

Enhancing Services by Building Successful Community and Academic Collaborations

Nancy L. Rothman, EdD, MSN, RN
Independence Foundation Professor of Urban Community Nursing
Department of Nursing, College of Public Health, Temple University
Nurse Consultant, Public Health Management Corporation

Andrew Johnstone, RN
RN Care Manager
PHMC Care Clinic, Public Health Management Corporation

National Health Care for the Homeless Council
Fall Regional Training
October 15-16, 2015



Goals of this workshop:

- In times of scarce resources, one way of enhancing service delivery is through collaborations with other agencies.
- This will be an interactive training session to help participants 1) understand essential components of successful collaboration and 2) identify a broad array of potential collaborative relationships to enhance service delivery – finding partners and finding a focus.

Why Collaborate



- No one organization can meet the diverse and multiple needs of your patient/client population.

What is collaboration

- Working together to achieve a **common** goal



Essential components to successful collaboration

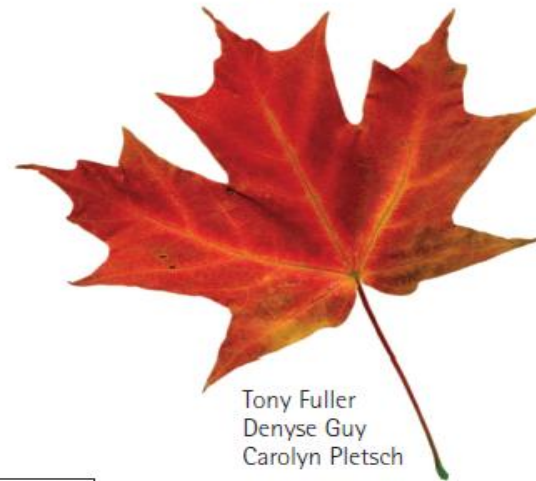
- Tools for identifying assets
- Writing the rules for engagement
- Managing risks
- Assessing and growing community partnerships



Tools for identifying assets

- Assess community strengths & resources
 - What are your community's strengths?
 - Where would you like your patients to spend more time?
 - Who could be a positive influence?
 - Who represents the community?
 - Schools & Universities
 - Social service agencies
 - Government agencies
 - Faith-based organizations
 - Local businesses
 - Health care organizations

Asset Mapping A Handbook



Tony Fuller
Denyse Guy
Carolyn Pletsch

(Canada wordmark
here)

Tools for identifying assets

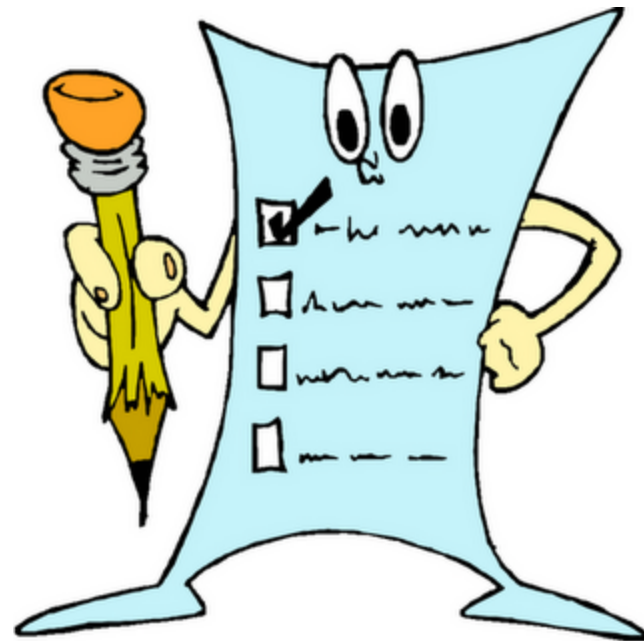
Connect with:

- **Key Informants** – have special knowledge of the community & organizations within
- **Gatekeepers** – know community, issues & players
- **Stakeholders** – those affected by an issue, may also be a Gatekeeper or a Key Informant



Create a Community Partner Inventory

- Conduct Interviews-
knowing who
represents the
community
- Create a Community
Partner Inventory



Build Relationships

- Reach out to potential community partners
- Conduct face to face meetings
- Invite them to visit your organization
- Find common or complimentary goals by sharing missions and visions



Informal and Formal Partnerships

Informal



Formal

- Write rules of engagement



Writing the rules for engagement

- Come to a meeting of the minds
- Write a memorandum of understanding or a formal contract
 - Clear communication of who will do what
 - Fairness
 - Trust
- Understand who may be receiving more in this partnership.
- The party receiving more may have to do more work to maintain this partnership.

Typical Content of MOU or Contract

- Importance of using legal counsel to prepare if a written MOU or contract
- Services to be provided
- Payment or non-payment
- Terms & termination
- Mutual indemnification
- Provider relationship –
 - Independent contractor with liability insurances for the services to be provided
- In case of legal claim...
- Where any notices should be sent



Frequent additions for Student Affiliation Contracts

- Faculty and students aware of rules & regulations, including accreditation standards
- School over sees student disciplinary proceedings
- School keeps education records
- Students and Faculty meet required health screenings, immunizations, and clearances
- Students awareness of confidentiality
- Emergency medical treatment available to students



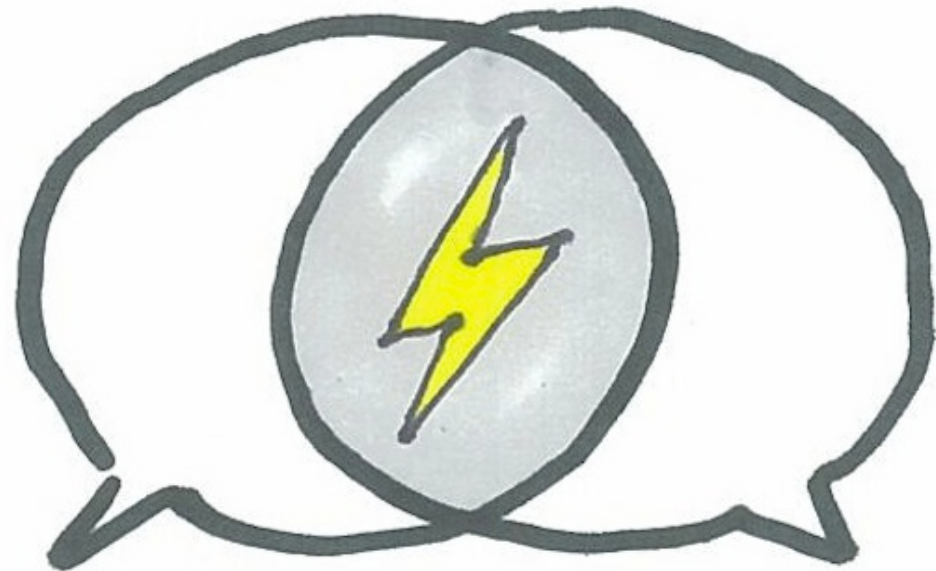
Managing risks



- Ensure any risk to any collaborator is identified and addressed in the memorandum of understanding or contract

Characteristics of failed partnerships

- Unclear goals
- Unrealistic goals
- Cost exceeds benefit
- Responsibility without authority
- Top down external mandates
- Unrealistic timeframes for success



Characteristics of effective partnerships



- Agreed upon vision and goals
- What will be considered successful is well defined
- There is a cost benefit
- Symbiotic

Case Study on Selecting & Growing Partnerships

- **Diabetes Academy**
 - Pharmaceutical company
 - Local grocery store
 - YMCA
 - One to five health centers
- Staff in the field may identify partnerships
- Level of formality can gradient up after collaborating and piloting programs
- Staff can use existing partnerships to synergize/establish partnerships
 - RN contacting Temple to see if a exercise science student can help establish a YMCA/Workout program at the clinic. Intern could help get patients in YMCA workout class at the clinic.



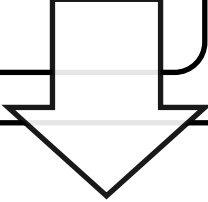
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



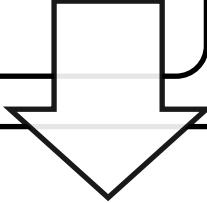
DM Academy October.mp4

Outreach for the Diabetes Academy

HIT Diabetic Patients: Compile a list through the HIT of diabetic patients in the clinic and outreach to this population by making phone calls. This step is optional, through past DM Academies, 90% of participants are provider preferred.



Set Up Date: Set up a date and time of when the Diabetes Academy would start. Make a flier as a form of outreach but also, attach a sign-up sheet, this should include name, date of birth and phone number of the patient. Speak to providers and have them sign up the diabetic patients they see.



Confirm and Remind: It is essential to both confirm and remind participants of each Diabetes Academy class. Calls will be made during the week of each class. Confirmation calls will be placed on Monday and reminder calls will be placed on Thursday before class on Friday.

Prep Work before the Diabetes Academy

Incentives

Lunches and Gift Cards: Find an organization to donate lunches and \$5 gift cards for 16 participants for 4 weeks, 4 times a year.

Septa Token: Clinic provides free Septa tokens for participants.

CDE

Novo Nordisk: Get in contact with a CDE to teach Diabetes Academy. Set up dates and times.

Materials

Handouts: Create handouts according to the topic of each class.

Forms: Create sign-in sheets, consent forms, and **Care Plan** for participants to fill out.

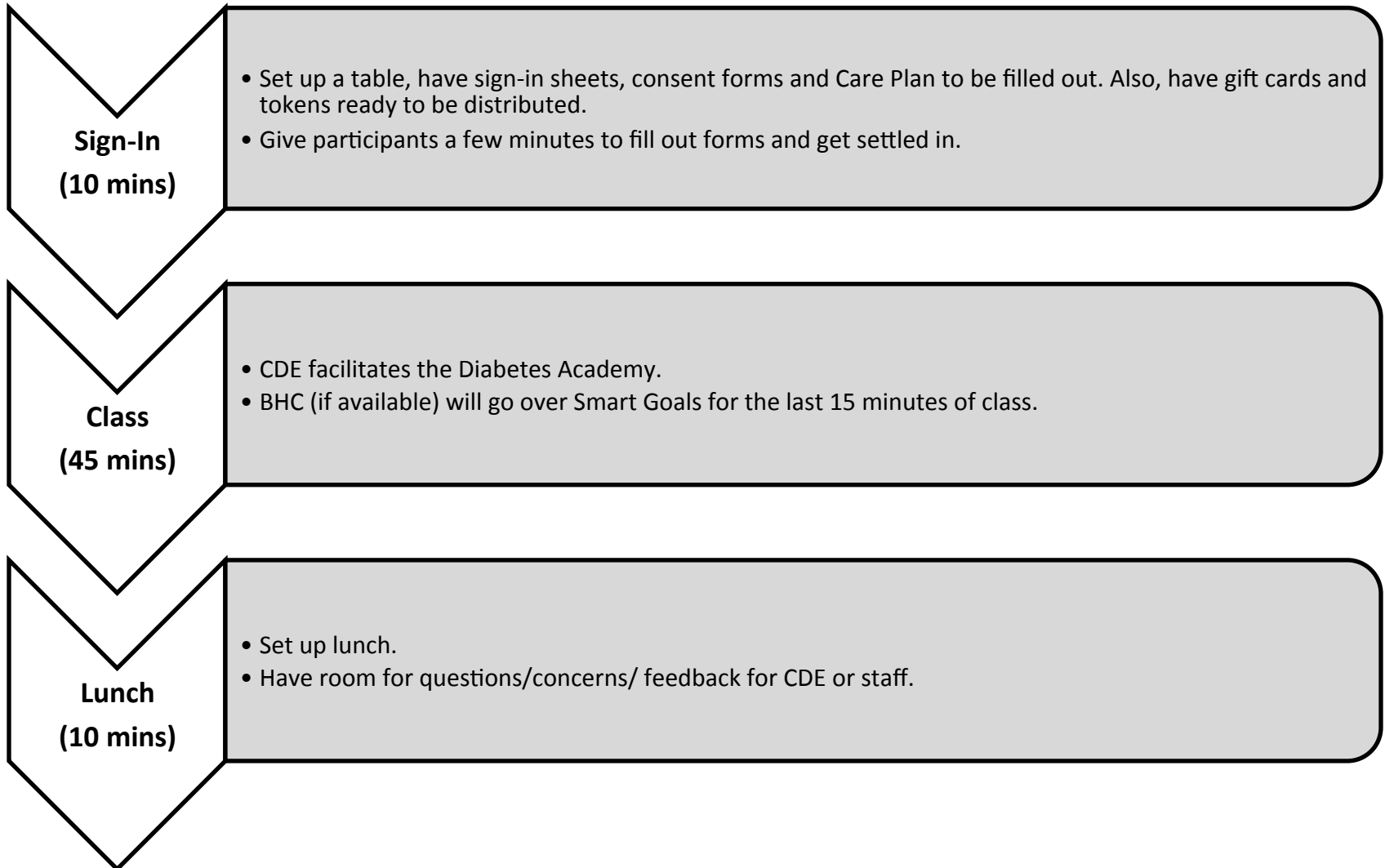
Prep

Pick up lunches and gift cards on the morning of class.

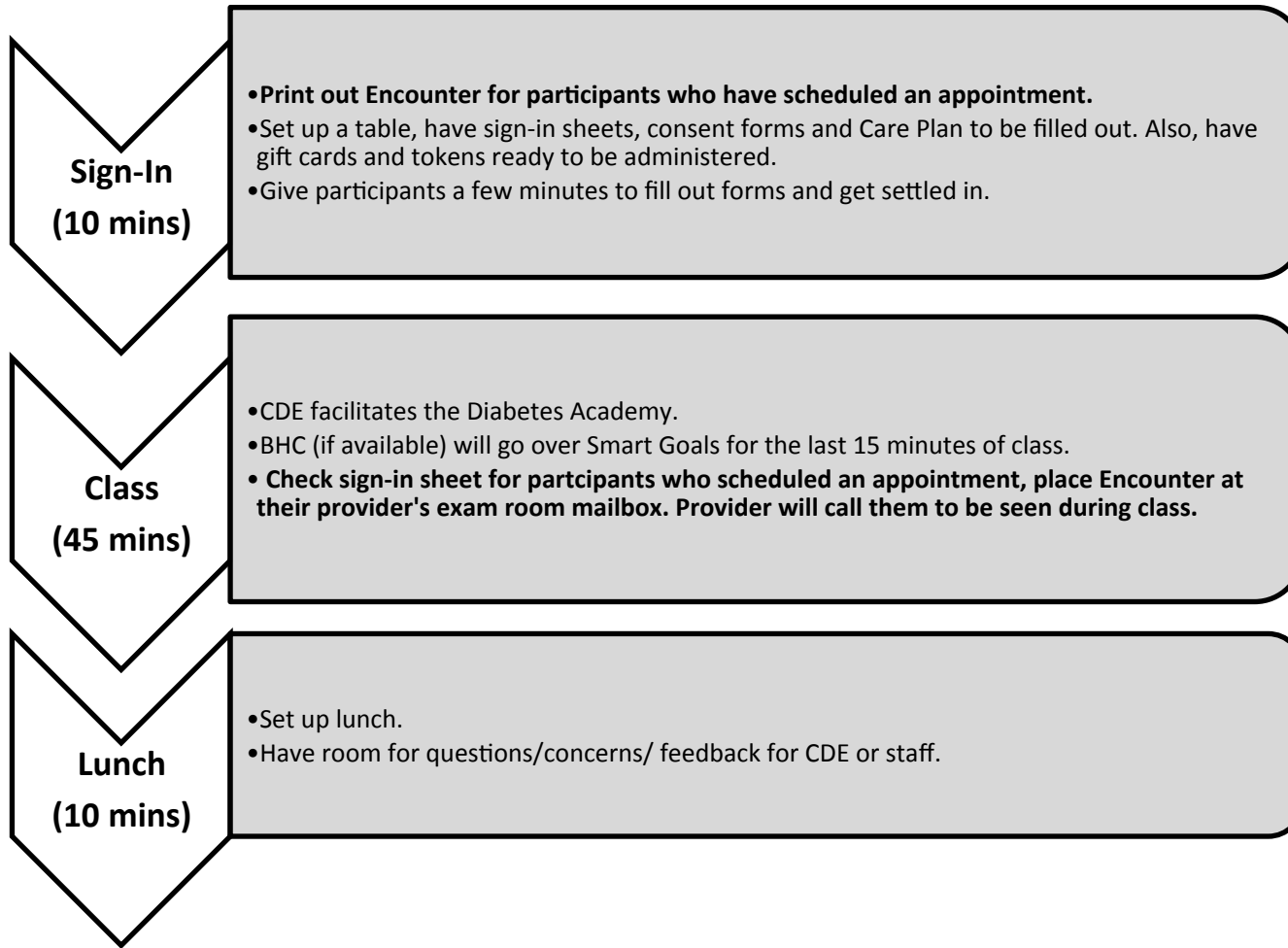
Set up room for class.

During Diabetes Academy

Layout for Class 1: Diabetes 101 and Class 3: Medication



Specific Layout for Class 2: Monitoring



During Outreach for Class 2, ask participants if they would like to come in 15 minutes before class starts. Schedule an appointment for them to get their lab work completed and a 5 minute one-on-one with their provider.

Specific Layout for Class 4: Meal Planning & Movement (Graduation)

Sign-In
(10 mins)

- **Print and frame diplomas for participants.**
- Set up a table, have sign-in sheets, consent forms and Care Plan to be filled out. Also, have gift cards and tokens ready to be distributed.
- Give participants a few minutes to fill out forms and get settled in.

Class
(45 mins)

- CDE facilitates the Diabetes Academy.
- **Diplomas will be handed out and pictures are taken.**
- **BHC (if available) will give parting remarks to participants.**

Lunch
(10 mins)

- Set up lunch.
- Have room for questions/concerns/ feedback for CDE or staff.



Diabetes Academy

PHMC CARE CLINIC
a PHMC program

Making Diabetes Easier
Begin with Diabetes 101, then complete
3 Cornerstone Classes to become a
Diabetes Academy graduate.

October 22nd at 11am

Every Thursday

Cornerstone Classes

Classes are every
Friday at 11 am



Monitoring



Medication



**Meal Planning
& Movement**



Participants can also take advantage of these other opportunities:

- Supermarket tour with gift card
- Exercise club
- Meet with the YMCA to learn about low-cost membership
- Coordinated referrals for eye, dental and foot care
- Labs before and after classes

Participants will receive:

- Complimentary lunch
- \$5 gift card
- SEPTA token

CLASSES BEGIN OCTOBER 22ND

SPONSORED IN
PART BY

**WHOLE
FOODS
MARKET**

Selecting partners - Exemplars

- **Academic Partners**

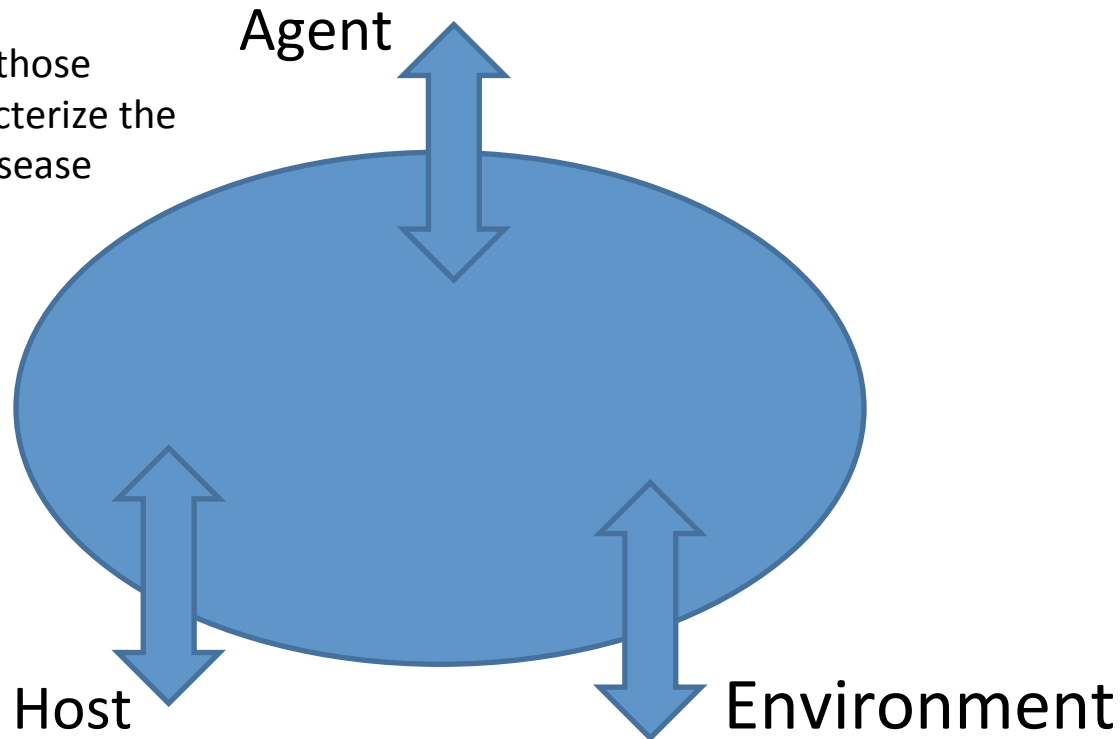
- GNE Project
- School of Pharmacy, Temple University
- College of Public Health, Temple University
 - Consultant
 - Nurse Practitioner faculty for service
 - Nursing Students
 - Nurse Practitioner
 - BSN
 - Public Health Students
 - HIM Students
 - Outreach Staff

- **Community Partners**

- YMCA, Whole Fields, Novo Nordisk
- Hospitals
- Primary Care Physicians
- AcessMatters/Family Planning Council
- Payers
- Mammography Van
- City of Philadelphia
- Philadelphia Housing Authority

Partnerships Can Change and Create Better Environments

Agent factors are those factors that characterize the agent causing a disease



Factors that characterize the people afflicted with the health problem or their susceptibility to a health problem.

Environmental factors are those that determine the exposure of the host group to the agent

Contact Information

- Nancy L. Rothman
- rothman@temple.edu
- Andrew Johnstone
- ajohnstone@phmc.org

