

# **Moving to Sustainability in the Emerging Environment**

HIV Prevention, Health Care Reform, and Your Program

December 18<sup>th</sup>, 2012

2:00- 3:30 PM ET

Call in number: [1-866-469-3239](tel:1-866-469-3239)

Participant code: 655 743 054

**Dianne Perlmutter and Elena Thomas Faulkner**

# Learning Objectives

Identify 3 major environmental trends impacting CBOs

Identify at least 2 vital roles for HIV prevention CBOs in the future

Describe 3 steps to ensuring viability of your CBO

# JSI Research & Training Institute, Inc.

Public health consulting company

- Involved in HIV prevention and care since the beginning of the epidemic

Capacity building assistance (CBA) provider

- Monitoring and evaluation
- Organizational infrastructure
- Effective Behavioral Interventions

Learn more at [CBA.jsi.com](http://CBA.jsi.com)

# Housekeeping

Mute phone when not speaking

Interactive functions

- Chat
- Annotate tool
- Polling
- Raise hand

Open lines

- Keep comments concise and focused

# A Competitive HIV Prevention CBO circa 2008

# **THE ENVIRONMENT**

A new landscape for HIV prevention

# Answer the Poll

Which of these will have the biggest impact on your organization's ability to provide HIV Prevention services?

- Health Care Reform
- Reauthorization of Ryan White
- National HIV/AIDS Strategy
- CDC Treatment as Prevention framework
- Availability of state and local funding

# HIV Policies & Programs

## Current trends

- Will briefly discuss:
  - National HIV AIDS Strategy
  - Treatment Cascade
  - High Impact Prevention
  - Ryan White Program



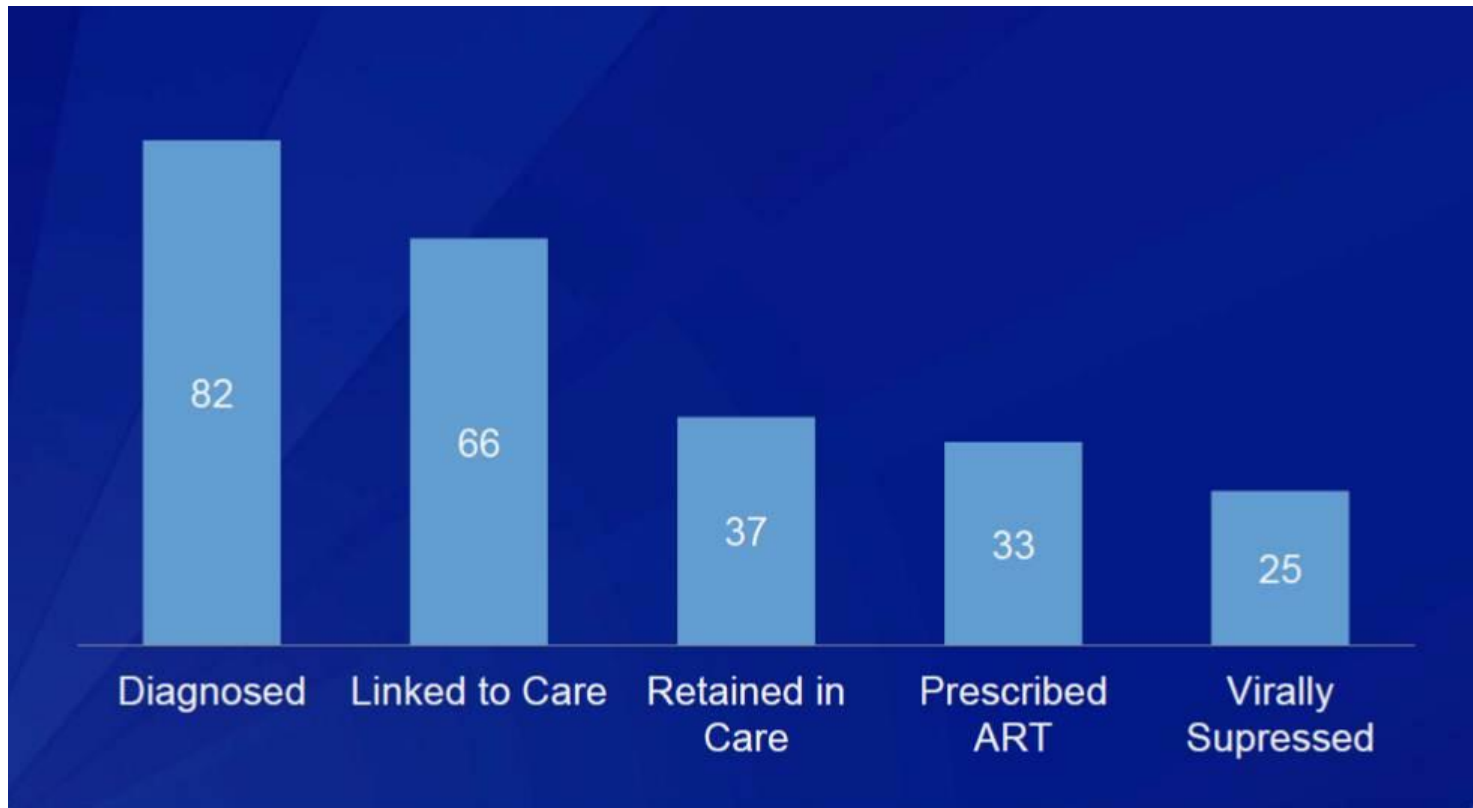
# National HIV/AIDS Strategy

- **Reduce New HIV Infections**
  - Intensify HIV prevention efforts in communities where HIV is most heavily concentrated.
  - Lower annual numbers of new infections by 25%
  - Increase % of PLWH who know their status from 79% to 90%
- Expand targeted efforts to prevent HIV infection using a combination of effective, evidence-based approaches.

# National HIV/AIDS Strategy

- **Increase Access to Care and Improving Health Outcomes for People Living with HIV**
  - Increase the % of newly diagnosed linked in care within 3 months from 65% to 85%
- **Reduce HIV-Related Health Disparities**
  - Increase proportion of HIV diagnosed gay and bi-sexual AA and Latinos with undetectable viral load by 20%

# Treatment Cascade



Rashad Burgess., MA, Chief and Luke Shouse, MD, Medical Officer  
CDC National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention; Division of  
HIV/AIDS Prevention: Capacity Building Branch.

# High-Impact HIV Prevention

“CDC and its partners are pursuing a High-Impact Prevention approach to reducing new infections. By using combinations of scientifically proven, cost-effective and scalable interventions targeted to the right populations in the right geographic areas, this approach promises to increase the impact of HIV prevention efforts-an essential step in achieving the goals of the NHAS.”

# High-Impact HIV Prevention

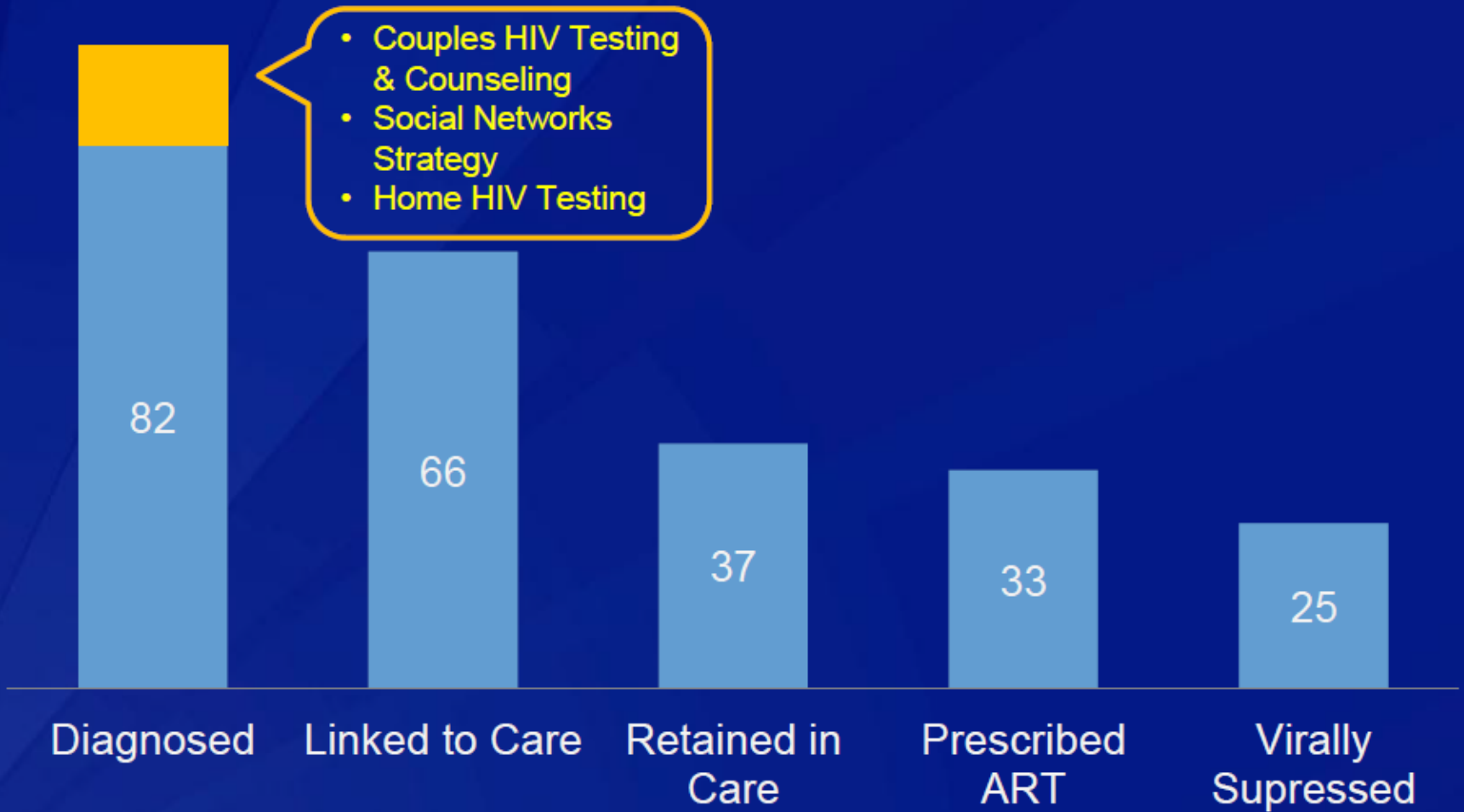
## **HIV Prevention Considerations:**

- Effectiveness and Cost
- Feasibility of full scale implementation
- Coverage in the target population
- Interaction and targeting
- Prioritization

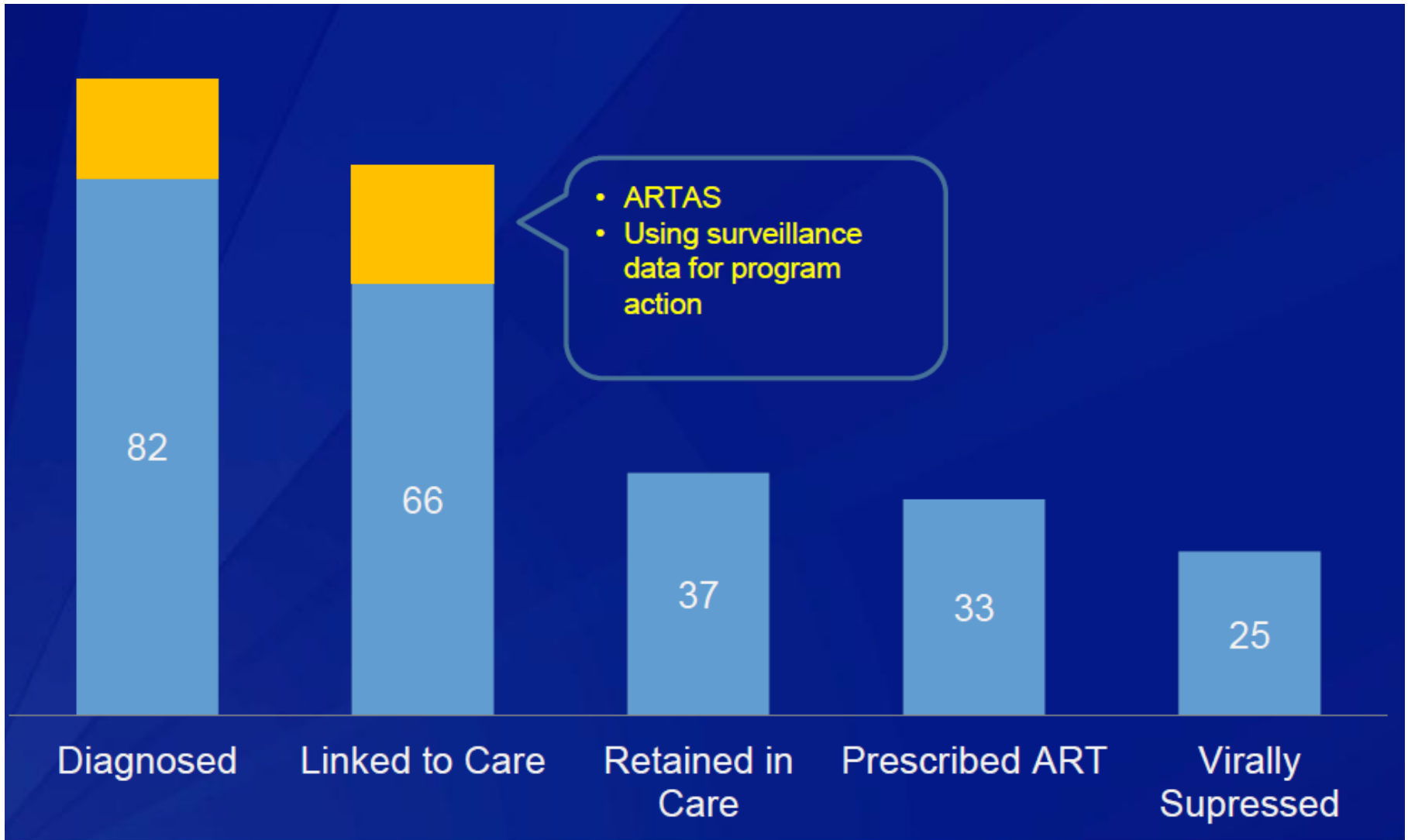
## **Proven Interventions:**

- HIV testing and linkage to care
- Prevention for high risk
- ART therapies
- Substance abuse treatment
- Access to condoms and sterile syringes
- Screening and Treatment for STIs
- Prevention for Positives and their partners
- Select EBIs

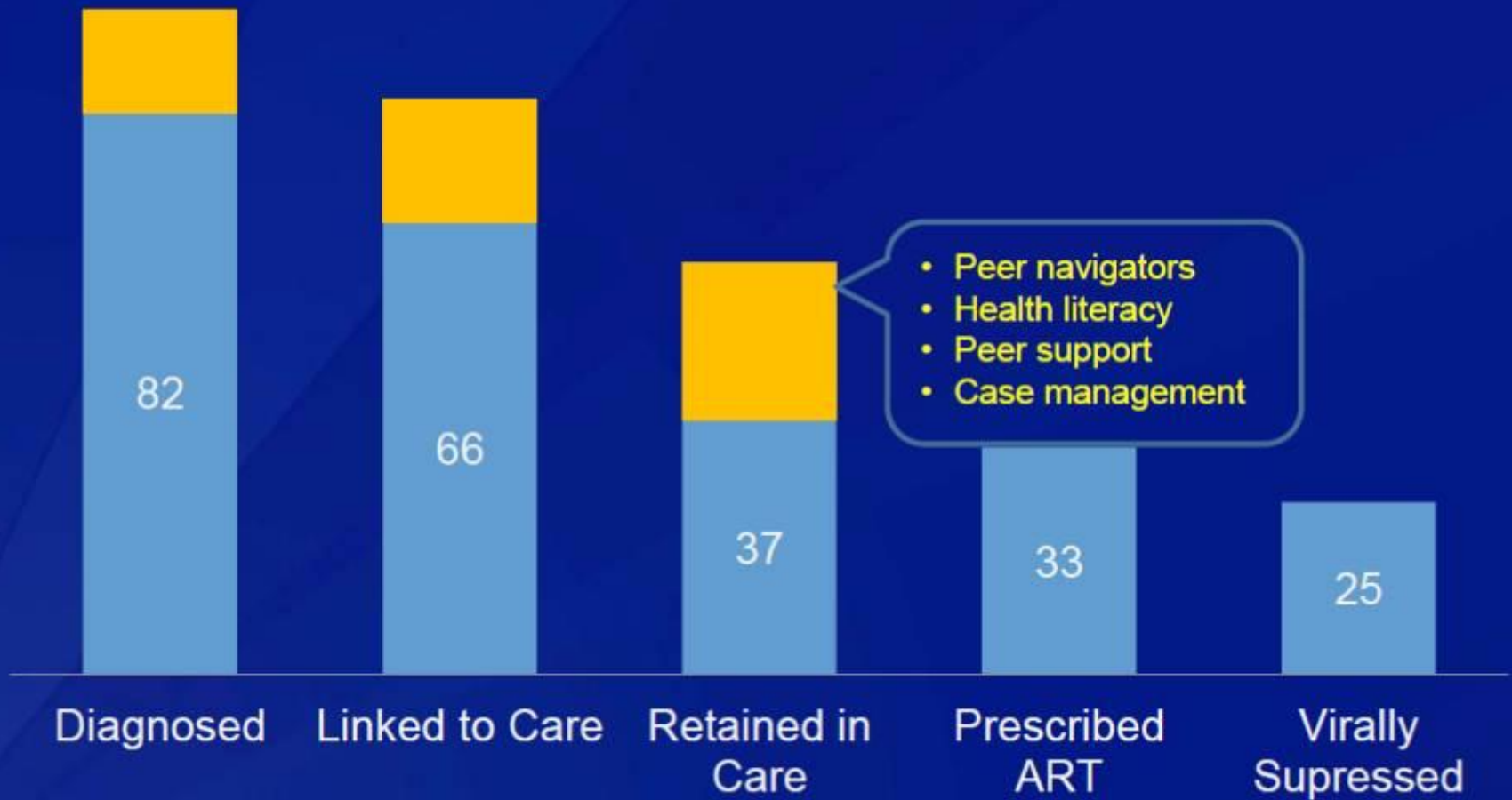
# Raising the Bar



# Raising the Bar

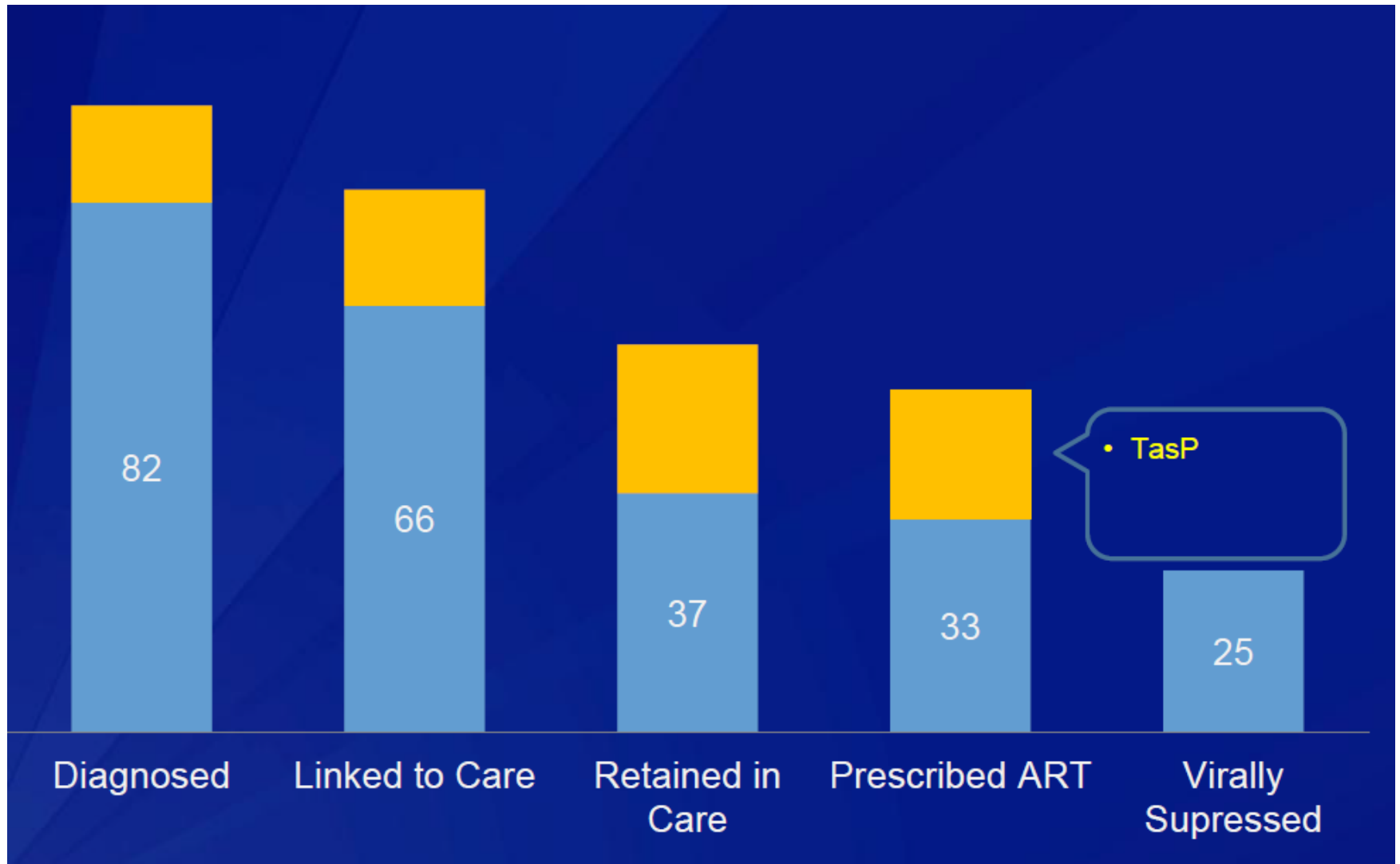


# Raising the Bar

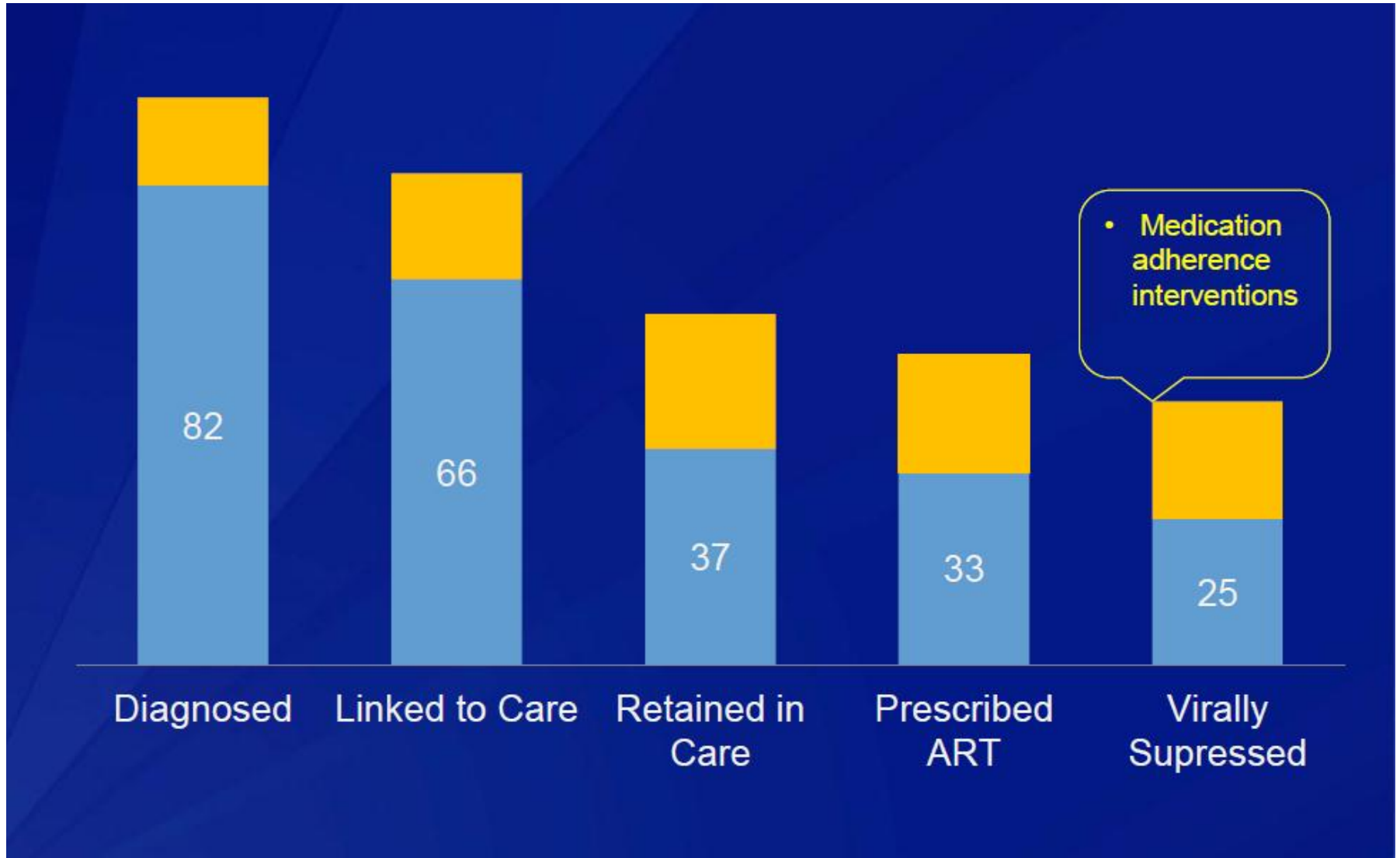




# Raising the Bar



# Raising the Bar



# Ryan White Program

- Raise your hand: Who currently receives funding from the Ryan White Program?
- Chat: What Ryan White funded services do you offer?

# Ryan White Program

- Currently authorized by the Ryan White HIV/AIDS Treatment Extension Act of 2009
- Majority of Ryan White funds support primary medical care and essential support services
- RW will continue to be vital even with success of ACA

# Implications for CBOs: Chat

What are the key questions/challenges this shift in approach raises for you?

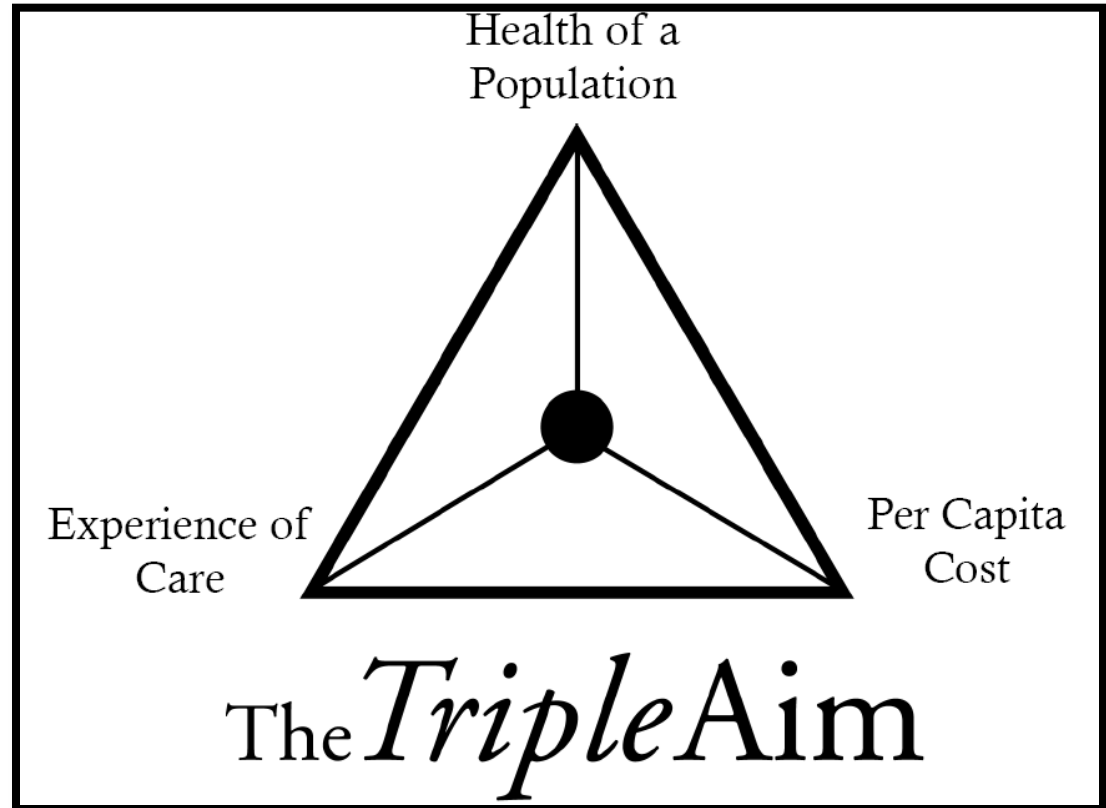
# Health Care Environment

## Current trends

- Will briefly discuss:
  - Delivery System Transformation
  - Payment Transformation
  - Health Care Reform
  - Health Homes

# Transformation of Health Care Delivery System

- Mergers and strategic alliances
- Accountable Care Organizations
- Medical Homes



# Health Care Reform Impact

## Affordable Care Act

- More access to insurance
- Subsidies for low income
- Those with pre-existing conditions (including HIV)
- Medicaid expansion (varies by state)



# Health Home

- A Health Home provides a comprehensive system of care coordination for individuals with chronic conditions.
- Health Home providers integrate and coordinate all primary, acute, behavioral health and long term services and supports to treat the “whole-person” across the lifespan.

Definition Adapted from CMS Medicaid State Plan Option

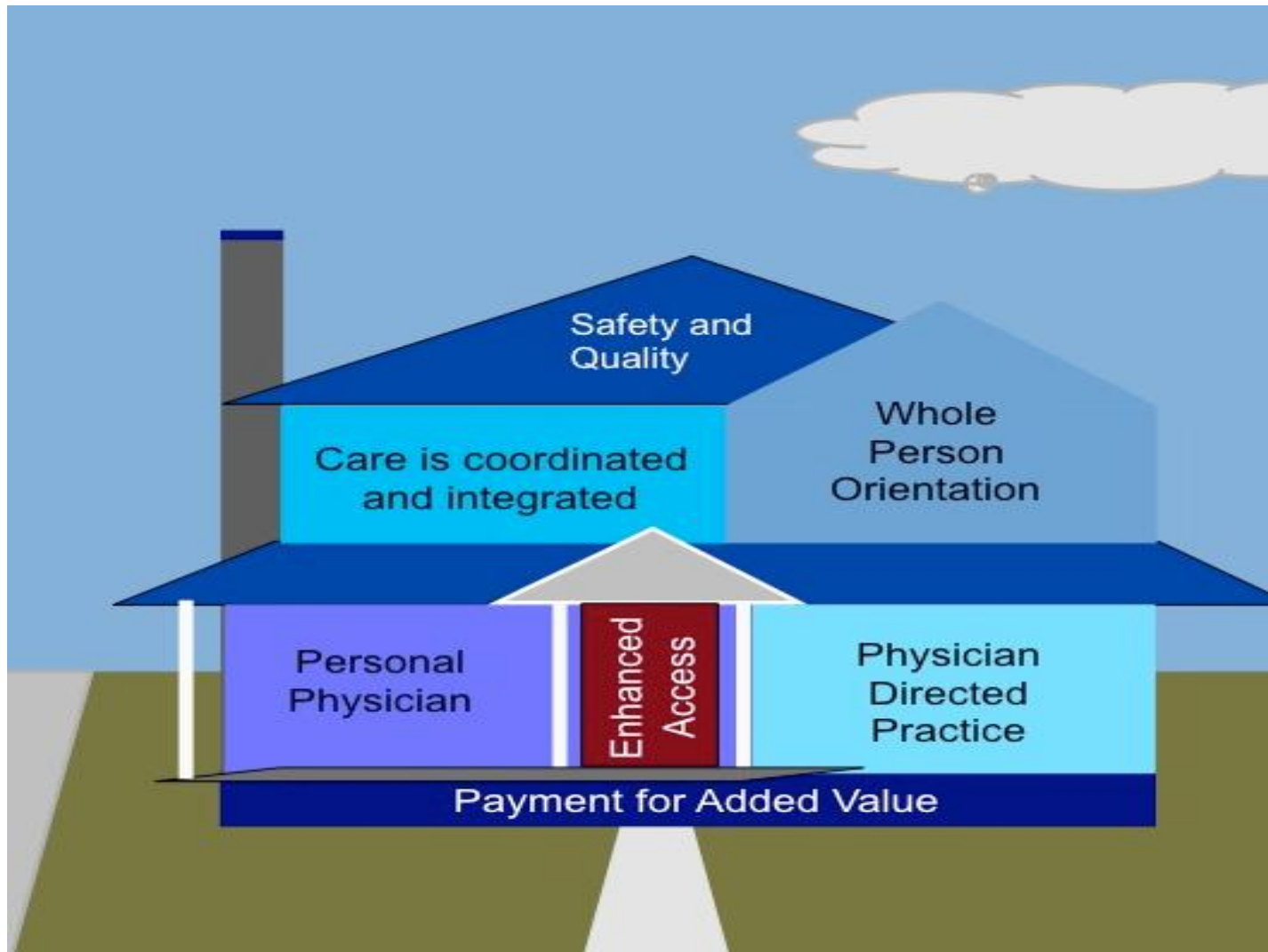
# Patient Centered Medical Home

The PCMH puts patients at the center of the health care system, and provides primary care that is “accessible, continuous, comprehensive, patient and family-centered, coordinated, compassionate, and culturally effective.”

Definition Adapted from the American Academy of Pediatrics

# Joint Principles of the Medical Home

(Adopted by AAFP, ACP, AAP, AOA)

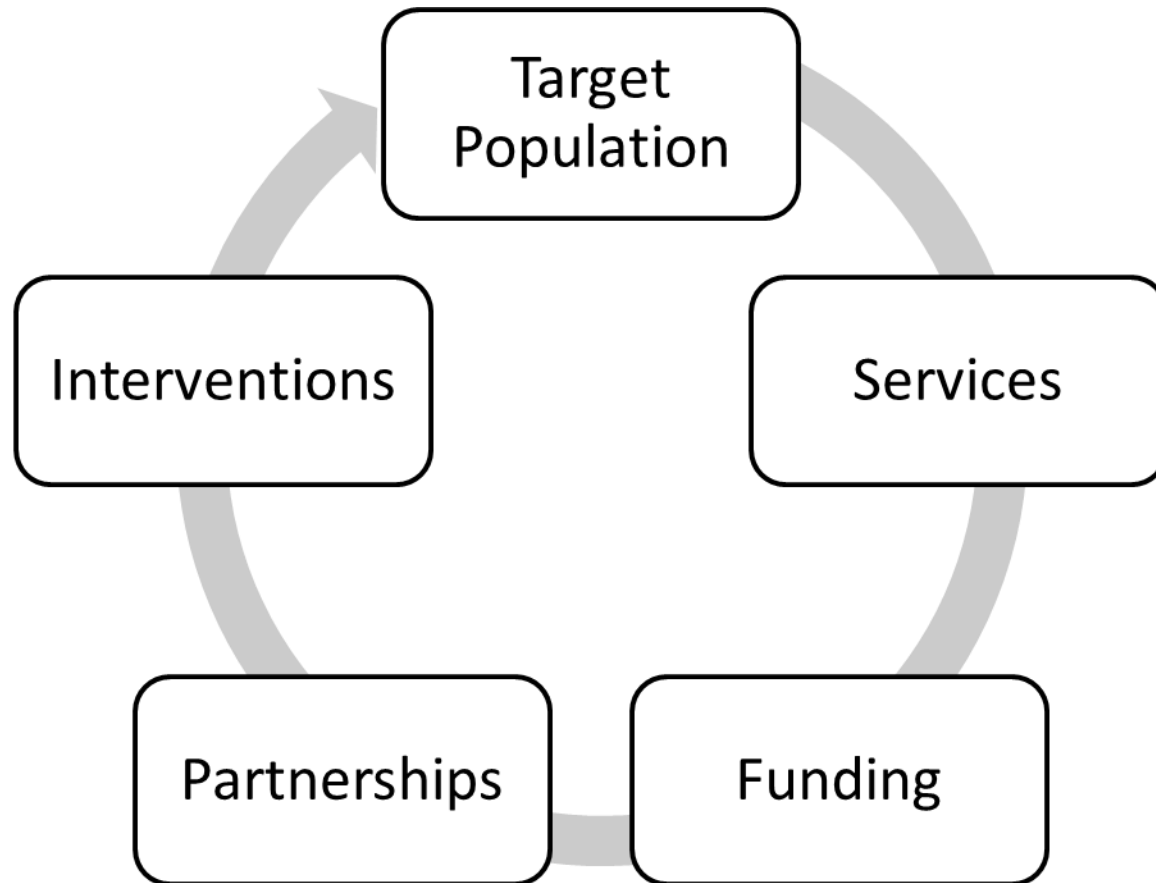


# Comments or questions?

# Implications for CBOs

- CBOs focused primarily on HIV prevention need to adapt to changes to remain competitive and viable
- Most competitive organizations either provide health care services and/or have strong partnerships with health care providers
- “CBOs should be in a consortium with the medical home; do outreach as part of consortium; ....can’t stay stuck in the past, must change...”

# Where do you have work to do?



# Competitive Advantages of CBOs

- Knowledge of local community
- Ability to reach high risk populations
- Ability to support care linkage
- Cultural competence
- Pulse on emerging needs
- Staff are from impacted communities
- Have community trust

# To Maintain Competitiveness

Assess

Demonstrate Value



# Assess

Community need

Revenue mix

Services mix

Partnerships

Organizational mission

# Demonstrate

Value of services

Cost effectiveness

Impact on health

Outcomes

- We refer 100% of our HIV+ clients to medical care, AND
- 80% of clients in our program maintain a linkage to care

# Options for CBOs

# Options in Many Areas

- Change service mix
- Provide medical services
- Advocacy & share expertise
- Affiliations/mergers

# Option 1: Service Focus

Chat:

What new services would you consider?

# Option 2: Provide Medical Services

## Provide Medical Services

- Serve as health home for PLWH/A
- Provide HIV care and treatment
- Ensure access to/integrate substance abuse and mental health
- Integrate screening/treatment for STIs, Hepatitis, sexual and reproductive health
- If Ryan White health care provider:
  - Explore/pursue designation as FQHC
    - Requires billing capacity (Medicaid, Medicare, private insurers)

# Option 3: Advocacy and Expertise

- Provide advocacy and share expertise
- Serve as ‘Center of Excellence’
- Provide training and technical assistance to maximize quality of care for PLWH:
  - Cultural competence
  - Stigma
  - Reaching high risk populations
  - Responding to unique needs, challenges of serving PLWH
  - Develop tool kits; serve as mentors
- Public policy advocacy

# Option 4: Affiliations and Mergers

## Affiliations or Mergers

- Maximize ability to broaden range of services
  - Leverage partners' strength, expertise, and capacity
- Issues to consider:
  - Identification of the appropriate partner organizations
  - Commitment to shared vision and service models
    - May need to consider serving other populations, service mix
  - Readiness to disclose business information
    - “Due diligence”
  - Utilization of strategic planning processes to assess if this is the appropriate and feasible option



# Answer the Poll

Which of these four options would you most consider?

- Change Service Mix
- Provide Medical Services
- Advocacy & Provide Expertise
- Affiliations/Mergers

# A Competitive HIV Prevention CBO

# Why Plan Strategically?

- Assess organization's direction
- Adjust in response to changing environment
- Focus organizational energy
- Ensure responsiveness to stakeholders
- Identify opportunities and threats
- Provide a basis for decision making
- Improve performance
- Build teamwork and expertise

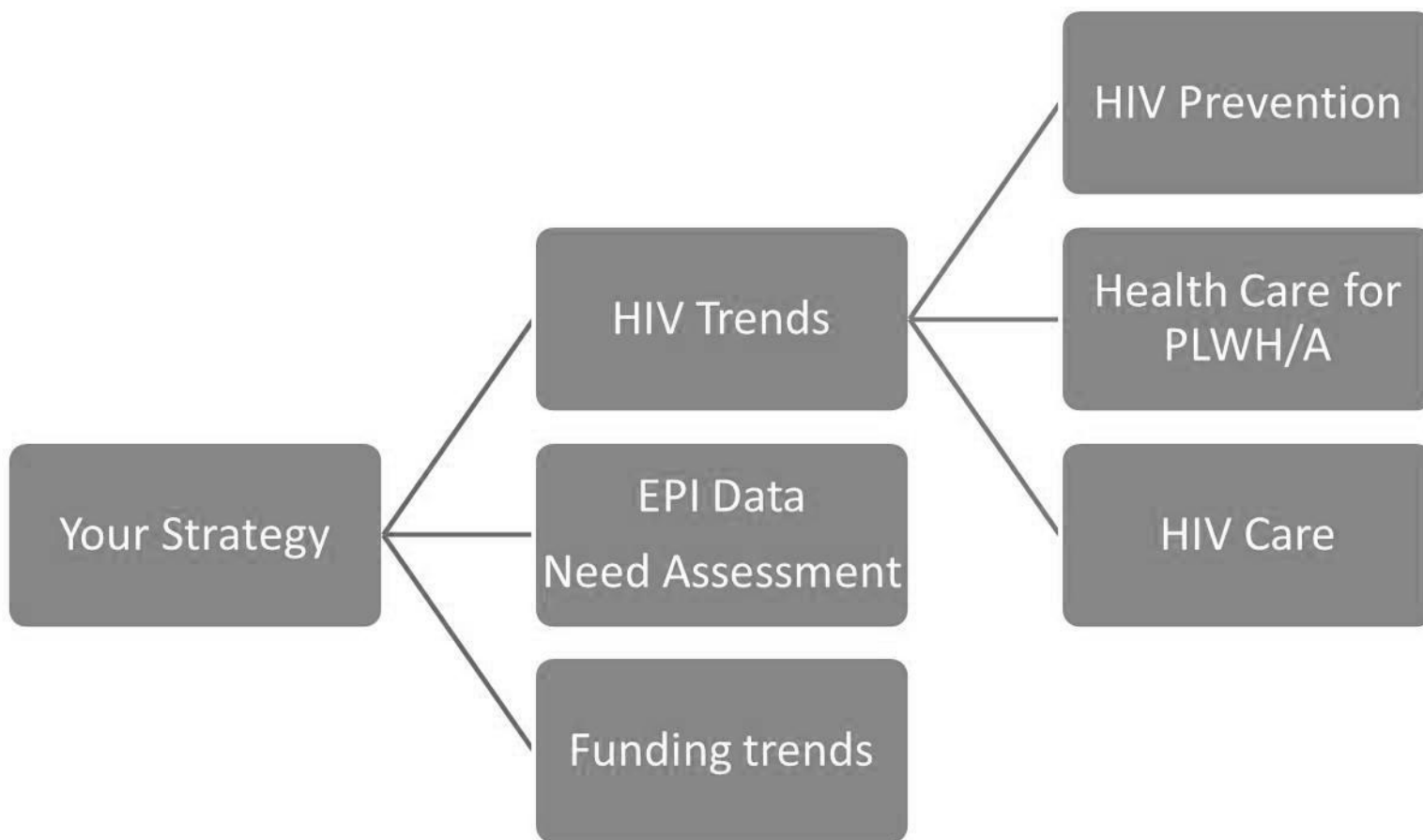
# Strategic Planning Steps



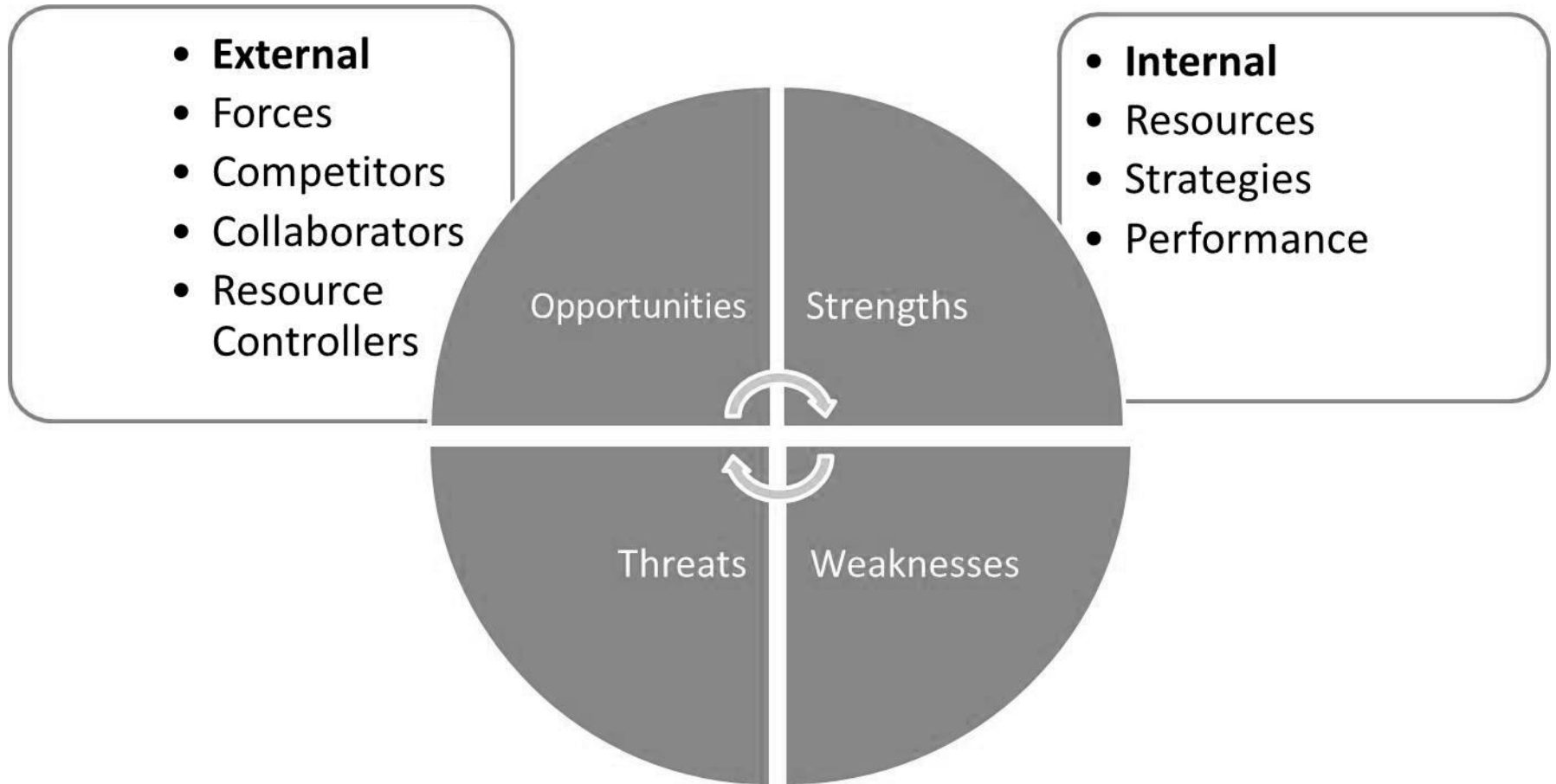
# Assess Where You Are Now

- Mission
- Leadership
- Understanding of emerging trends

# Where could you be vital?



# Assessment



# Where are you?

- 1-2 minutes to jot down your local opportunities and threats
- Share on white board



# Identify Plan

Derived from environmental scan and SWOT analysis results

Describes outcomes in support of mission and vision

Goals are broad scope, and long term

Objectives are actionable items supporting goals, specific and measureable actions, and short term

Each goal may require several objectives

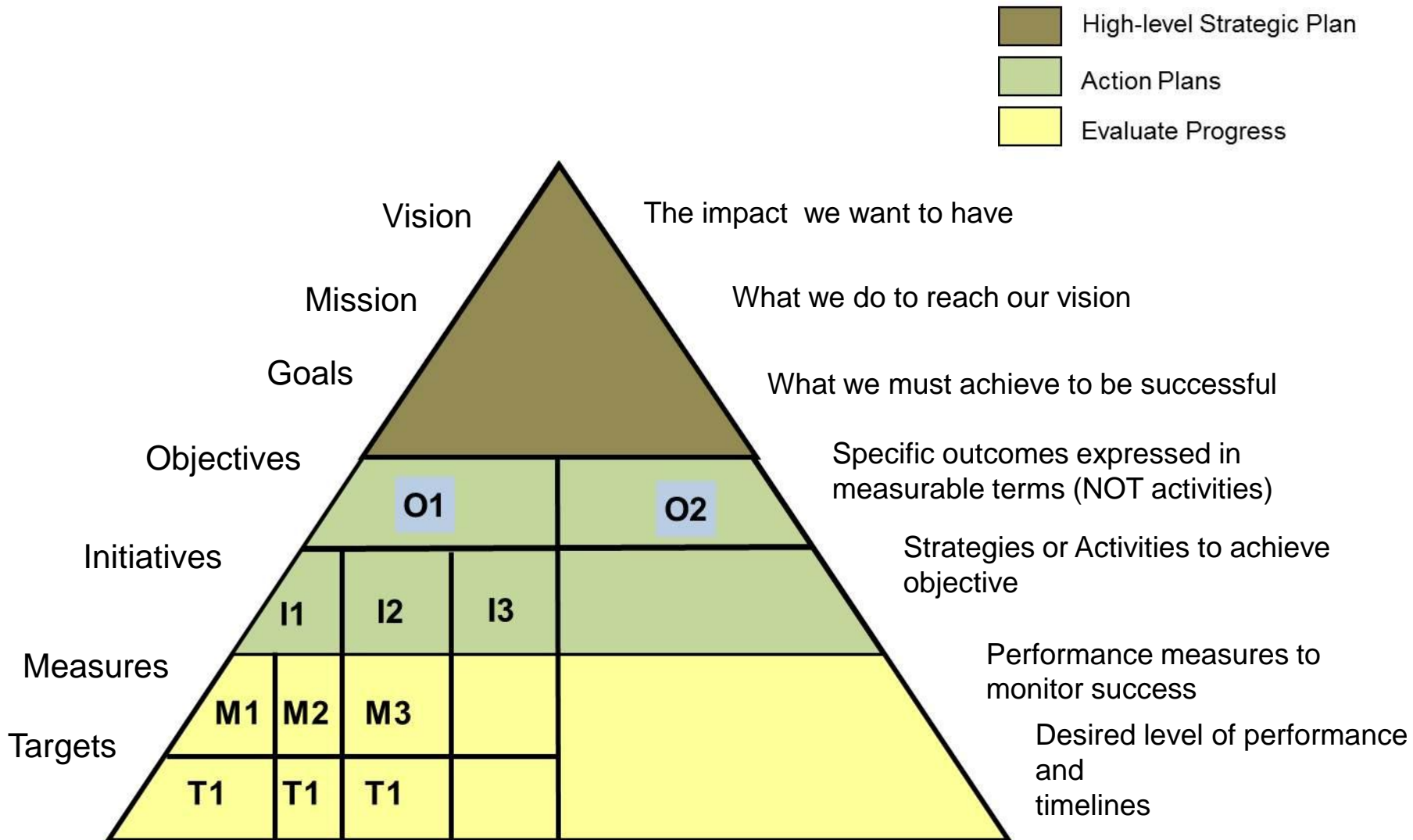
# Sample Goal and Objective

Goal: Establish capability to do HIV testing on site

Objective: By February 2013 Develop contract with local HD jurisdiction to support HIV testing on site.

Objective: By April 2013 have all staff trained in fundamentals of HIV testing.

# Strategic Plan Components



# Your Role: Poll

How can you contribute to strategic planning?

- As a participant in an organizational process
- Gathering information about the environment and opportunities
- Providing program information to inform the process
- Other: chat what this would be

# Websites

- Health Care Reform
  - <http://www.whitehouse.gov/healthreform>
  - <http://pweb1.rwjf.org/healthpolicy/>
- Strategic Planning
  - Mind Tools strategy and decision making tool kits
    - <http://www.mindtools.com/fulltoolkit.htm>
  - Free Management Library: Strategic Planning
    - <http://managementhelp.org/strategicplanning/index.htm>

Thoughts? Questions?

# Resources

- CBA through CRIS request
- Upcoming JSI Institute on this topic (visit our website)
- Websites for topics discussed:
- National HIV/AIDS Strategy
  - <http://www.whitehouse.gov/administration/eop/onap/nha>

# CBA@JSI Online Institute:

## Preparing for Changes in Health Care and HIV Prevention

- Designed for Executive Directors of small CBOs and Program Managers of other CBOs providing HIV services
- Begins February 4, 2013 and lasts three weeks
- Each week will address a different topic:
  - The Future of HIV Prevention
  - The Health Care Environment
  - Strategic Planning in an Emerging Health Care Environment

Learn and accomplish course objectives when and where it best suits you – at home, at work, in the morning, at lunch, in the evening...

Webinars, videos, live presentations and discussions, offline reading, Q&A with experts from the field of HIV, peer networking and interaction via chat boards...

Contact [cba@jsi.com](mailto:cba@jsi.com) to obtain more details and to register before it's open to the public



# Please Provide Feedback

- Click on link in chat
- We value your feedback
- The survey is brief : )
- A link to download today's slides will be provided at the end of the survey

Thank you

for your time and participation!

[CBA@JSI.com](mailto:CBA@JSI.com)

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