Welcome

It Begins with a Connection: Communicating with Patients Who Are Homeless through Community Voice Mail

Wednesday, September 26, 2012

We will begin promptly at 1 p.m. Eastern.

Event Host:

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It Begins with a Connection: Communicating with Patients Who Are Homeless through Community Voice Mail

September 26, 2012
Presenters

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Program Director
Springwire

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Homeless & Mobile Medical Services Manager
Family Health Centers of San Diego

Health Care and Housing are Human Rights
Learning Objectives

- Explain why access to communication is fundamental to working with people who are homeless in a health care setting.

- Describe how HCH grantees can connect with their patients via Community Voice Mail and Resource Broadcasting to provide health education information and community resources.

- Describe how Community Voice Mail and Resource Broadcasting can help HCH grantees meet PCMH and Meaningful Use standards.
2011-2012 NHCHC and Springwire partner to connect homeless and unstably housed consumers in 6 cities to Community Voice Mail and Resource Broadcasting
Who is Springwire?

Through the innovative use of technology, we connect people isolated by poverty to support, services and opportunities.
Springwire Programs

Community Voice Mail

Resource Broadcasting

Digital Documents \textit{(in R&D)}

Resource Email \textit{(in R&D)}
What is the Need for Voice Mail?

- ~ 5 million U.S. households without phone service
- Not enough cell phone minutes
- HCH communication gap with consumers

“Welcome to Community Voice Mail! You have 3 new messages, to hear new messages, press 1…”
Why Voice Mail?

- Oral culture*
- It “speaks” to our client base
- Based on relationships/trust
- Repetition/storytelling
- Present-oriented

Community Voice Mail
FREE private, local phone number with voice mail

Health Care
Keep medical appointments and get test results

Safety
A lifeline for those escaping domestic abuse

HOPE
A tangible tool to reclaim your life

Housing
A phone number for a prospective landlord

Employment
A reliable telephone number on a resume
Resource Broadcasting

Send One Message, Reach Hundreds

- Weekly/Monthly health education information
- Timely weather and emergency msgs
- Community resource offerings
- Supportive messages
- Client surveys

Cincinnati message about Cholesterol Awareness
Health Connect Demonstration Project
Project Assumptions

Giving HCH consumers a reliable means of communication and using it to send health education information will:

- Result in **better health outcomes**
- Show better outcomes related to the experience of health care
- Help clinics meet standards for **PCMH** and **Meaningful Use**
Consumer and Clinic Benefits

- Basic, reliable, confidential communication
- Dignity
- Continuity of care
- Efficient health education delivery
- Efficient community resource delivery
- Patient Centered Medical Home and Meaningful Use Standards
Health Connect Partners

- Grace Hill Neighborhood Health Centers  
  - St. Louis, MO

- Community Health of South Florida  
  - Miami, FL

- Sulzbacher Center  
  - Jacksonville, FL

- Cincinnati Health Network  
  - Cincinnati, OH

- Health Care for the Homeless of Milwaukee  
  - Milwaukee, WI

- Family Health Centers of San Diego
Health Connect Details

- Inventory of local numbers
- Training, materials, best practices and support
- Local marketing, enrollment and record keeping
- Weekly resource broadcast messages

Health Care for the Homeless
Health Connect Results

- 108 participants *(to date)*
- Weekly broadcasts
  - Springwire
  - Partner sites
- Positive feedback
- Additional surveys planned
Family Health Centers of San Diego

- Private, non-profit
- 40 year history
- Racially diverse population

**Provides:**
- primary care
- dental health
- mental health
- health education
- HIV services
- child development services
- Health Care for the Homeless
- …and much more
FHCSD Health Care for the Homeless

- HCH funded since 1988
- 10 contracted health and social service providers
- 20 delivery sites
- 2011 - served 23,930 unduplicated individuals/85,639 encounters.

Provides:
- primary health care
- emergency & restorative dental care
- mental health services
- psychiatric care
- social work/case management services
- alcohol and drug treatment
FHCSD HCH and Health Connect

- Partnership began in May, 2012
- 26 people enrolled
- 1-2 people enrolled each week
- 3 staff doing enrollment
- Weekly resource broadcasts
FHCSD HCH and Health Connect

- Simple & effective
- Easy to use
- Additional tool in our kit
- Allows clients to remain in contact with family members and job prospects
- Point of engagement with consumers
- Resource broadcasting is an efficient way to get timely information out to many people at once and easy to do!
Best Practices: Community Voice Mail and HCH

- All staff know about program
- Consistent referral point
- Visible marketing campaign
- Clear talking points about cell phones & Community Voice Mail
- Keep the program top of mind for all staff
Best Practices: Resource Broadcasting and HCH

- **Weekly** schedule
- **All staff** know about it
- Adapt **existing resources** for health education
- Always **keep it in mind**
- **Supportive messages**
- Ask for periodic **feedback** from consumers
Health Connect Next Steps

- Project continues through December 2012
- Partner clinics continue implementation
- Additional consumer and clinic surveys
- Write final report with NHCHC
- Assess plans for the future
Consumer Testimonials

This voice mail has been a tremendous help to me as far as my health care. It has improved my ability to stay in touch with my doctors. It has made a great impact on me.

It's helping me find a job, my friends and family can stay in touch with me, for medical assistance - keeping appointments. It's a good idea and everyone should have one.
Q & A

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Health Care and Housing are Human Rights
For more information about the National HCH Council

- Contact us at council@nhchc.org.

- Other educational opportunities including technical assistance and regional trainings can be found online at www.nhchc.org.