

Creating a Culture of Quality Improvement Across Your Network: Aligning Improvements Across Subrecipients and RWHAP Parts

#### **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





#### **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





"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."

#### 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

Intensity

Consultation/Coaching

#### **Communities of Learning**

One national QI collaborative with engagement of RWHAP recipients Annual Quality Award Program to highlight QI leaders

CQII.org | 212-417-4730

#### **Communities of Learning**

#### 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



### **Learning Objectives**

- Identify key infrastructure elements that regional teams of recipients need to put together to jointly improve HIV care
- List effective strategies that have reduced gaps along the HIV Care Continuum and led to measurable improvements in viral load suppression
- Define strategies to undertake a successful collaborative across multiple funding streams
- Know available tools and resources to conduct joint quality improvement efforts in their jurisdiction



#### Agenda

- Setting the Stage 15min
- How to Create a Culture Working with Subrecipients 20min
- Panel Presentations 20min
- Four Corner Sharing 25min
- QI Resources 5min
- CQII at the RW Conference 5min



### Introductions



#### **Audience Participation**

- On your chair each participant has post-it note(s)
- Audience I write down 1-2 suggestions:
  - Engagement: How can we best engage all stakeholders/providers around quality improvement (QI)?
- Audience II write down 1-2 suggestions:
  - Establishing QI Goals: How can we establish QI aims that spark the interest of all providers/staff?
- Audience III write down 1-2 suggestions:
  - Infrastructure: What QI requirements should be included in contracts?
- Audience IV write down 1-2 suggestions:
  - Leadership: How can you effectively make agency-wide senior leaders part of the ongoing QI work?
- Hand them in after 5 min or place on flipchart



## **Creating a Culture**



## How is Culture Created? Why Are We Wearing a Tie?

- Big dark room with a single source of light on one end of the room, estimate the distance to the light
- Wide variety by participants; conformity effect when people worked on groups
- Even a year later, the individualized responses were internalized; the 'tradition' continued over generations
- Status quo bias: once a practice has become established, it is likely to be perpetuated, even there is no particular basis for it



[Muzafer Sherif, Sociometry, 1, 1937, 90-98]



# How can we generate ideas for improvement that become the new status quo?



### **Use of Checklists**

Landmark study with 108 intensive care units (ICU) in Michigan:

- "The median rate of bloodstream infection per 1000 catheter-days decreased from 2.7 infections to 0 at 3 months after use of checklist.(p0.002)"
- ICUs in the study outperformed 90% of ICUs nationwide and saved an estimated \$175 million and more than 1500 lives

#### The NEW ENGLAND JOURNAL of MEDICINE

ESTABLISHED IN 1812

DECEMBER 28, 2006

VOL. 355 NO. 26

#### An Intervention to Decrease Catheter-Related Bloodstream Infections in the ICU

Peter Pronovost, M.D., Ph.D., Dale Needham, M.D., Ph.D., Sean Berenholtz, M.D., David Sinopoli, M.P.H., M.B.A., Haitao Chu, M.D., Ph.D., Sara Cosgrove, M.D., Bryan Sexton, Ph.D., Robert Hyzy, M.D., Robert Welsh, M.D., Gary Roth, M.D., Joseph Bander, M.D., John Kepros, M.D., and Christine Goeschel, R.N., M.P.A.

ABSTRACT

#### BACEGROUND

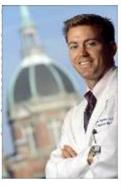
Catheter-related bloodstream infections occurring in the intensive care unit (ICU) are common, costly, and potentially lethal.

#### METHODS

We conducted a collaborative cohort study predominantly in ICUs in Michigan. An evidence-based intervention was used to reduce the incidence of catheter-related bloodstream infections. Multilevel Poisson regression modeling was used to compare infection rates before, during, and up to 18 months after implementation of the study intervention. Rates of infection per 1000 catheter-days were measured at 3-month intervals, according to the guidelines of the National Nosocomial Infections Surveillance System.

#### RESULTS

A total of 108 ICUs agreed to participate in the study, and 103 reported data. The analysis included 1981 ICU-months of data and 375,757 catheter-days. The median rate of catheter-related bloodstream infection per 1000 catheter-days decreased from 2.7 infections at baseline to 0 at 3 months after implementation of the study intervention (P50.002), and the mean rate per 1000 catheter-days decreased from



#### [New England Journal of Medicine, 2006 Dec, 355 (26), 2725-32]



### **Reduce Medication Errors**

- Situation: on average, 1 medication error per 1,000 medications administered; led to 250 errors annually
- Solution: create a 'cone of silence' (Get Smart), introduction of medication vest for 6-month pilot
- Results: errors dropped 47%; adoption by the entire hospital resulted in 20% drop hospital wide



[Becky Richards, Kaiser South San Francisco Hospital, Beacon Collaborative, April 2008]



#### Lessons Learned – To Get Started...

- You need to have the right idea
- It starts with one person, one patient, one facility
- You need a quality champion
- You need to have the time and commitment



# How are new ideas adopted in an organization?



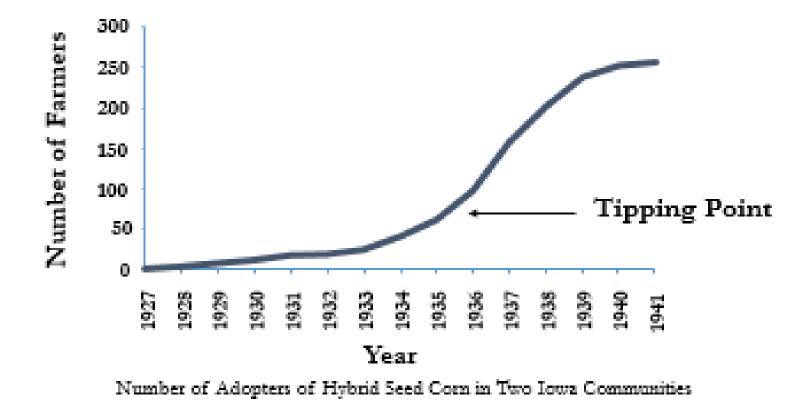
#### **Critical Mass and Momentum**

"The part of the diffusion curve from about 10 percent to 20 percent adoption is the heart of the diffusion process. After that point, it is often impossible to stop the further diffusion of a new idea, even if one wished to do so."

E.M. Rogers, Diffusion of Innovations (1995



### The "Diffusion Curve": Reaching the Tipping Point



[Source: Ryan and Gross, "Hybrid Seed Among Iowa Farmers," 1940]



### **Types of Innovators**

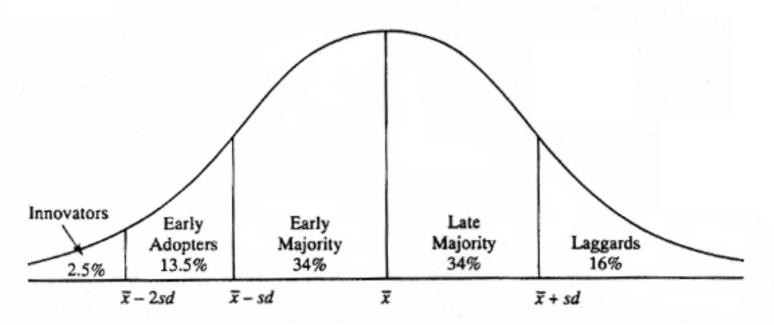


- Innovators Venturesome
- Early Adopters Respected
- Early Majority Deliberate
- Late Majority Skeptical
- Laggards Traditional



### **Diffusion of Innovation**

Adopter Categorization on the Basis of Innovativeness



[Source: Ryan and Gross, "Hybrid Seed Among Iowa Farmers," 1940]



## Working with Subrecipients



### What is the Role of the Subrecipient in the Development of the Recipient's CQM Program?

- Subrecipients should be involved in the development of the recipient's CQM Program at the discretion of the recipient
- The level of involvement may be determined by the type of service funded
- The involvement could be as part of the recipient's CQM Committee, the prioritization of performance measures, or part of a quality improvement project
  - For example, a subrecipient that provides transportation would need to report service utilization data to the recipient for CQM purposes but may not be directly involved in developing the CQM program



### HAB Policy Clarification Notice – PCN#15-02

#### Clinical Quality Management

#### **Policy Clarification Notice**

Policy Clarification Notice (PCN) #15-02

Related legislation: Title XXVI of the Public Health Service (PHS) Act §§ 2604(h)(5), 2618(b)(3)(E), 2664(g)(5), and 2671(f)(2)

Scope of Coverage: Ryan White HIV/AIDS Program (RWHAP) Parts A, B, C, and D

#### Purpose of PCN:

The purpose of this PCN is to clarify the Health Resources and Services Administration (HRSA) RWHAP expectations for clinical quality management (CQM) programs.

#### Background:

<u>Title XXVI of the Public Health Service Act</u> RWHAP Parts A – D<sup>1</sup> requires the establishment of a clinical quality management (CQM) program to:

- Assess the extent to which HIV health services provided to patients under the grant are consistent with the most recent Public Health Service guidelines, (otherwise known as the HHS guidelines) for the treatment of HTV disease and related opportunistic infections; and
- Develop strategies for ensuring that such services are consistent with the guidelines for improvement in the access to, and quality of HTV services.

<sup>1</sup> See <u>55</u> 2604(h)(5), 2618(h)(3)(F), 2664(g)(5), and 2671(5)(2) of the PLS Act.

- Recipients need to ensure that their subrecipients
  - Have the resources to conduct CQM activities
  - Implement a CQM program in their organizations
  - Identify improvement opportunities

#### • Recipients are expected to

- Provide guidance to subrecipients on prioritizing measures and collecting data
- Monitor their quality improvement activities
- Coordinate CQM activities across RWHAP recipients



### Forging Successful Partnerships with Subrecipients

- Have clear expectations for their involvement on system and subcontractor levels
- Communicate those expectations clearly
- Be consistent in reinforcing those expectations
- Provide data that are easily understood and indicate areas for improvement



### **Clear Expectations**

- As a recipient, be very clear in your current and desired clinical quality management requirements for subcontractors
  - Routinely submit performance measurement data
  - Participate in CQM activities, such as attending CQM Committee meetings
  - Conduct at least one QI project a year
- Set concrete goals for subrecipient engagement in quality improvement activities, such as
  - Prioritizing quality improvement projects
  - Attending quality improvement trainings
  - Using data findings for quality improvement
- Assist the subrecipient in understanding the goals of the recipient and monitor their achievement of these goals



### **Communicate Expectations Clearly**

- Subrecipients should understand the legislative requirements of the Ryan White HIV/AIDS Program
- Engage senior leadership at the subrecipient level to obtain organization-wide buy in for the quality improvement goals
- Contract language must be clear and concise and specify the subrecipients CQM responsibilities and expectations



### **Be Consistent in Reinforcing Those Expectations**

- Review the subrecipient's workplans and provide consistent feedback
- Act as the quality improvement coach for the subrecipient; support them as they develop their activities
- Remember, data are the key; keep providing feedback and redirect them to the recipient's goals when necessary



# **Provide Data that Are Easily Understood and Indicate Areas for Improvement**

- Its important to understand the subrecipients' data collection infrastructure; if they can't collect it, they can't improve it
- Guide the subrecipient in presenting their data in an easy to read format
- Encourage the subrecipient to share their data with all staff to foster staff buy-in for quality improvement

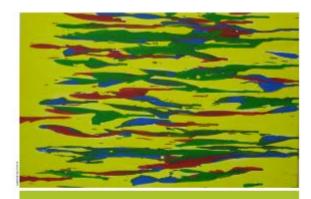


### **Coaching the Subrecipients**

- It is the role of the recipient to establish and manage their jurisdictions clinical quality management program
- Therefore the recipient must be ready to provide assistance to subrecipients in achieving an effective clinical quality management program



### **NQC Guide: Partnering with Subcontractors**



#### 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 HNVAIDS Rureau

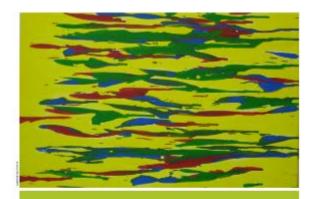
🚳 NATIONAL QUALITY CENTER

- Step 1: Integrating Subrecipient Partnerships into the Recipient CQM Program
  - Obtain leadership support for partnering with subrecipients
  - Assess current QI activities with subrecipients
  - Develop a plan for increasing subrecipient engagement in QI
  - Implement the written plan

#### To access this resource visit the CQII website | CQII.org



### **NQC Guide: Partnering with Subcontractors**



#### 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 HIWAIDS Bureau

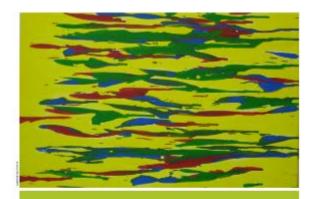
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- Step 2: Building Capacity among Subrecipients to Improve the Quality of HIV Care
  - Integrate the CQM requirements of subrecipients into contracting processes
  - Identify subrecipients' needs for training and technical assistance
  - Develop, implement, and evaluate an educational training plan
  - Develop and conduct QI trainings
  - Coach subrecipients to develop capacity for QI
  - Use strategic interventions to increase subrecipients' participation in QI activities

#### To access this resource visit the CQII website | CQII.org



### NQC Guide: Partnering with Subcontractors



#### 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 HIWAIDS Bureau

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- Step 3: Working Across
  Subrecipients to Improve HIV Care
  - Foster collaborative relationships among subrecipients
  - Create a structure to improve quality across subrecipients
  - Engage subrecipients in developing and implementing common performance measures
  - Collaborate to develop performance measures for subrecipient QI projects
  - Sustaining the gains; keeping subrecipients focused on continual improvements

#### To access this resource visit the CQII website | CQII.org



### **Panel Presentation I**



# NC Regional Quality Council Hope White and Amy Durr



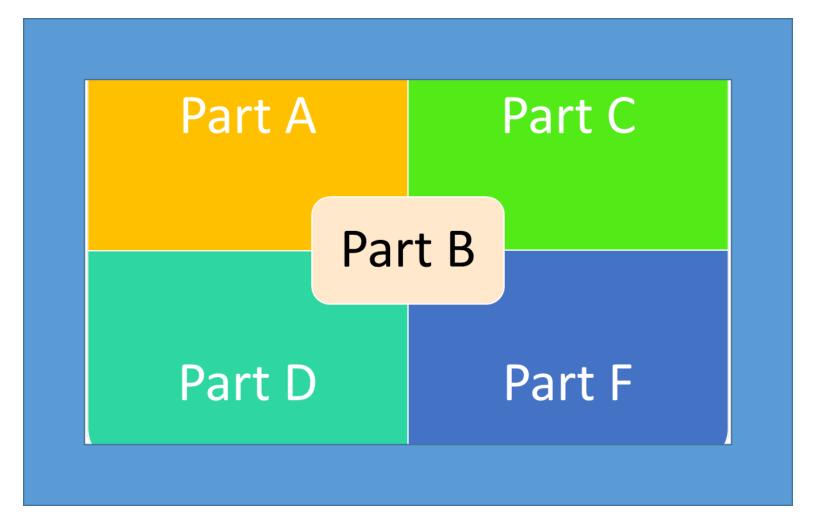


# Innovative

https://www.youtube.com/watch?v=Hk mNWYprUfE&t=8s

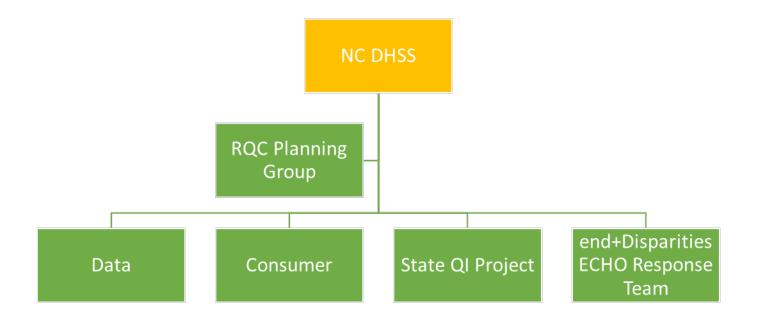


### NC Regional Quality Council: Membership





# NC Regional Quality Council: Infrastructure





# NC Regional Quality Council: Infrastructure

#### North Carolina Regional Quality Council

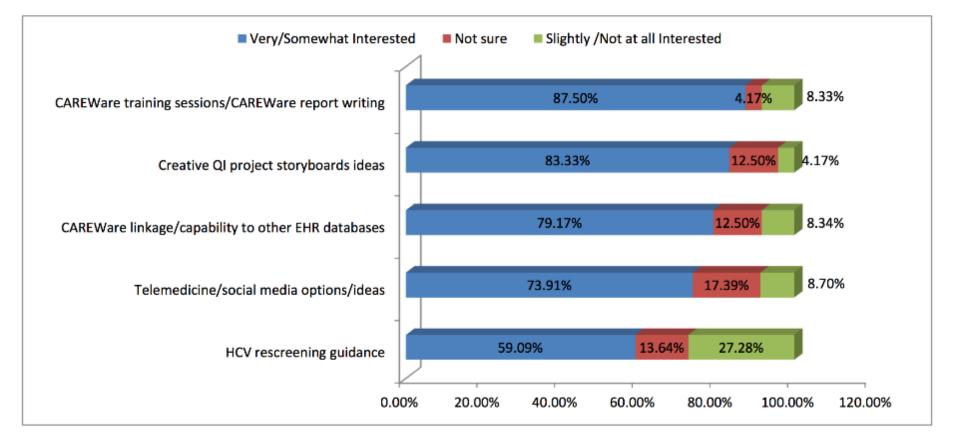
Quality Management Plan

2018 - 2019



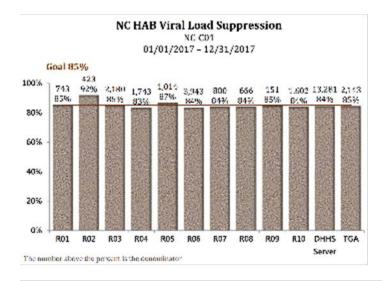


#### **RQC Training Topics**

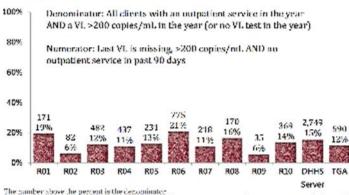




#### NC RQC: Performance Measurement

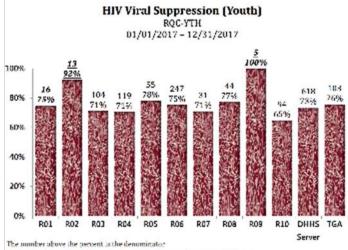


#### Not Suppressed, Not In Care RQC Q11 01/01/2017 - 12/31/2017

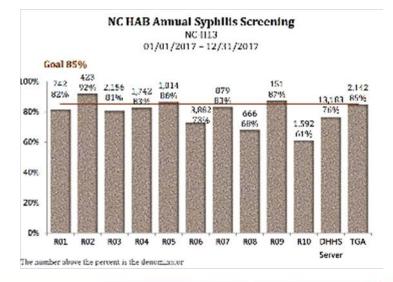


- Lower percentages are "hetter" (i.e. engagement of non-suppressed clients)
- Lower denominators indicate better long term viral load outcomes





Bolded/underlined label foot indicates that the denominator was < 30 clients

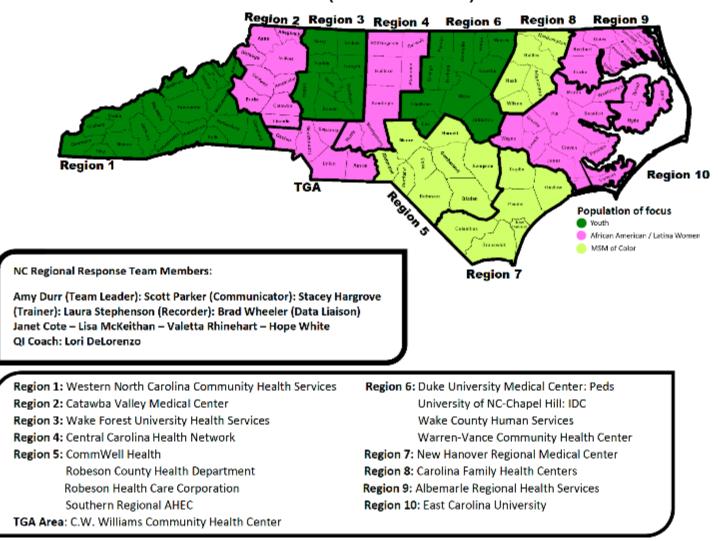


# NC RQC: Quality Improvement Projects

- Viral suppression
- STI screening
- Prevention



#### end+disparities ECHO Collaborative : A National Initiative: A Statewide Effort (North Carolina)





### Lessons Learned

- It takes a village
- You can't stop with just the data
- Change is nice, but spread is better
- Innovation attracts



## **Panel Presentation II**



#### **Ohio Participation**



#### 13 recipients with a total of 10,349 clients!

Ohio had the 2<sup>nd</sup> highest participation in the H4C Collaborative.



#### H4C Ohio Aim Statement (Beginning of Collaborative)

Ohio will revisit and reconfigure team membership; engage a spectrum of OH HIV agencies in H4C; create a CQM plan with a communication plan; engage all RWHAP-funded HIV medical providers in submitting data on H4C measures every 2 months; conduct a consumer QI training.



#### **Goal #1: Close Gaps across the Continuum**

- Measured 4 performance measures over the duration of the H4C Collaborative (April 2014 – December 2015) and post-Collaborative (February – June 2016)
  - Prescription of HIV Antiretroviral Therapy (ARV)
  - Gaps in HIV Medical Visits (GAP)
  - HIV Medical Visit Frequency (MVF)
  - HIV Viral Suppression (VS)



• Saw significant improvements in ARV and VS rates



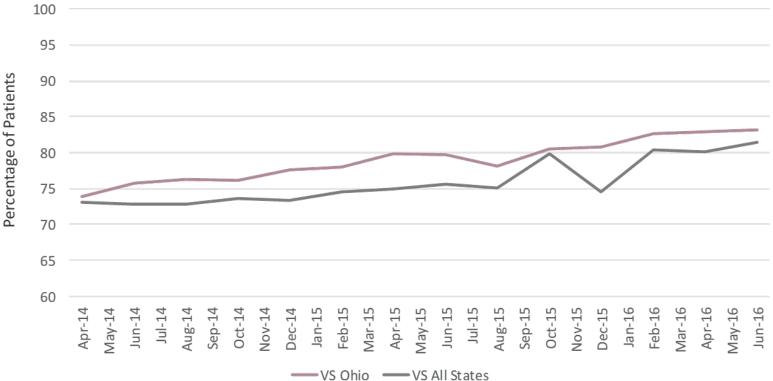
#### H4C Data Collection Template

	HIV Viral Load Suppression (≤200)			Rx of ARV Therapies			HIV Medical Visit Frequency			Gap in HIV Medical Visits		
	Num.	Denom	%	Num.	Denom.	%	Num.	Denom.	%	Num.	Denom.	%
Total												
Race/ethnicity: Black												
Race/ethnicity: Latino												
Race/ethnicity: White												
Race/ethnicity: Other												
Race/ethnicity: Total												
Gender: Male												
Gender: Female												
Gender: Transgender												
Gender: Total												
Age: 0-12												
Age: 13-18												
Age: 19-24												
Age: 25-34												
Age: 35-44												
Age: 45-54												
Age: 55-64												
Age: 65 and older												
Age: Total												
Non Suppressed cohort												
(Other disparity)												
(Other disparity)												
(Other disparity): Total												



#### **Ohio H4C Data Submission**



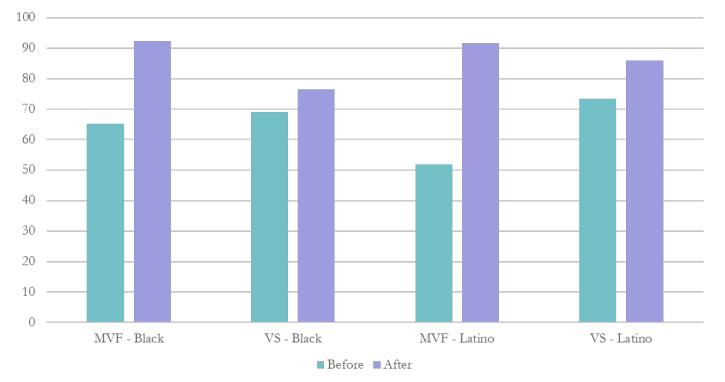


HIV Viral Suppression (VS)



# Ohio H4C Data: Viral Suppression before and after Collaborative

Performance Measure Improvement in Black & Latino Patients



MVF: Medical Visit Frequency; VS: Viral Suppression



### **Goal #2: Aligning CQM Goals Across Parts**

- Ohio Response Team in place to foster cross-Part alignment and collaboration
  - Sustained after official end of H4C Collaborative
- Written statewide CQM plan with buy-in from regional recipients
- Participated in CQII-sponsored trainings (TOT, TCB)
  - Also had capacity building at statewide meetings and CAREWare trainings
- Consumer involvement in TCQ training, QI projects, and Response Team



#### **Ohio Quality Crusaders: 3 QI projects**

#### COHORT CASE STUDY #1 Ryan White Part C

Cohort began with 55 individuals. After year one, four individuals were excluded and 28 became virally suppressed. The agency exceeded their twenty percent improvement goal and through the intervention outlined below, were able to get 54.9% of their cohort list suppressed.

Agency one's primary intervention involved assigned staff taking one or more unsuppressed patients and piloting an intervention that included meeting with the patient twice, using Motivational Interviewing (MI) to attempt to overcome adherence issues with 3 phone calls in between.

At monthly QI meetings staff looked at unsuppressed list and discussed issues, progress, barriers, and possible solutions.

Almost 40% of the cohort was suppressed after six months and over 50% after one year of implementing the intervention.

#### COHORT CASE STUDY #2 Ryan White Part C

Cohort began with 372 individuals. After year one, 26 individuals were excluded and 161 became virally suppressed. The agency exceeded their twenty percent improvement goal and through the intervention outlined below, were able to get 46.53% of their cohort list suppressed.

Agency two focused on medical visit adherence to measure and improve viral loads. During the year long intervention, patient navigators were used to remind clients of upcoming appointments. If a client no-showed, a policy was in place to notify medical case managers when a patients missed a visit. Medical case managers were charged with documenting medical visit frequency and medication treatment adherence. After 3 missed visits, patients are required to have a case conference with their physician, nurse, and case manager to establish a plan for keeping appointments prior to rescheduling.

#### COHORT CASE STUDY #3 Ryan White Part C

Cohort began with 145 individuals. After year one, five were excluded and 97 became virally suppressed. The agency exceeded their twenty percent improvement goal and through the intervention outlined below, were able to get 69.29% of their cohort list suppressed.

Agency three focused on wrap around services to improve medical care adherence. The cohort list was distributed to a multidisciplinary team composed of physicians, nurses, social workers, a pharmacist and a mental health counselor. The team felt that the most common barrier to adherence was mental health and substance abuse issues. The team worked with their consumer quality committee and began to advertise 12 step programs along with the existing support groups that are offered at the hospital. The staff was trained in motivational interviewing and used these techniques to work with unsuppressed patients.

**RYAN WHIT** 

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#### **Lessons Learned:**

- Building a foundation of trust before work can be done is ESSENTIAL!
- Standardizing performance measure definitions and building a platform for transparency and open-mindedness all lead to innovative ideas
- QI training opportunities not only for providers but also consumers provides opportunity for capacity building
- Having solid funding sources is critical not only for programing but also technical assistance



Final Lessons Learned

"Thanks to H4C, Ohio has an improved cross-Part infrastructure and communication system. We have strengthened statewide data collection and created our first ever statewide Ryan White Continuum of Care."

H4C Goal 3 successfully met!



How can we channel this level of energy and accomplishment into our future QI work? What can we do moving forward?



#### **Sustainability Plan for Ohio**

- Continue to meet in-person at least quarterly to sustain relationships and trust
- Continue to gather, review and share All-Parts data regularly on key performance measures
- Continue to identify QI Training opportunities for consumers as well as providers



#### **Sustainability Plan for Ohio**

- Continue dedicating resources as needed for logistic support in accomplishing the above
- Participate in CQII's ECHO end+disparities collaborative



## Four Corner Exercise



#### **Breakout Groups**

- Select one of the following 4 topic areas based on your personal interest
- Move towards the assigned meeting area
- Select a group facilitator and reporter
- Discuss your topic and report back to the larger group



#### **Topic Areas**

- Engagement/Resistance: How can we best engage all stakeholders/providers around quality improvement? How can we address issues of resistance?
- Establishing QI Goals: How can we establish QI aims that spark the interest of all providers/staff? What are the QI goals of interest to all?
- Infrastructure: What QI requirements should be included in contracts?
- Leadership: How can you effectively make agency-wide senior leaders part of the ongoing QI work? What can we keep them in the loop?



### Aha! Moments



#### **Highlights & Aha! Moments**

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









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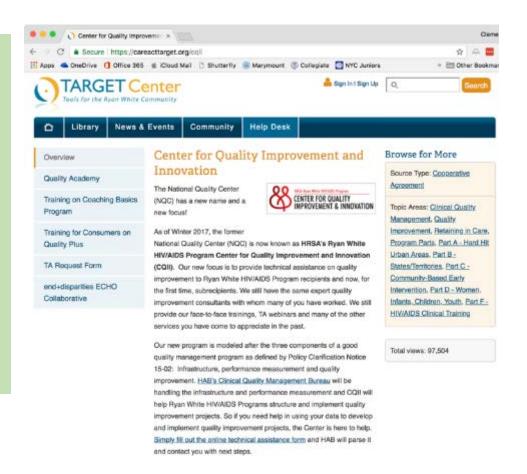




### **CQII Website**

- 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

#### <u>CQII.org</u>





### **Quality Academy**

- In January 2007, online training course on quality improvement was launched
- Expansion of Quality Academy in 2009 (English and Spanish)
- Consists of 32 interactive tutorials, offering more than 800 training minutes and all presentation slides and notes are available for download
- ✓ Most designed to last 15-20 mins
- ✓ Over 35,000 tutorials have been taken
- Developed a Consumers in Quality section of the Academy with consumer tutorials

CAREActTarget.org/library/quality-academy

#### One a Day...





### **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 for 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

#### **On-Site Technical Assistance**



"One size fits all." Fine for baseball caps, not for technical assistance.



### **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



#### NQC Training on Coaching Basics Guide

Facilitator Nanual to Guice HIV Providers on Evality Nanagement

New York State (2.5) Cost of New York 2005 Institute New York Researces on Cost of New York Cost of State

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#### NQC Training of Quality Leaders Guide

Facilitator Manual to Baild Capacity of HIV Providers to Level Quality Management Activities

New York State Department of Health 2015 institute Health Resources and Services Administration (High.05 Burney

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#### NQC Training-of-Trainers Guide

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NQC Training of Consumers on Quality (TCQ)

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# **CQII** at the **RW** Conference





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<b>Tuesday</b>	Wednesday	Thursday	Friday
December 11	December 12	December 13	December 14
11:30 AM - 1:00 PM	7:30 AM - 5:30 PM	7:30 AM - 5:30 PM	7:30 AM - 12:00 PM
Exhibit Hall	Exhibit Hall	Exhibit Hall	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	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	8:30 AM - 10:00 AM Addressing Disparities to End the HIV Epidemic: Lessons Learned from end +disparities Initiatives - Chesapeake E
		4:00 PM - 5:30 PM Creating a Culture of Quality Improvement: Aligning Improvements Across Subrecipients and RWHAP Parts - Maryland A 1/2/3	





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

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