

# in+care Campaign: National Virtual Collaborative to Improve Retention

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## NQC and Campaign Objectives

Since 2004, the National Quality Center (NQC) has provided leadership for HIV-providers in the United States to improve the quality of HIV/AIDS care. The Health Resources Services Administration has funded NQC to produce this national initiative, aiming to:

- Build the capacity for quality improvement related to patient retention in HIV care
- Facilitate local, regional, and state-level efforts to retain more patients in HIV care and to prevent patients from falling out of care
- Build and sustain a community of learners among participants that rely on local and regional leaders



## Campaign Framework and Methods

- The Campaign is running between October 2011 and December 2013
- Participation in the Campaign is voluntary
- Campaign website with library of previous webinars and repository of participant tools and strategies to improve HIV patient retention
- Campaign newsletter to share promising strategies submitted by participating providers
- Routine reporting of performance data on up to 4 uniform Campaign measures into online database with immediate benchmarking
- Routine submission of a simple progress report to highlight improvement strategies and challenges
- Routine content webinars, journal club webinars and newsletters
- One-on-one coaching by national quality improvement experts
- Regional groups led by Local Quality Champions
- Opportunities for consumer participation through Partners in+care

## Participants to Date

- 535 HIV providers representing
  - 461 HIV programs in
    - 272 cities and across
      - 46 States and Territories caring for
        - 459,783 people living with HIV
  - 560 Partners in+care have also been enrolled



## Map of Campaign Participating Sites

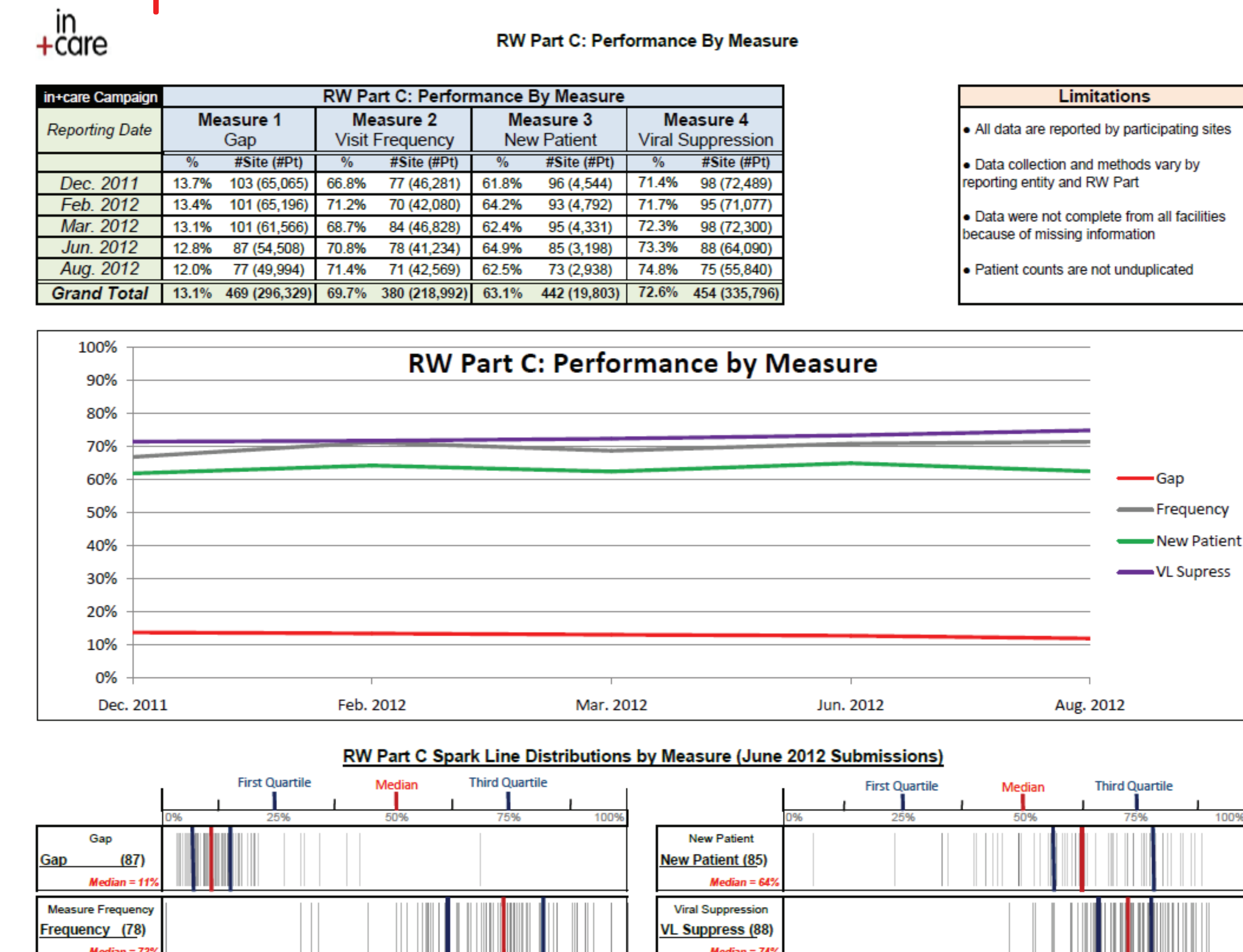


National Quality Center  
New York, NY

## Campaign Results to Date

- More than 60% of Ryan White providers are enrolled
- 57% of participants have submitted data
- 25% of participants have submitted improvement strategies
- 80% of participants have conversed with their Campaign Coach
- 43 Local Quality Champions have convened 24 Local Retention Groups that comprise 33% of U.S. territory and 70% of participants
- 24 webinars have been provided through the editorial calendar

## Data Report Example



## Improvement Strategy Themes Collected to Date

- Data Management/Integrity
- Patient Contacts
- Patient Access to Services
- Wrap-Around Service Offerings
- Patient Perks/Incentives
- Community Provider Meetings

## Lessons Learned

- Public health campaigns show promise in improving patient retention in HIV care and improved health outcomes downstream
- Offering a range of levels for participant engagement builds momentum behind the initiative and increases the likelihood that innovative strategies for improvement will be spread within communities and across the U.S.
- Including the full range of stakeholders diversifies the types of improvement strategies proposed and propels community buy-in for quality improvement processes



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