



Bringing the Patient Voice to the Improvement Table: Strategies to Meaningfully Engage Consumers in your Clinical Quality Management Program

Clemens Steinbock

HRSA Ryan White HIV/AIDS Program Center for Quality Improvement & Innovation (CQII)

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U28HA30791 and the HRSA Ryan White HIV/AIDS Program Implementation Center for HIV Quality Improvement and Innovation for \$1.5 M. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

Opening Remarks

Setting the Stage

- CQII Overview
- Learning Objectives
- Agenda Review
- Introductions



HRSA Ryan White HIV/AIDS Program

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Picture Consent



- You allow CQII to take pictures from our training events and to post them on our websites, social media platforms, and other marketing materials for an undetermined period of time
- You have the right to revoke your consent for pictures that are publicly posted
- At no time, individual names will be used to identify you, unless you sign the appropriate release form



HRSA Ryan White HIV/AIDS Program

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“Together, we continue to improve the lives of people living with HIV. The HRSA Ryan White HIV/AIDS Program Center for Quality Improvement and Innovation (CQII) provides state-of-the-art technical assistance to Ryan White HIV/AIDS Program-funded recipients and subrecipients to measurably strengthen local clinical quality management programs in order to impact HIV health outcomes.”

Dissemination of QI Resources

Marketing strategies to increase awareness of CQII, including an informational brochure

Presence at national conferences, including the 2018 National Ryan White Conference

e-Newsletters to highlight upcoming events and QI resources

Information Dissemination

Training

Face-to-face training sessions to build capacity among providers and consumers

Online presence of CQII on the TARGET Center website

TA Calls to showcase recipients and QI content

Online tutorials for providers and consumers

Training/Educational Fora

Provision of Technical Assistance

Provision of on/off-site technical assistance by QI experts

Functional RITA to track all relevant ongoing TA activities

TA case conferences to learn from past TA activities

Consultation/Coaching

Communities of Learning

One national QI collaborative with engagement of RWHAP recipients

Annual Quality Award Program to highlight QI leaders

Communities of Learning

Intensity



CQII.org | 212-417-4730

Learning Objectives

- Understand the importance of consumer participation in a clinical quality management program
- Learn effective strategies to overcome common barriers in engaging consumers in quality improvement activities
- Know where to access resources to improve participation of consumers in quality improvement efforts
- Develop strategies for receiving meaningful input by consumers

Agenda

- Setting the Stage – 15min
- Satisfaction Continuum – 20min
- Consumer Involvement Overview – 10min
- Consumer Involvement Resources – 10min
- Panel Discussion – 25min
- QI Resources – 5min
- CQII at the RW Conference – 5min

Introductions

Satisfaction Continuum

Satisfaction Continuum Exercise

- Step 1: Reflect on the care you or your agency provide
- Step 2: Rate this experience on a scale from 1 (best care ever) to 10 (worst care possible)
- Step 3: Come and align yourself on the Satisfaction Continuum score you have; 1 (best care ever) to 10 (worst care possible)
- Step 4: Turn to your neighbor and share why you have scored the experience that way
- Step 5: Let's reflect on assessing the quality of care and services
- Step 6: Let's do it again: reflect back on your most recent health care experience

Consumer Involvement

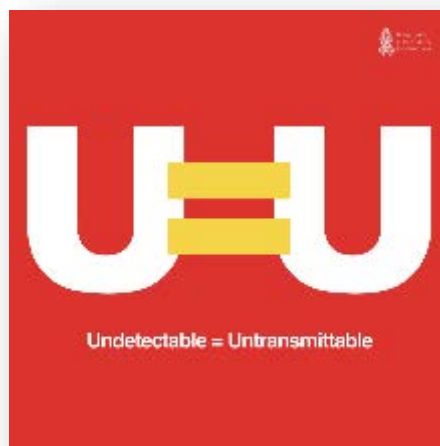
What is Consumer Involvement?

- Consumers are treated as valued partners of the CQM Program
 - Consumer perspectives are solicited, consumer feedback is used for performance improvement, consumers are active improvement partners
- Consumers are meaningfully involved in the design of quality improvement projects and actively participate in the CQM Program
- Consumer involvement can be achieved in many different ways, including, but not limited to:
 - Focus groups; key informant interviews; consumer advisory board that is actively engaged in improvement work; members of program committees and boards; hiring consumers as members of care teams; consumer needs assessments; consumers as members of quality improvement initiatives

Benefits of Consumer Involvement

- Societal Level
 - Voice concerns regarding quality of healthcare
- Organizational Level
 - Bring consumer experiences to the table
 - Ensure buy-in and help to ensure policies, programs and services are relevant and accessible
 - Mitigate stigma and change attitudes, beliefs and values about people living with HIV
- Individual Level
 - Self-esteem, self-efficacy, more health conscious, improve health literacy and outcomes

Examples of PLWH Involvement



Clinical Quality Management Policy Clarification Notice (PCN) #15-02

‘People living with HIV (PLWH) involvement reflects the population that is being served and ensures that the needs of PLWH are being addressed by CQM activities’



Developing Quality Advocates

Quality Advocates are:

- Activated self-managing patients
- Comfortable with data
- Effective communicators
- Comfortable with technology
- Effective and supportive team members
- Quality improvement literate

Effective Strategies

Common Barriers to Consumer Involvement

- Privacy concerns related to Private Health Information (PHI) and HIPAA
- Lack of time and resources to dedicate to building a robust consumer involvement program
- Disruption to traditional clinic flow (e.g., meeting times, traditional staff communication methods)
- Historically inconsistent or adversarial participation in activities (e.g., consumer advisory boards)
- Lack of capacity in consumer communities to participate in clinical quality management activities
- Prioritization of HIV-related stigma and discrimination as improvement topics

Strategies to Overcome

Barrier: Privacy concerns related to PHI and HIPAA

- Aggregated data sets
- Confidentiality forms
- Removal of PHI before discussions
- Consumer advisory board transformation

Barrier: Lack of time and resources to dedicate to building a robust consumer involvement program

- Use of RWHAP funding
- Development of consumer leadership

Strategies to Overcome

Barrier: Disruption to traditional clinic flow (e.g., meeting times, traditional staff communication methods)

- Patient-centeredness
- Co-production principles

Barrier: Inconsistent historical participation in activities (e.g., consumer advisory boards (CAB))

- Transform CAB into quality advisory committee
- Realign and re-engage with the community
- Define and separate support group from advisory body

Capacity Building Resources

Organizational Assessment

E.1. To what extent are consumers effectively engaged and involved in the HIV quality management program?		
Each score requires completion of all items in that level and all lower levels (except any items in level 0)		
Getting Started	0	<input type="checkbox"/> There is currently no process to involve consumers in HIV quality management program activities.
Planning and Initiation	1	<u>Consumer involvement:</u> <input type="checkbox"/> No formal process is in place for ongoing and systematic participation in quality management program activities. <input type="checkbox"/> Is occasionally addressed by soliciting consumer feedback.
Beginning Implementation	2	<u>Consumer involvement:</u> <input type="checkbox"/> Is addressed by soliciting consumer feedback, with development of a formal process for ongoing and systematic participation in quality management program activities.
Implementation (Meets HAB requirements)	3	<u>Consumer involvement:</u> <input type="checkbox"/> Includes engagement with consumers to solicit perspectives and experiences related to quality of care. <input type="checkbox"/> Is formally part of HIV quality management program activities through a formal consumer advisory committee, satisfaction surveys, interviews, focus groups and/or consumer training/skills building. However, the extent to which consumers participate in quality management program activities is not documented or assessed.
Progress toward systematic approach to quality	4	<u>Consumer involvement:</u> <input type="checkbox"/> Is part of a formal process for consumers to participate in HIV quality management program activities, including a formal consumer advisory committee, surveys, interviews, focus groups and/or consumer training/skills building. <input type="checkbox"/> In improvement activities includes three or more of the following: <ul style="list-style-type: none"> - sharing performance data and discussing quality during consumer advisory board meetings - membership on the internal quality management team or committee - training on quality management principles and methodologies - engagement to make recommendations based on performance data results - increasing documentation of recommendations by consumers to implement quality improvement projects. <input type="checkbox"/> Information gathered through the above noted activities is documented and used to improve the quality of care.
Full systematic approach to quality management in place	5	<u>Consumer involvement:</u> <input type="checkbox"/> Contribution and its impact on quality is reviewed with consumers. <input type="checkbox"/> Is part of a formal, well-documented process for consumers to participate in HIV quality management program activities, including a consumer advisory committee with regular meetings, consumer surveys, interviews, focus groups and consumer training/skills building. <input type="checkbox"/> In quality improvement activities includes four or more of the items bulleted in E2#4. <input type="checkbox"/> Information gathered through the above noted activities is documented, assessed and used to drive QI projects and establish priorities for improvement. <input type="checkbox"/> Includes work with program staff to review changes made based on recommendations received with opportunities to offer refinements for improvements. Information is gathered in this process and used to improve the quality of care. <input type="checkbox"/> Involves at minimum, an annual review by the quality management team/committee of successes and challenges of consumer involvement in quality management program activities to foster and enhance collaboration between consumers and providers engaged in quality improvement.






AIDS Institute Quality of Care Program

Standards for Consumer Involvement in Quality Improvement

Consumer(s):

- Are routinely asked to provide input/feedback in the selection of quality improvement (QI) priorities
- Participate in HIV quality management (QM) program activities, as members of the QM committee
- Provide feedback on the HIV QM program by responding to formal solicitations for public comment and by participating in an organization's consumer advisory board
- Are offered opportunities to participate in trainings in QI and are provided with an organization's performance data results and findings
- Experience is assessed at least annually and findings are formally integrated into QI activities and communicated back to staff and consumers, as specified in the guidance issued by the AIDS Institute

Consumer Involvement Training Materials

Soliciting Patient Feedback	 
Empowering Patients to Partner with their Health Care Providers	
Best Practices for Consumer Involvement	
Teaching Providers about Patient Self-Management	

Quality Academy: Consumer Involvement

- ✓ Expanded the Quality Academy to include quality improvement tutorials for consumers
- ✓ Cover basis QI concepts and self-management concepts
- ✓ All tutorials include presentation slides and notes for download



CAREActTarget.org/library/quality-academy

TCQPlus Program



NQC Training of Consumers on Quality (TCQ)

Facilitator Manual to Build Capacity of People Living with HIV to Actively Participate in Quality Improvement Activities

New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) HIV/AIDS

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Objectives:

- Develop the national training capacity among consumers and RWHAP recipients to deliver quality improvement trainings to consumers in local jurisdictions
- Foster a working relationship between consumers and recipients
- Conduct local training sessions by the TCQPlus training partners to implement the CQII-developed TCQ trainings

Outcomes:

- Increase the number of consumers who attend a TCQ training conducted by TCQPlus graduates
- Increase the number of consumers who are active members of RWHAP recipient clinical quality management programs

Training of Consumers on Quality (TCQ)

TCQ Goals

Develop the capacity for quality improvement among consumers of Ryan White HIV/AIDS Program services

Increase understanding of basic vocabulary for QI tools and methodologies, performance measurement, and Ryan White HIV/AIDS Program quality expectations

Increase confidence of TCQ participants in participating in quality improvement efforts

Foster active consumer engagement of TCQ graduates in local clinical quality management program activities of Ryan White HIV/AIDS Program recipients

TCQPlus Expectations

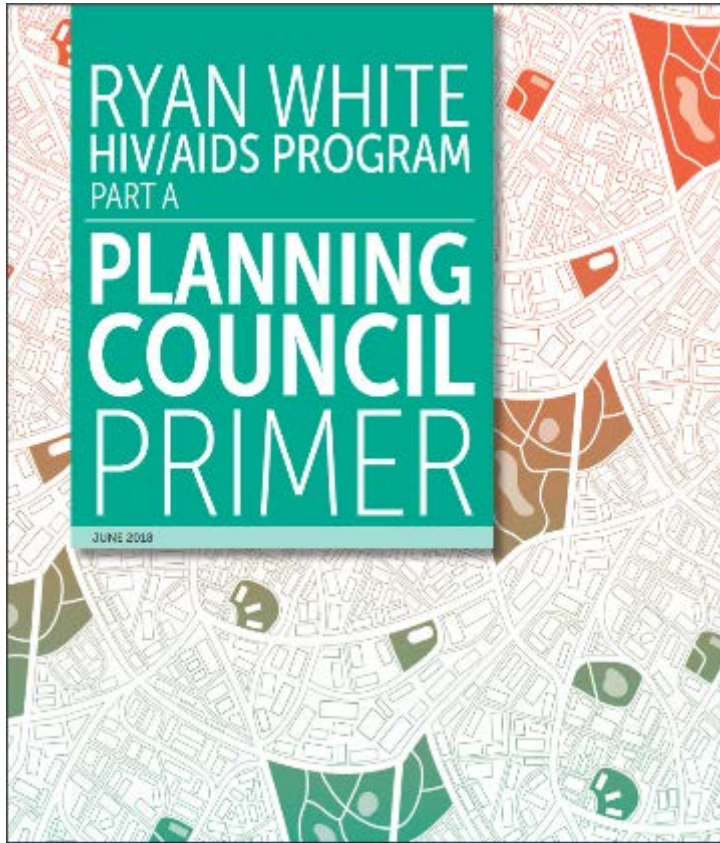
Consumer Expectations

- Outreach & recruitment of peers for upcoming TCQ training
- Expertise on the content of training modules and how to deliver them
- Lead trainer to conduct TCQ training modules
- Peer support & mentorship to TCQ participants
- Logistical advisor/assistance to establish the appropriate learning environment
- Active participation in RWHAP recipient CQM program

Recipient Expectations

- Secure the necessary funding and logistical support to plan and execute the TCQ training
- Conduct the recruitment and solicitation of TCQ training participants
- Co-presenter of specific modules, where indicated
- Mentorship and support for consumer lead trainer
- Objective observer of TCQ training and providing constructive feedback
- Support consumers to be active participants on the RWHAP recipient CQM program

Consumer Engagement Resources



- Community involvement in decision making about HIV services
- A consumer voice in decisions about services
- Collaboration among diverse stakeholders, including consumers and other people living with HIV, providers, the local health department, researchers, and other community members, with everyone sitting at the same table and working together to make the best decisions for the community
- Positive impact on the service system, including improvements in access to and quality of care, and contributions to client outcomes including viral suppression

https://targethiv.org/sites/default/files/file-upload/resources/Primer_June2018.pdf

Building Leaders of Color (BLOC)



- The Building Leaders of Color (BLOC) Program aims to train people of color living with HIV to be full, active, and engaged participants on planning bodies, medical and support care teams, boards of directors, and other efforts to address the goals of the National HIV/AIDS Strategy
 - BLOC Regional Program
 - BLOC National Program for Trans-Women of Color
 - BYLOC – Building Young Leaders of Color Youth Program
 - BLOC TOT – National Dissemination
- 3-5 Day Programs with Mentorship with current PoC/LWH Leaders
- Apply for BLOC through NMAC at www.blochiv.org

Panel Presentation

CQII ECHO Faculty Experience

- The role of consumers in the Affinity Group
- The role of consumers on the Regional Group Response Team
- Establishment of Consumer Affinity Group
- Expectations for Regional Groups to conduct consumer trainings

Rich Fowler, Consumer Relations Coordinator

- Patient Advisory Committee changed to Patient Experience and Advisory Council (focus on CQM and better represent populations served)
- Press Ganey's consumer survey tool implemented in 2017
- Consumer(s) serve on Quality Committee
- Consumer Liaisons participate in regional groups (McPeTe & RAFTA)
- Consumer Leaders participated in CQII TCQ and TCQPlus programs
 - TCQPlus participants have deliver TCQ programs in NYS
- Consumers/staff participated in stigma reduction activities (stigma # 1 barrier to fulfilling McPeTe goals)
- Consumers/staff participated in Healthcare Stories Project to capture the 'Patient Experience" and improve customer service



Katrina Balovlenkov, *Administrative Director, AIDS Center*

Historically has had Consumer Advisory Board to engage consumers in CQM

4 Diverse Peers on Staff

- White Heterosexual Female, African American Woman, Latino MSM, and African American Trans Female
- 3 are New York State Department of Health AIDS Institute Certified Peers
- Provide patient education, navigation and escort to healthcare services
- All participate in capacity building program
- All receive a livable wage

Montefiore
THE UNIVERSITY HOSPITAL FOR
ALBERT EINSTEIN COLLEGE OF MEDICINE



Kneeshe Parkinson, Health Coach, Project ARK –St. Louis, MO

- Statewide Quality Improvement Management Team
- Historically has a Community Advisory Board to engage consumer (est. 2000)
- TCQ training with 18 participants (living with HIV) from KC/MO
- 2 PLWHA on QI team for SLU & Wash U clinics
- Patient Experience Survey completed with MCM on tablets at annual update
- Recruitment for PLWHA employment is developed by Director of Peer Services & collaboration with Health coaches
- 5 consumers working in the field of LTC, newly diagnosed and treatment adherence capacities with population , MSM, LGBTQA

Meaningful Engagement of Consumers

Panel Discussion Questions:

- What strategies did you put in place for meaningful input by consumers?
 - What policies, operating procedures or practices do you have in place to engage consumers in your agency?
- Have you hired PLWH as staff? What were your experiences so far (e.g., pt confidentiality, stigma)? What challenges do you have and what solutions did you try?
- Has your state/region set up a program(s) to ensure deeper integration of patient voices into HIV systems? (e.g., NY - Certification of Community Members as Peers and NJ - Community Health Workers on Clinical Care Teams)
- How have you meaningfully integrated consumers on statewide/regional QM committees or local QI teams (paid/unpaid)? What was your experiences so far? Lessons learned?
 - How did you support your PLWH who are actively involved in CQM activities? What barriers did you face?

Aha! Moments

Reflection

What have been some of your personal highlights or Aha! Moments from today's session?

QI Resources

Choosing Health for Life

New York Quality Center



Escoja la salud para vivir

Escoger la vida



HIVQUAL Workbook

Guide for Quality Improvement in HIV Care
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau



Patient Satisfaction Survey for HIV Ambulatory Care

New York State Department of Health AIDS Institute



Building Capacity of Statewide Quality Management Programs

NQC Guide for Ryan White HIV/AIDS Program Part B Grantees
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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The Game Guide

Interactive Exercises for Trainers to Teach Quality Improvement in HIV Care

New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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Making Sure HIV Patient Self-Management Works

A Training Workbook for HIV Care Providers
Distribution Order for Exchange Grant only

New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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Measuring Clinical Performance:

A Guide for HIV Health Care Providers
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau



HIVQUAL Group Learning Guide

Interactive Quality Improvement Exercises for HIV Health Care Providers
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau



A Guide to Consumer Involvement

Improving the Quality of Ambulatory HIV Programs
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau



NQC Training-of-Trainers Guide

Facilitator Manual to Train HIV Providers on Quality Management
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

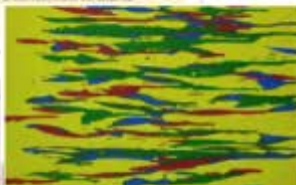
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Guideline-based Quality Indicators for HIV Care

New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

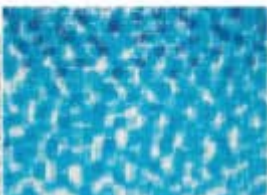
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Partnering with Subcontractors to Improve HIV Care

National Quality Center Guide for HIV Providers
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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Making Sure Your HIV Care is the Best It Can Be

A Consumer Quality of Care Training Workshop
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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Cross-Part Quality Management Guide

Using Collaboration across Ryan White Funding Streams to Improve HIV Care
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

National Quality Center



Planning and Implementing a Successful Learning Collaborative

Guide to Build Capacity for Quality Improvement in HIV Care
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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NQC Training of Quality Leaders Guide

Facilitator Manual to Build Capacity of HIV Providers to Lead Quality Management Activities
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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Strategies to Implement Your HIV Quality Improvement Activities

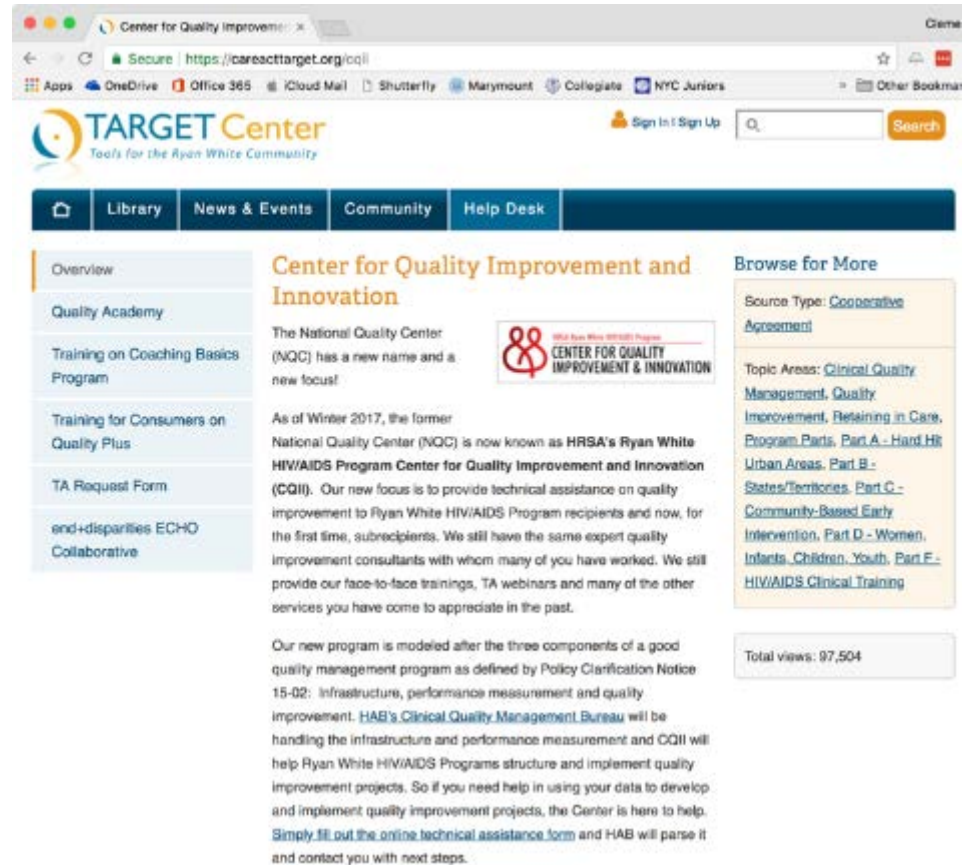
New York State Department of Health AIDS Institute
Health Resources and Services Administration (HRSA) Bureau

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CQII Website

- ✓ CQII QI resources are available on the TARGET Center website
- ✓ Detailed description of and access to CQII services, including Quality Academy
- ✓ Access to TA Request Form
- ✓ CQII training materials
- ✓ Overview of end+disparities ECHO Collaborative

CQII.org



The screenshot shows a web browser window displaying the website for the Center for Quality Improvement and Innovation. The URL is <https://careacttarget.org/cqii>. The page features a navigation menu with 'Library', 'News & Events', 'Community', and 'Help Desk'. The main content area is titled 'Center for Quality Improvement and Innovation' and includes a sub-header 'The National Quality Center (NQC) has a new name and a new focus!'. A logo for the 'CENTER FOR QUALITY IMPROVEMENT & INNOVATION' is displayed. The text below the logo states: 'As of Winter 2017, the former National Quality Center (NQC) is now known as HRSA's Ryan White HIV/AIDS Program Center for Quality Improvement and Innovation (CQII). Our new focus is to provide technical assistance on quality improvement to Ryan White HIV/AIDS Program recipients and now, for the first time, subrecipients. We still have the same expert quality improvement consultants with whom many of you have worked. We still provide our face-to-face trainings, TA webinars and many of the other services you have come to appreciate in the past.' A second paragraph follows: 'Our new program is modeled after the three components of a good quality management program as defined by Policy Clarification Notice 15-02: Infrastructure, performance measurement and quality improvement. HAB's Clinical Quality Management Bureau will be handling the infrastructure and performance measurement and CQII will help Ryan White HIV/AIDS Programs structure and implement quality improvement projects. So if you need help in using your data to develop and implement quality improvement projects, the Center is here to help. [Simply fill out the online technical assistance form](#) and HAB will parse it and contact you with next steps.' On the right side, there is a 'Browse for More' section with a 'Source Type: Cooperative Agreement' and a 'Topic Area' list including 'Clinical Quality Management, Quality Improvement, Retaining in Care, Program Parts, Part A - Hard Hit Urban Areas, Part B - States/Territories, Part C - Community-Based Early Intervention, Part D - Women, Infants, Children, Youth, Part E - HIV/AIDS Clinical Training'. A 'Total views: 97,504' box is also present.

Technical Assistance Calls

- ✓ Monthly 60-minute webinars guided by a quality expert
- ✓ All calls include best practices from fellow RWHAP recipients
- ✓ A web-conference platform encourages interactions with presenters
- ✓ PowerPoint slides and live chat fora allow participants to network with each other
- ✓ Webinars are recorded for later playback

One Hour a Month...



On-Site Technical Assistance

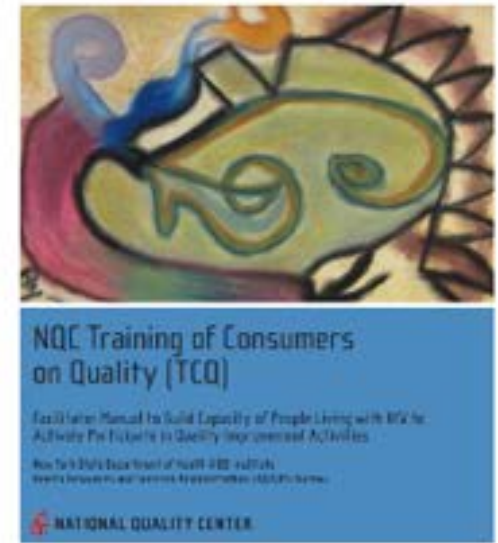
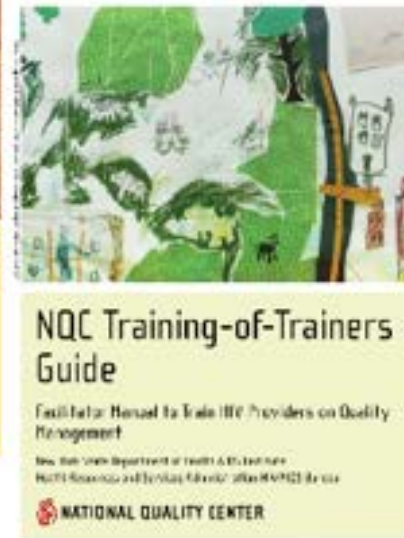
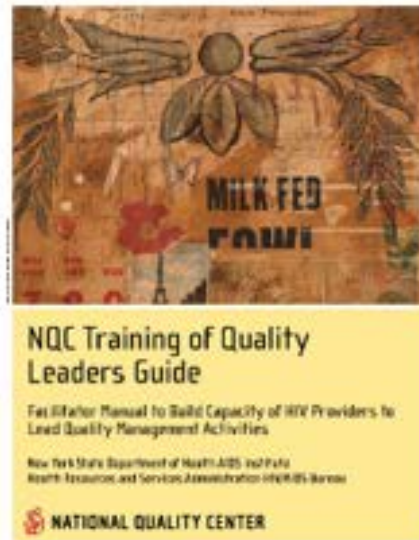
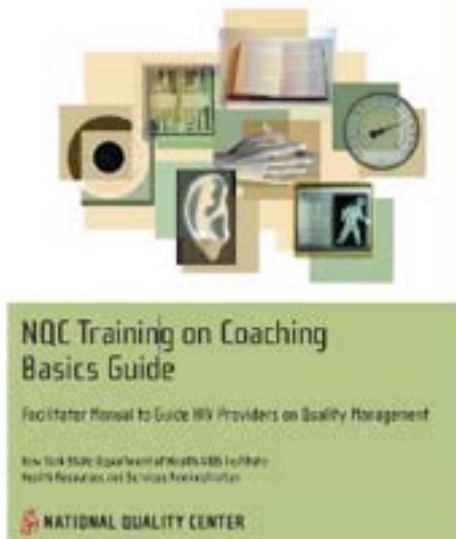
- ✓ On-site/off-site short-term technical assistance (TA) is provided to recipients
- ✓ TA is designed to help recipients implement effective clinical quality management programs
- ✓ TA Request Form is available for completion by recipients
- ✓ Submission of TA Request Form to HAB for review and approval
- ✓ CQII focus on quality improvement

CAREActTarget.org/cqm-ta-request



Advanced Training Programs

- ✓ Training-of-Trainers (TOT) Program
- ✓ Training of Quality Leaders (TQL) Program
- ✓ Training on Coaching Basics (TCB) Program
- ✓ Training of Consumers on Quality (TCQPlus) Program



CQII at the RW Conference

CQII Activities at the
2018 National Ryan White Conference
on HIV Care and Treatment

December 11 – December 14,



HRSA Ryan White HIV/AIDS Program

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IMPROVEMENT & INNOVATION**

CQII is excited to offer a variety of learning opportunities for you during the RW Conference.

Think big and start small.



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Tuesday December 11	Wednesday December 12	Thursday December 13	Friday December 14
11:30 AM - 1:00 PM Exhibit Hall	7:30 AM - 5:30 PM Exhibit Hall 10:30 AM - 12:00 PM Quality Improvement 101: I Am New to Clinical Quality Management - Where Do I Start? - National Harbor 2 5:30 PM - 7:00 PM CQII Auxiliary Meeting - Chesapeake J/K/L	7:30 AM - 5:30 PM Exhibit Hall 10:30 AM - 12:00 PM Advanced QI Tools to Improve Your Clinical Quality Management Program: Learn from Lean and Statistics - National Harbor 10 1:30 PM - 3:00 PM Bringing the Patient Voice to the Improvement Table: Strategies to Meaningfully Engage Consumers - Chesapeake 10/11/12 4:00 PM - 5:30 PM Creating a Culture of Quality Improvement: Aligning Improvements Across Subrecipients and RWHAP Parts - Maryland A 1/2/3	7:30 AM - 12:00 PM Exhibit Hall 8:30 AM - 10:00 AM Addressing Disparities to End the HIV Epidemic: Lessons Learned from end +disparities Initiatives - Chesapeake E



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Need to find CQII after
the conference? It's easy.

Mail.
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