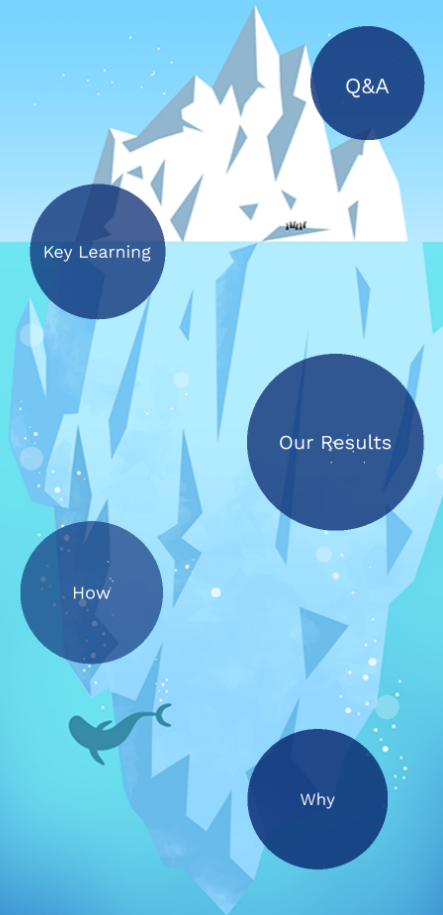


Speak Up!

*Using engagement to foster feedback
and drive positive outcomes*



Why Speak Up?

- Our industry is being disrupted by massive changes that are not easily understood by the people we serve.
- Our company was growing and changing rapidly, and we were at risk of being seen as part of the problem.
- We needed a better way to communicate with our service recipients.

"Engaging patients is internationally recognized as a key factor in improving health service delivery and quality. "

-- Nursing Research and Practice 2012

Today's
Goal

Before you
Begin

The Path to
Engagement

Goal for today...

Help you begin a journey to improved engagement



Before you Begin

Make sure you really want to know how deep that iceberg goes!

Understand your WHY and stay committed to it.

You will learn things that will unsettle you, but they will undoubtedly make you a better company!



- Us and we versus I and me
- Commitment to excellence
- Do the right thing even if it's hard
- Celebrate what makes us different
- Never stop looking for a better way
- Every voice matters
- Work hard in silence, let our success make the noise

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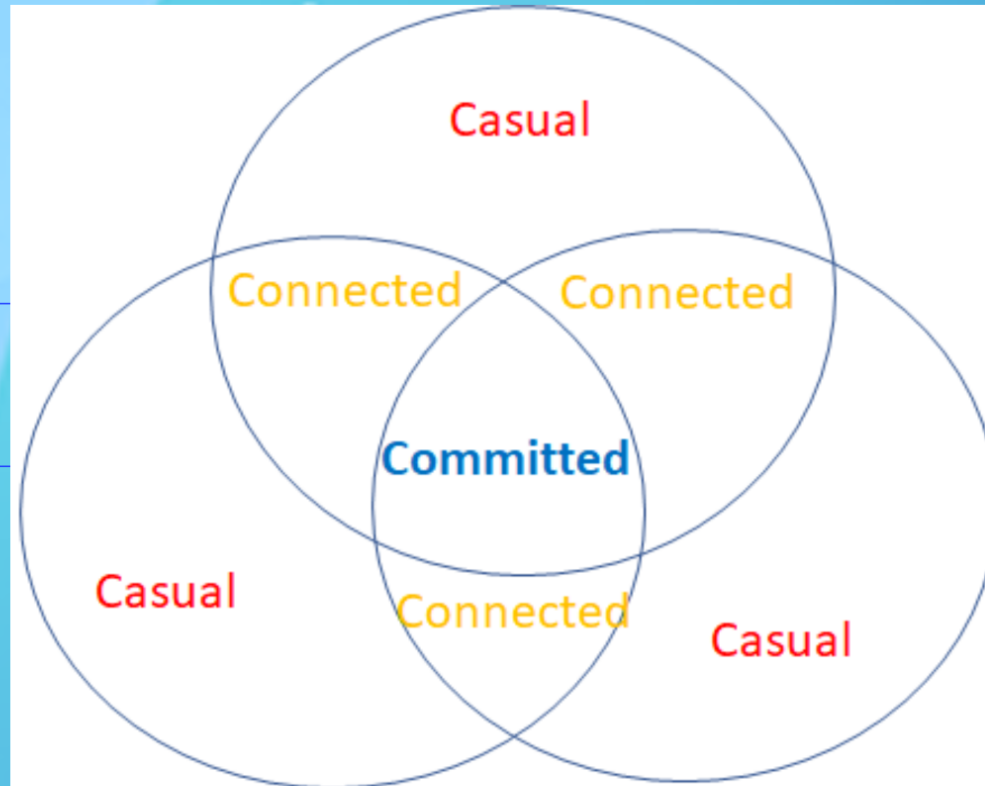
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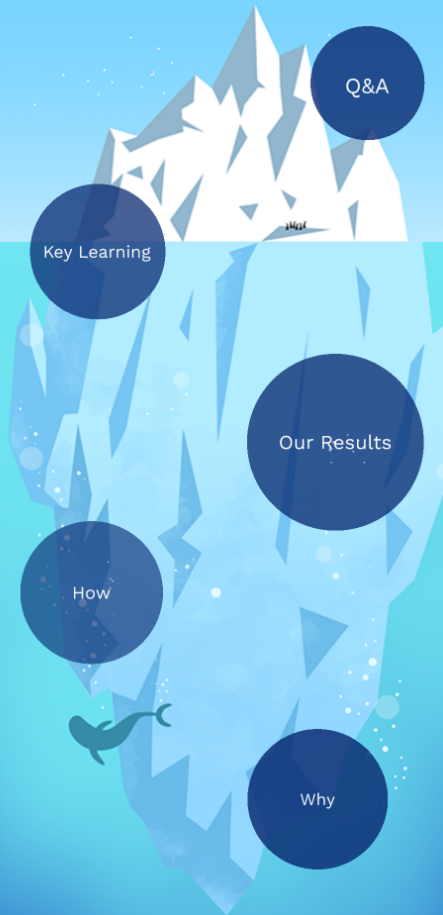
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The Path to Engagement



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The Typical Structure

In a traditional provider agency the QP is the "hub" of activity

This creates a lot of pressure on just a single point of contact



The Problem

Our Solution

The Details

Why this can fail

- With a single point of contact, you only have a single point of value.
- If the relationship stumbles it is hard for anyone else to step in and help
- Staff and recipients feel that they are putting their job or their services at risk if they talk negatively about their QP.
- The QP is less likely to ask for help or inform others if they are struggling.
- Management ends up playing detective and usually it is too late to help.



Our Solution

- Create multiple points of value for the recipient and their family - no one person "owns" any relationship.
- Create a feedback system that is NOT tied to the service delivery infrastructure in any way - and make it easy to use!
- Find staff that are Impartial, Empathetic, and Empowered by ownership to bring change.
- Don't ever let the feedback loop become a hammer that beats up the service delivery team - Always use the feedback for the good of all and remember the WHY!



A photograph of a red ship with a white cabin and a tall mast, navigating through a field of icebergs in the ocean. The ship is positioned in the center-left of the frame, moving towards the right. The water is dark blue, and the icebergs are white and jagged. The sky is a pale, hazy blue. The image is framed by a light blue border on the left and right sides, with a darker blue geometric pattern on the left side.

When you understand the icebergs,
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The Details

Key components of the Advocacy Department and the tools it uses to improve engagement

1

Staff

Skill level is critical, need to be good listeners, but must also be able to diffuse emotions and get to a solution, not add to the drama

2

Feedback Systems

Make it EASY! You want feedback early & often. Suggestion Boxes, Surveys, Web, Phone and Text.

3

Advisory Councils

Allow recipients and families to be a part of the agency. We have made them regional

4

Socials & Info

We hold quarterly stakeholder socials that offer informational topics of interest to recipients and families



Most of all - ASK, ASK, ASK!



The background of the slide is a solid blue color. It features a large, light blue diagonal shape that starts from the bottom left and extends towards the top right. There are also several smaller, darker blue geometric shapes, including triangles and polygons, scattered across the background. The text "ASK, ASK, ASK!" is written in a large, white, sans-serif font, centered horizontally and partially overlaid by the light blue diagonal shape.

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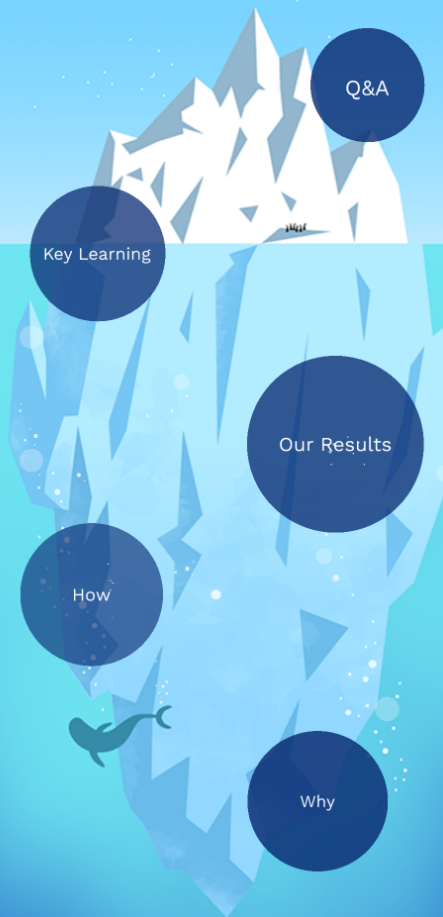


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Our Results

Our Advocacy Department is approaching 3 full years of activity -

Here are some highlights:

- **40% Increase** in survey responses from 2017 to 2018
- **62% Increase** in respondents that rate overall satisfaction above 81%
- **64% Decrease** in discharges from 2017 to 2018
- **59% Increase** in participation in company sponsored events

Success
Story A

Success
Story B

Recipient Success Story - A

2018 Issue Reported through "Speak Up" (via email):

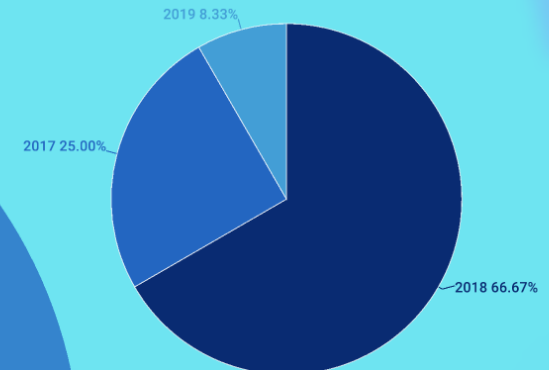
"I know I am not the only parent who has a child who has behavior outburst or AFL who has a client who would benefit from some changes in these areas. The "SR" has been a part of the Medicaid waiver for probably 20 years now. This is the FIRST time I have felt such a lack of support from my agency and MCO. There seems to be some real lack of protocols, communications and processes. As a parent, here are the issues I would like to see addressed:"

- How can you get your QP to follow through on the commitments he/she has made on the behalf of the agency and to a client's plan or behavior plan?
- Parents need to know both phone numbers and emails for individuals at the agency. That would include QP, Program Directors and others in charge. (an email stream might assure more success than phone calls or texts since there is a clearer record of the course of events.)
- My QP is unaware of Crisis Services. She does not know the definition of it. What can be done to better train QP's?
- I am not sure that anyone at the Agency is fully aware of the purpose of the MCO's Crisis Mobile Team. A training and education for the purposes, process and when is appropriate to call them would be helpful.
- What can the agency do to better provide emergency immediate crisis help to its clients, workers and families?

Actions:

- Multiple follow ups via phone, email and in person to better understand issues.
- Each item was directed to the proper person within the organization and addressed individually.
- Facilitated treatment team meeting with all stakeholders at the table.
- Continued follow up to ensure the agreed upon plan was working.

Total incidents



Outcome:

Everyone understands their role in the care of the SR. Increase and Enhance training and communication around crisis management and crisis services. Decreased in SR incidents at all levels. Parent feeling their voice has been heard and engaged with the agency at all levels.

Survey Feedback from parent 9/17/2018:

"I have seen improvement in communications to parents through email" "The recent text reminder program is an improvement also." "The Advocacy Team/Speak Up have been extremely helpful and a great addition."

2018 Issue Reported through “Speak Up” (via email):

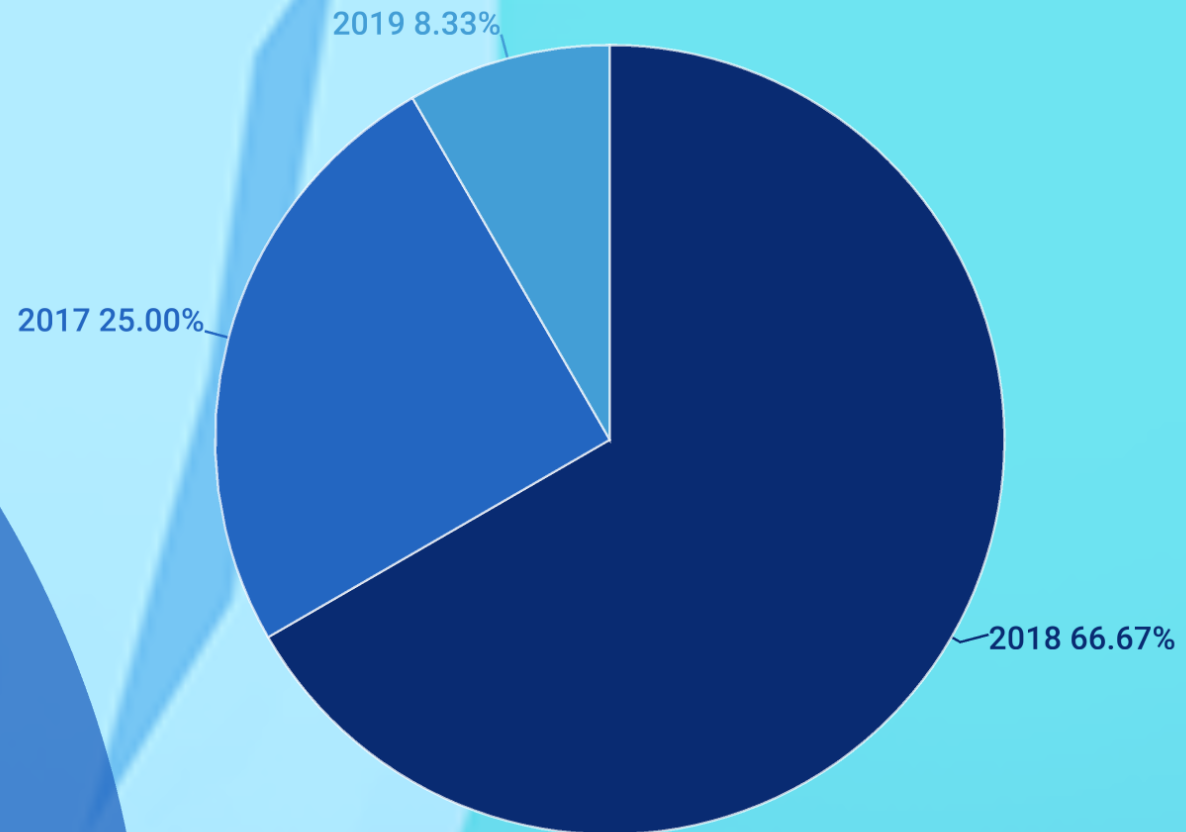
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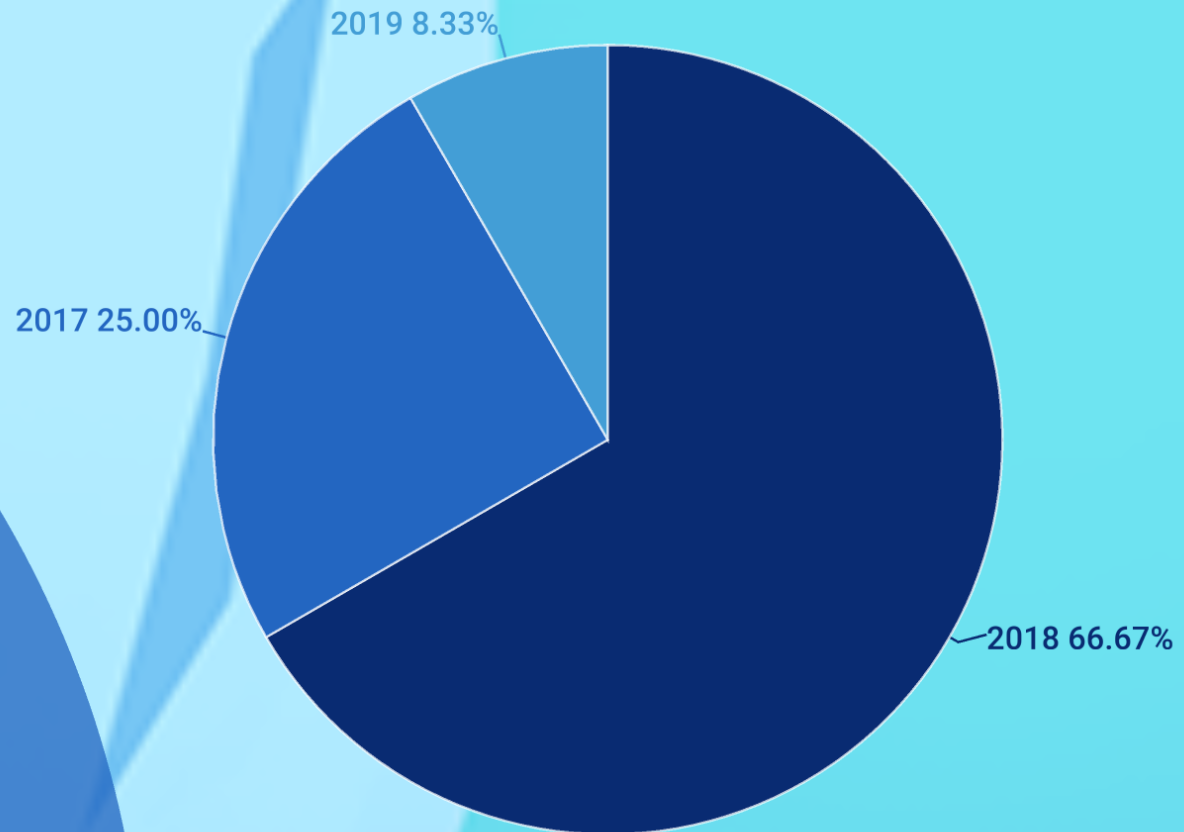
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Recipient Success Story - B

Issue Reported through "Speak Up" (via phone):

An Anonymous call was received asking for assistance on behalf of her sister who was a SR. It was reported that the SR's Mom/ Guardian was having serious medical issues that prevented her from being able to care for the SR. Specific challenges mentioned were all health and safety issues.

Simultaneously another "Speak Up" was submitted on behalf of the same SR stating they had noticed bedbugs and bites on the SR's body.

Action:

Several home visits were conducted, both to assess the situation and to build a report with Mom. Collaboration between Agency QP, Community Navigator, MCO, APS and other community partners was achieved. Advocacy was even able to secure substantial discounts on pest remediation for the family.

After the issues were addressed, Mom agreed her medical challenges made it difficult to care for the SR and stated she wanted the best for her. Advocacy engaged the clinical team and options for AFL placement were discussed.

Outcome:

SR is now in an AFL of her and Mom's choosing and is doing well in all of her services with no health and safety issues.

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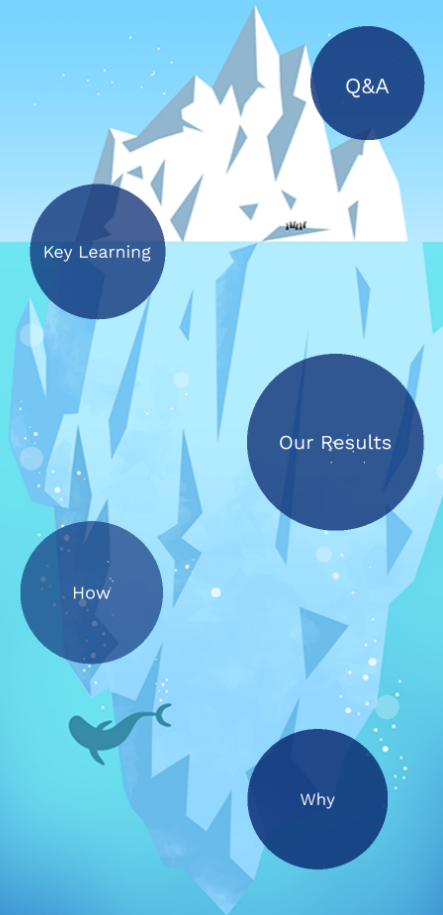
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Key Learning

Some important take-aways from this experience:

- Have a solid plan and stick to it
- Get buy-in from the clinical team
- You can't over communicate your WHY
- Tech will be a challenge so plan ahead!
- Be Responsive, Be Consistent, and Be Sincere
- The little things always matter, so pay close attention to them.

Our Tech
Solution(s)

Tech Tools

Customer Relationship Management (CRM)



Survey Tools

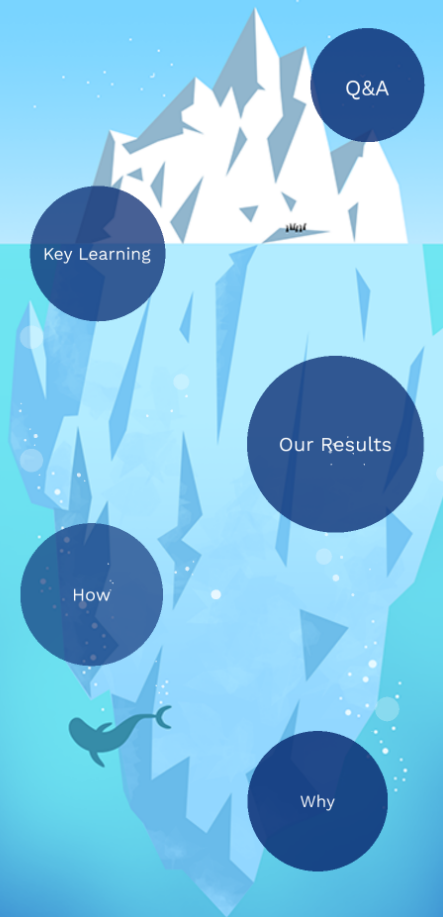


Web/Social Media



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Q&A

Doug Finley -
Doug.finley@asmallmiraclellc.com

Raheed Saunders -
advocate@asmallmiraclellc.com

Web:
www.asmallmiraclellc.com/speak-up/

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