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

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Disclosures

None of the authors has any conflicts of interest related to the content of this presentation.
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**

<table>
<thead>
<tr>
<th>Campaign Activities &amp; Utilization</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td># of participants enrolled in in+care Campaign</td>
<td>655</td>
</tr>
<tr>
<td># of participants registered in database</td>
<td>382</td>
</tr>
<tr>
<td># of participants submitted in+care measures</td>
<td>290</td>
</tr>
<tr>
<td># of participants submitted improvement updates</td>
<td>109</td>
</tr>
<tr>
<td># of local QI champions</td>
<td>42</td>
</tr>
<tr>
<td># of participants enrolled in Partners in+care</td>
<td>670</td>
</tr>
</tbody>
</table>

Potential to impact more than **350,000** people living with HIV  
 (*best effort at de-duplication*)
In+care Campaign Participants as of March 2014

- Ryan White provider
- Partner in+care
**Campaign Editorial Calendar**

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

**So far…**

- 57 webinars
- 24 newsletters
- Many office hours
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

- Measure 1: Gap Measure*
- Measure 2: Medical Visit Frequency
- Measure 3: Newly Enrolled Patient Retention
- Measure 4: Viral Load Suppression

*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
Percentage of IUFs Classified in Each Intervention Category

- Reminder Systems: 12.4%
- Information Systems: 18.2%
- Outreach: 22.2%
- Case Management: 6.3%
- Patient-Focused: 9.6%
- Service Availability: 9.1%
- Health Systems: 8.4%
- Capacity Building: 7.4%
- Experience Evaluations: 1.2%
- Sub-Populations: 5.4%
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
References


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