

# Strategies to Recruit and Retain People In Care: New MAI and Care Blitz

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# Overview

- New MAI program for the eligible metropolitan area (EMA)
- Care Blitz
- Early Results



# New MAI for the EMA

- Task
  - Plan for the HRSA MAI Application
  - Develop a new and innovative approach to reducing health disparities for minorities
- Workgroup Questions
  - What are the barriers to care for minority clients in our EMA?
  - What are the gaps in services for minority clients in our EMA?
  - How do we create a system of care to address client retention and access issues?
- Workgroup Solutions
  - Create a Basic Package of Services (MAI Cluster)



# Basic Package of Services (MAI Cluster)

- Designed to hook clients into accessing medical services
- Clients may not and will not need all of the services but they will need at least one
- After clients access one service within the cluster they have been hooked into accessing the others if needed
- Comprised of four core medical services and three support services



# MAI Cluster

- Components:
  - HIV Primary and Specialty Medical Care;
  - Medical Case Management;
  - Substance Abuse services;
  - Mental Health services;
  - Linguistic services;
  - Psychosocial services; and
  - Outreach and Referral for Healthcare and Supportive services



# Objectives of MAI Cluster

- MAI Cluster of Services is designed:
  - To target clients and individuals identified as hard to reach and hard to maintain in care.
  - To provide the minimum components of a healthcare system that would not only get clients into care but maintain them in care.
  - To offer critically needed support to combat barriers encountered by clients
  - To allow service providers maximum flexibility in crafting service plans tailored to clients' needs.



# Program Implementation

- The Washington, DC jurisdiction held a competitive Request for Applications (RFA) process in November 2007
- Awards were made in April 2008 to three successful organizations\*
- Kick-Off Enrollment Blitz supplements MAI Cluster awards April 2008



# Kick-Off Enrollment Blitz (what is it?)

- Targeted activities designed to bring people into care via:
  - Extended primary care intake hours
  - Extended case management intake hours
- Targeted activities to bring people back into care via:
  - *In-Reach* to identify clients who have dropped out of care and encourage them to return



# Leveraging other Activities and Funding

- MAI Blitz and cluster of services served as the conduit by which clients accessed core medical services
- Once into care the services are provided by various funding streams (Part A, Part B, MAI, ADAP, etc.)
- Social Marketing – ADAP enrollment campaign



# 3 - Month Blitz Early Results

Service	1-yr target	3-month Blitz results	Achieved
HIV Primary and Specialty Medical Care	101	73	72%
Medical Case Management	103	97	94%
Substance Abuse Services	43	112	258%
Mental Health Services	48	88	183%
Outreach Services and Referral	4,850	2,911	60%



# Race/Ethnicity of Clients Served

Service	African American	Latino/Hispanic	Caucasian	More than one race
HIV Primary and Specialty Medical Care	45	28		
Medical Case Management	89	8		
Substance Abuse Services	107	5		
Mental Health Services	87	1		
Outreach Services and Referral	2775	31	69	36



# Blitz Data: Future questions to answer:

- Total number of unique clients?
- How many client accessed more than one service?
- Which service most commonly drew people in?
- How do we continue to maximize the number of outreach events that translate to service uptake?
- Cost per patient re-recruited/retained?



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