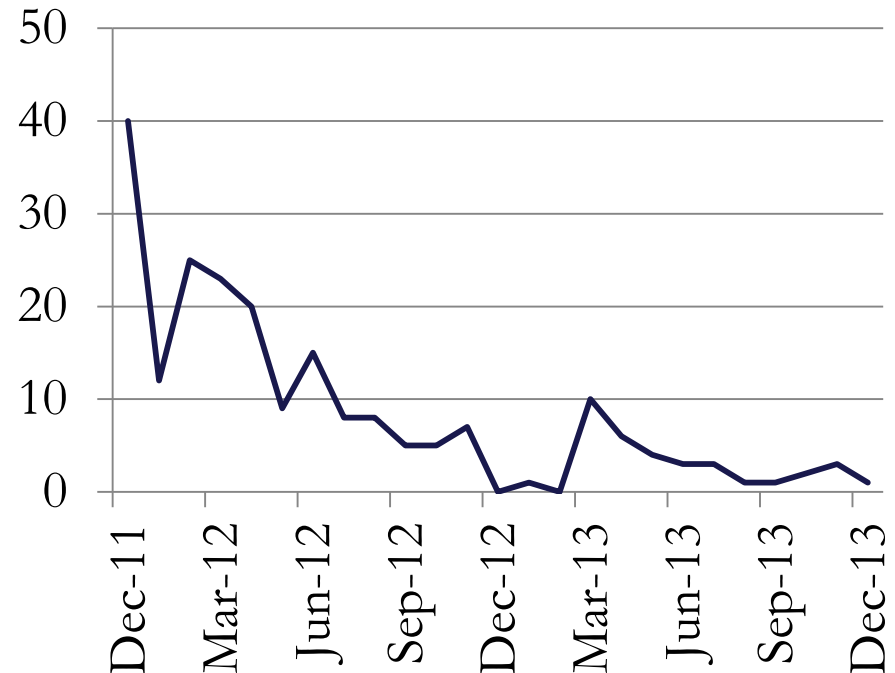


**inverse measure where low scores are better scores*

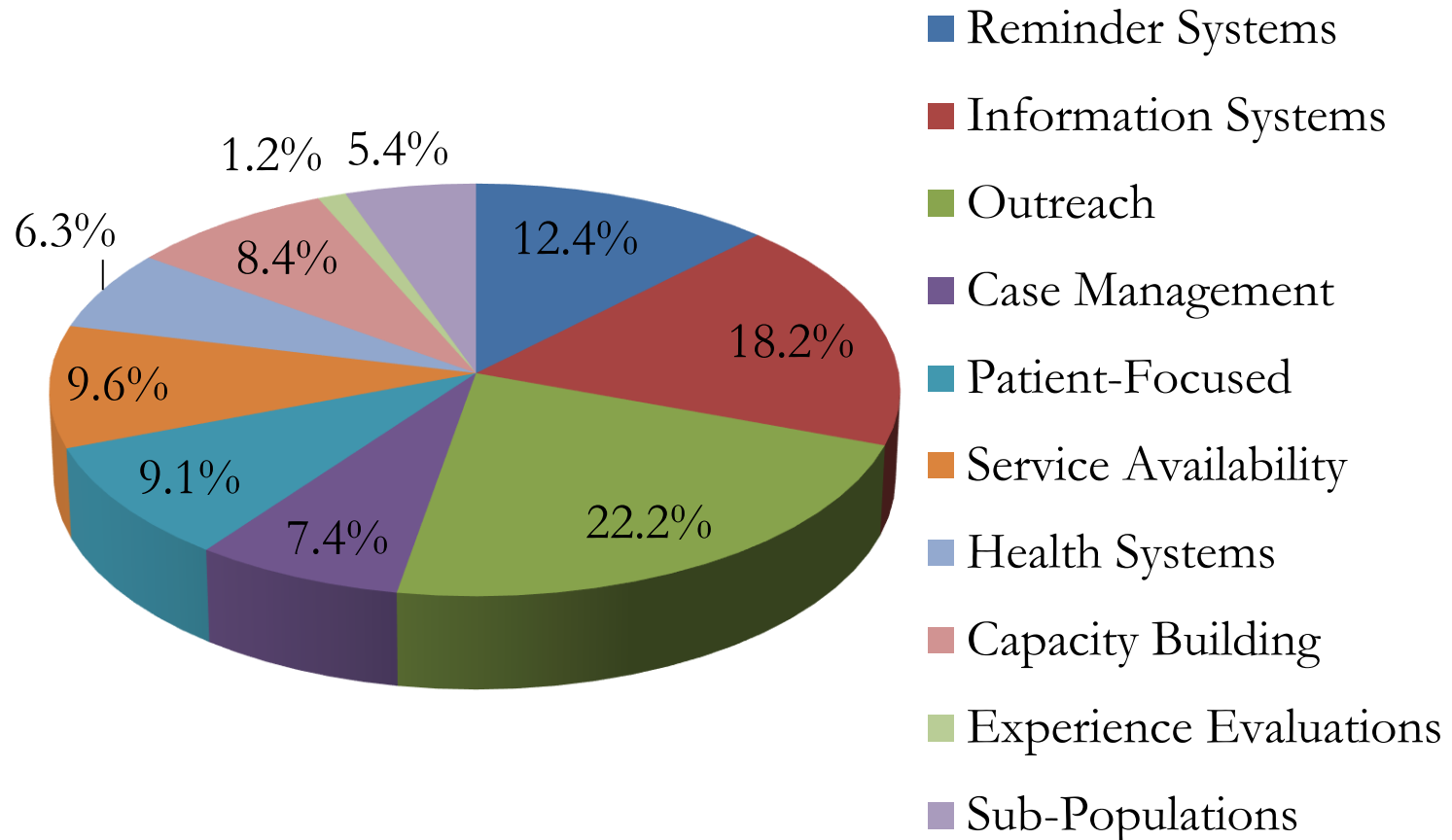
Improvement Project Updates

- Rapid drop off in submissions
 - Lack of immediate use or feeling of contribution
 - Coaches were not able to keep up with feedback
- Form design not conducive to collecting data for correlation to PM
- 109 participants submitted 212 forms representing XX interventions

IUF Collection Through in+care



Percentage of IUFs Classified in Each Intervention Category



Campaign Coaches

- Wide variance in utilization based on coach availability
 - Low-levels of HIV provider-initiated contact
 - Dependent on existing coach relationships through NQC's HIVQUAL Regional Groups and NQC coach assistance
- Only 33% of participants took advantage of this service



Local Retention Groups

- Strong overlap with other NQC communities of learning
- Required additional mandates on what to do and how get that accomplished
- 42 Local Quality Champions organized 33 Local Retention Groups
 - About 33% of US
 - 70% of participants located in an area with LRG



Partners in+care

- Started as a vehicle to make campaign resources accessible to additional stakeholders
 - Lacked action-oriented activities
 - New consumer engagement framework under development
- Over 500 Facebook members
- About 200 listserv members (little overlap with Facebook)



Future Directions

- NQC ShareLab
- Partners in+care Consumer Engagement Framework
- Database accessibility enhancements
- For future campaign:
 - Create clear expectations and objectives for each activity
 - Measurable outcomes for each activity
 - Continued focus on care continuum or care continuum outcomes disparity



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Question & Answer



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