



CoIIN to Advance Care for Children with Medical Complexity

CMC CoIIN State Team Webinar March 2021

The Power of the Collaborative: A Deeper Dive into Crafting Your Individual Stories Together

Tuesday, March 23rd from 12:00pm – 1:30pm ET

Boston University School of Social Work
Center for Innovation in Social Work & Health

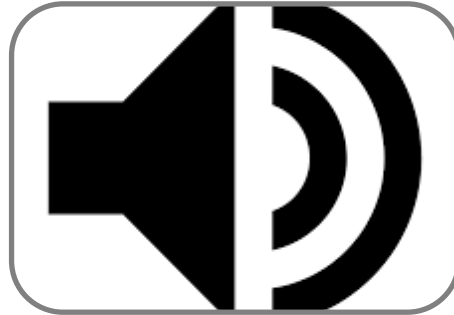
This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number #UJ6MC32737: *Health Care Delivery System Innovations for Children with Medical Complexity* (\$2,700,000 annually). This information or content and conclusions are those of the authors and should not be construed as the official position or policy of, nor should any endorsement be inferred, by HRSA, HHS or the U.S. government.
Anna Maria Padlan, HRSA/MCHB Project Officer



Welcome & Housekeeping



Webinar is being
recorded



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speaker phone



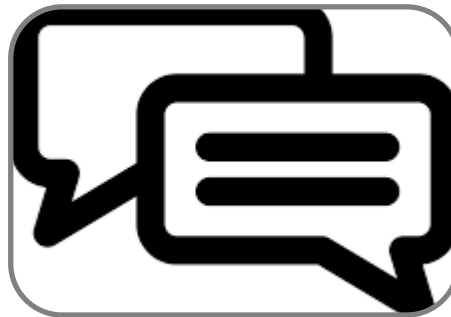
Please do not put us
on hold



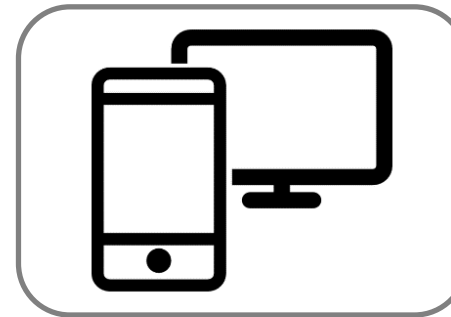
Mute your phone
when not speaking -
Press the "mute"
button on your
handheld or press *6
to mute and *6 again
to unmute



Participation is
essential



Send tech issues to Ben via
chat box and content
questions to the whole group



Link your phone with
your computer



The screenshot shows a Zoom dialog box titled "Choose ONE of the audio conference options" with a close button (X) in the top right corner. There are three tabs: "Phone Call" (selected and highlighted in blue), "Computer Audio", and "Call Me". Below the tabs, there is a section for dialing information. It includes a dropdown menu with the United Kingdom flag, followed by "Dial: +44 (0) 20 3695 0088". Below that is "Meeting ID: 747 416 814" and "Participant ID: 28". At the bottom of this section is a "Done" button. A "Share Screen" button is partially visible at the very bottom of the dialog.

If you join by computer AFTER calling in via phone:

You can enter the Participant ID to bind your phone and computer session together by entering **#Participant ID#** on your phone.

Your participant ID usually pops up for easy access on the webinar platform, but you can find it under "join audio" if it does not.



Brief Check-In

In chat:



What is one word to describe what you are excited about for spring?



Agenda

Collective
Crafting of Your
Impact
Statement

State Team
Spotlight


Weaving Data
Together to
Make it POP!

Overview of
Remaining
Grant Technical
Assistance,
Deadlines, and
Deliverables





Collective Crafting of Your Impact Statement



I saw the angel
in the marble
and carved
until I set him
free.



Impact Statement Elements

- **STATEMENT OF NEED**

- Describe the issue or problem statement (relevance) in simple terms appropriate for your principal audience – what were the aims of this project and how did you approach the problem?
 - Why did you choose to do this project?
 - What was the situation/problem in your state, and why was it a problem?
 - What needs were identified?

- **PROJECT SUMMARY – WHAT HAS BEEN DONE**

- Provide an action statement (response).
 - What did you do?
 - What were the key elements?
 - Who was the target population?
 - What resources were required?

- **IMPACT**

- Describe the most significant impact(s) (results).
 - Consider the question "What is the payoff for CMC and their families, and the healthcare system?"

- What are the 2-3 most important things that happened as a result of the work described?
- Consider the following as you identify the top key impacts:
 - What knowledge was gained (e.g., lessons learned)?
 - What skills were increased?
 - What practices/behavior changed? How many people changed?
 - How much money was saved or reallocated more effectively (if able to estimate in some capacity directly or indirectly)?
 - Were policies changed as a result?
- How was evidence collected to document the impacts (surveys, observation, etc.)?
 - What were the most significant end results (quantitative and/or qualitative)?
- What was the scope of the impact (hospital, regional, statewide, etc.)?
 - How are you spreading impact and learnings to others?
- Make sure to include key accomplishments from all points of view in this section – clinical staff, Title V, state officials, family leaders and families, administrators, etc.

- **COLLABORATORS AND FUNDING SOURCE(S)**



Workshopping Your Impact Statement

- What is the top message you are trying to convey in your impact statement and to whom?
- How can you make your impact statement “POP” (e.g., stand out, make an impression)?
- What are your current sticking points and related questions for the group?
- What other lingering questions do you have about crafting the impact statement?





Building Better Healthcare Outcomes

Meet the Team

Dr. Pat Purcell, Medical Director

Sondra Gilbert, F2F Leader

Ivy Alexander, Executive Director

**Jonathan Borden, Procedures
Development Specialist II**

Zechariah Stone, Project Coordinator

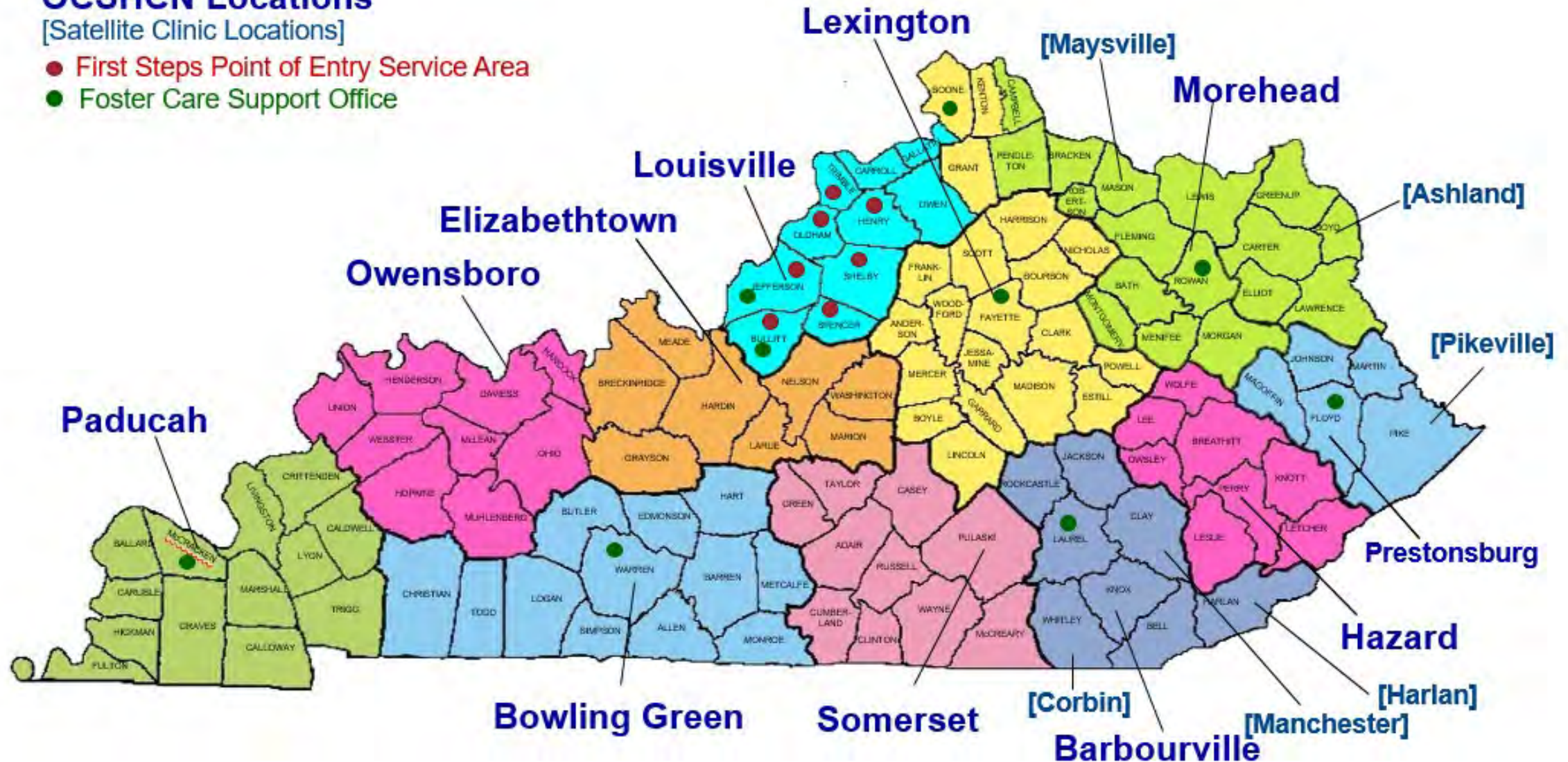


Office Locations

OCSHCN Locations

[Satellite Clinic Locations]

- First Steps Point of Entry Service Area
- Foster Care Support Office



CMC LOLIN
VIRTUAL SITE VISIT
AUGUST 26, 2020

TEAM KENTUCKY

JOURNEY MAP

DEFINING CMC

- Multiple Systems
- Multiple Specialists
- Technology needed
- Often higher cost

What about
SOCIAL/MENTAL
HEALTH?

TELEHEALTH

WHEN is it BETTER
for FAMILIES? WHEN
do they NEED to COME IN?

! SOME PARENTS LIKE
the WAITING ROOM
TIME - SOCIAL

WINDOW
into their
HOME can
build
EMPATHY
(OR SHAME)

DEFINING

"CARE of PATIENT"
in-person vs. remote

ACCOMPLISHMENTS

COLLABORATION

CARE COORDINATION

LEVERAGING TECH

Communicating
+ engaging
during the
PANDEMIC

MENTAL
HEALTH,
STRESS,
ISOLATION

shared
Plan of
care

INFANT COMPLEX
CARE

We've made
PROGRESS in:
• COORDINATION
• TELEHEALTH

CAN HELP SOME
KIDS GROW OUT
+ COMPLEXITY!

ACCESS +
CONNECTIVITY

FAMILY
ENGAGEMENT
in TELEHEALTH

CHALLENGES

INCLUSIVENESS
of Patient/
family

IMPLICIT
BIAS

Illustrated by [ConversSketch.com](https://www.conversketch.com)

VLTC MODEL,
huh?

Skeptical...

IT HAS HELPED

We've been doing
this for OVER 100 YEARS!

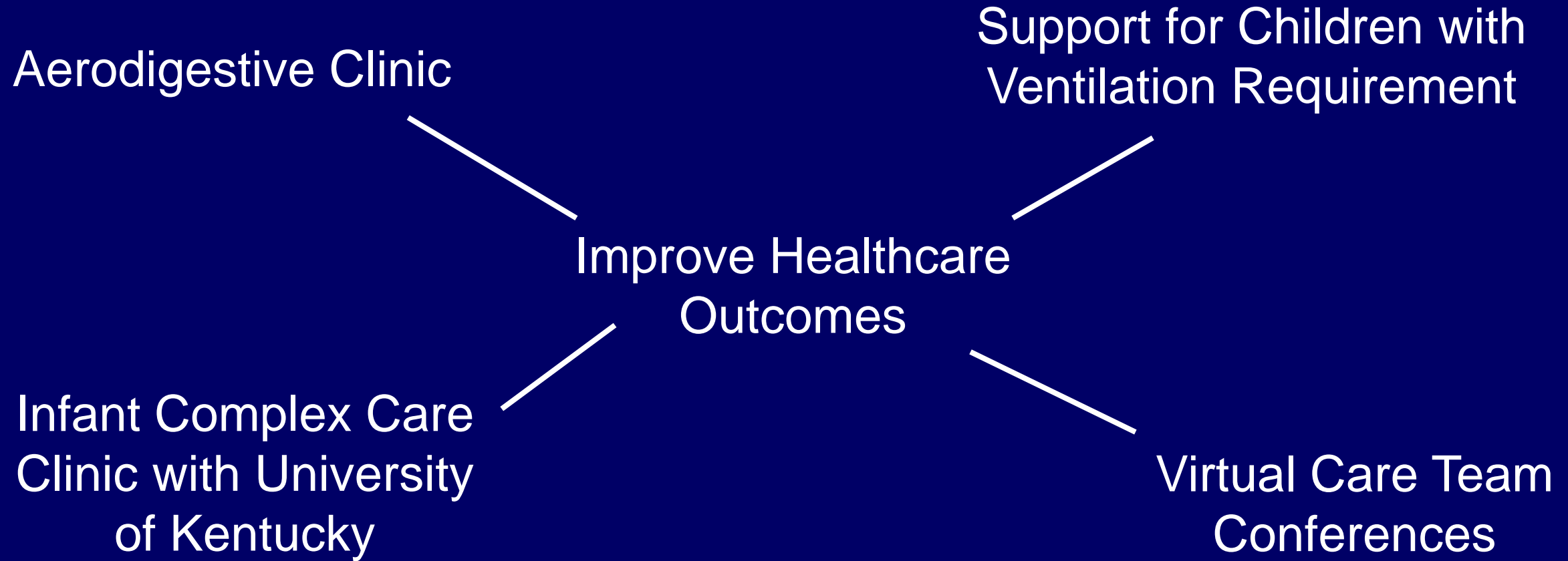
EXPANDING
our
REACH

PARTNERSHIPS

WHY US?

OUR
PRIORITY: WELL-BEING + OUR FAMILIES

QI Project



Biggest Accomplishment



- Our ability to improve on various initiatives centered on telehealth

Question 1 – Message and Audience

- Our project goal was to improve healthcare outcomes for children with complex medical needs.
- The targeted audience will consist of OCSHCN and other state leadership.



Question 2 – Pop Appeal



- Visuals
- Data
- Concise Presentation
- Tailor to the audience with a fluid mindset

Strength in Numbers – Easy of Use

<i>In general, the technology has been easy to use for my telehealth visit(s)</i>		
Response	Count	Percent
Strongly Agree	44	60
Agree	23	32
Undecided	4	5
Disagree	1	1
I Don't Know	1	1
Total	73	≈ 100

Strength in Numbers – Value Driven

As clinics reopen for in-person visits, how valuable would it be to have the option of doing telehealth visits with your child's provider(s)?

Response	Count	Percent
Very Valuable	39	52
Somewhat Valuable	16	21
Mostly Valuable	10	13
A Bit Valuable	5	7
Not At All Valuable	3	4
Not Sure	2	3
Total	75	100



Question 3 – Sticking Points

- Will leadership continue to invest and maintain program development?
- Did we create an unmet medical need?
- Are we relevant?



Question 4 – Lingerin Questions

**Failure Is The Key To
Success!**



1. Did our project succeed?
2. What lasting impacts did we make?
3. Is our team better set up for future success?

Lessons Learned – Key Takeaways

- Be prepared to PIVOT from antiquated ways of thinking
- Look for opportunities to build valuable partnerships
- Develop resources that support all parties
- Tell a story with your data that resonates with your audience





Weaving
Data
Together to
Make it
POP!

The Power of Data and Visuals

How do you get the right people paying attention and wanting to know more?

For messages to stick with policy/decision makers, it needs to hit both the brain and the heart

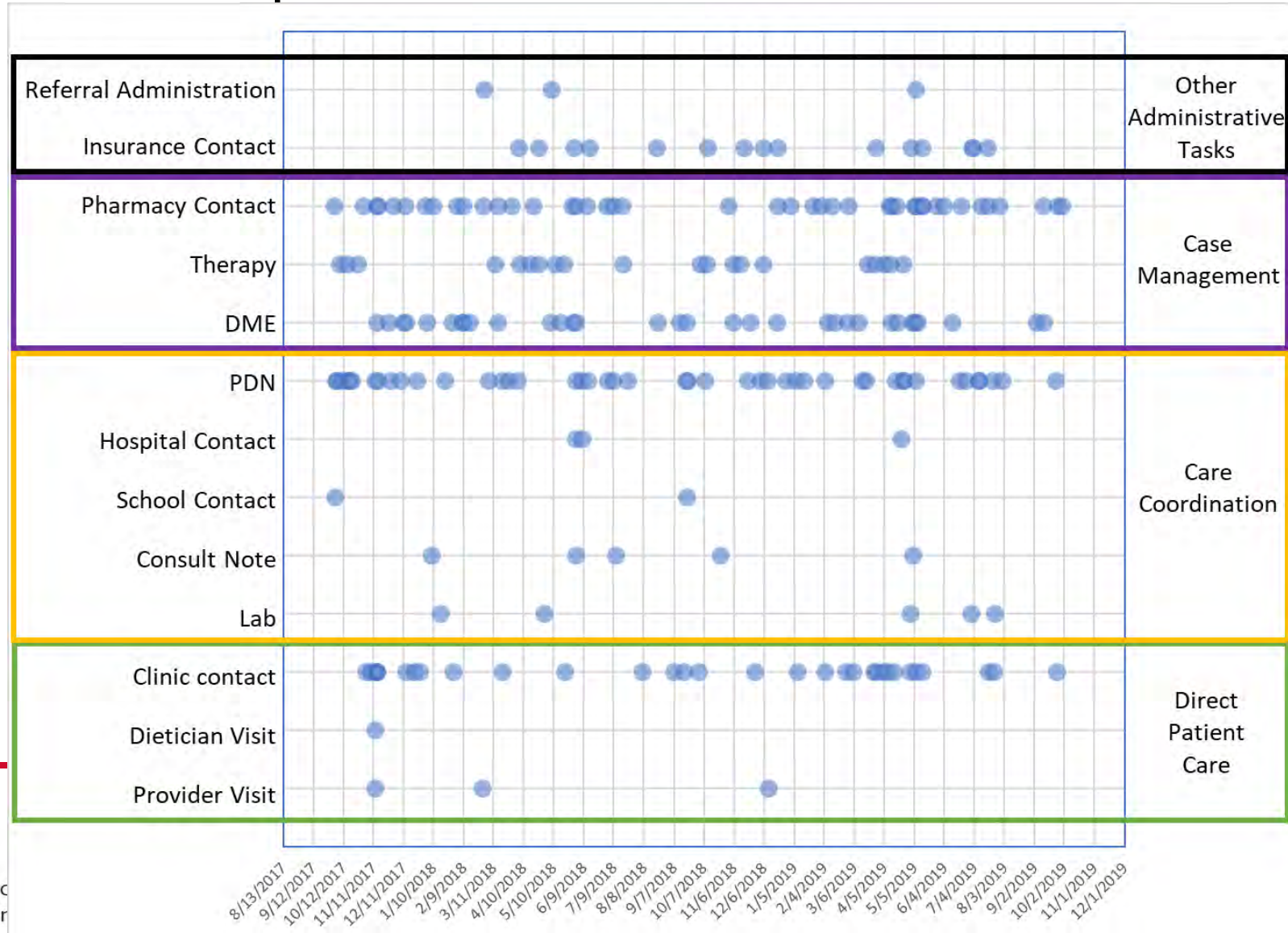
- Mixes data and stories
- Teams' QI models give policy makers the means to act upon the heart of it

Lead with the most dramatic and important point to capture attention



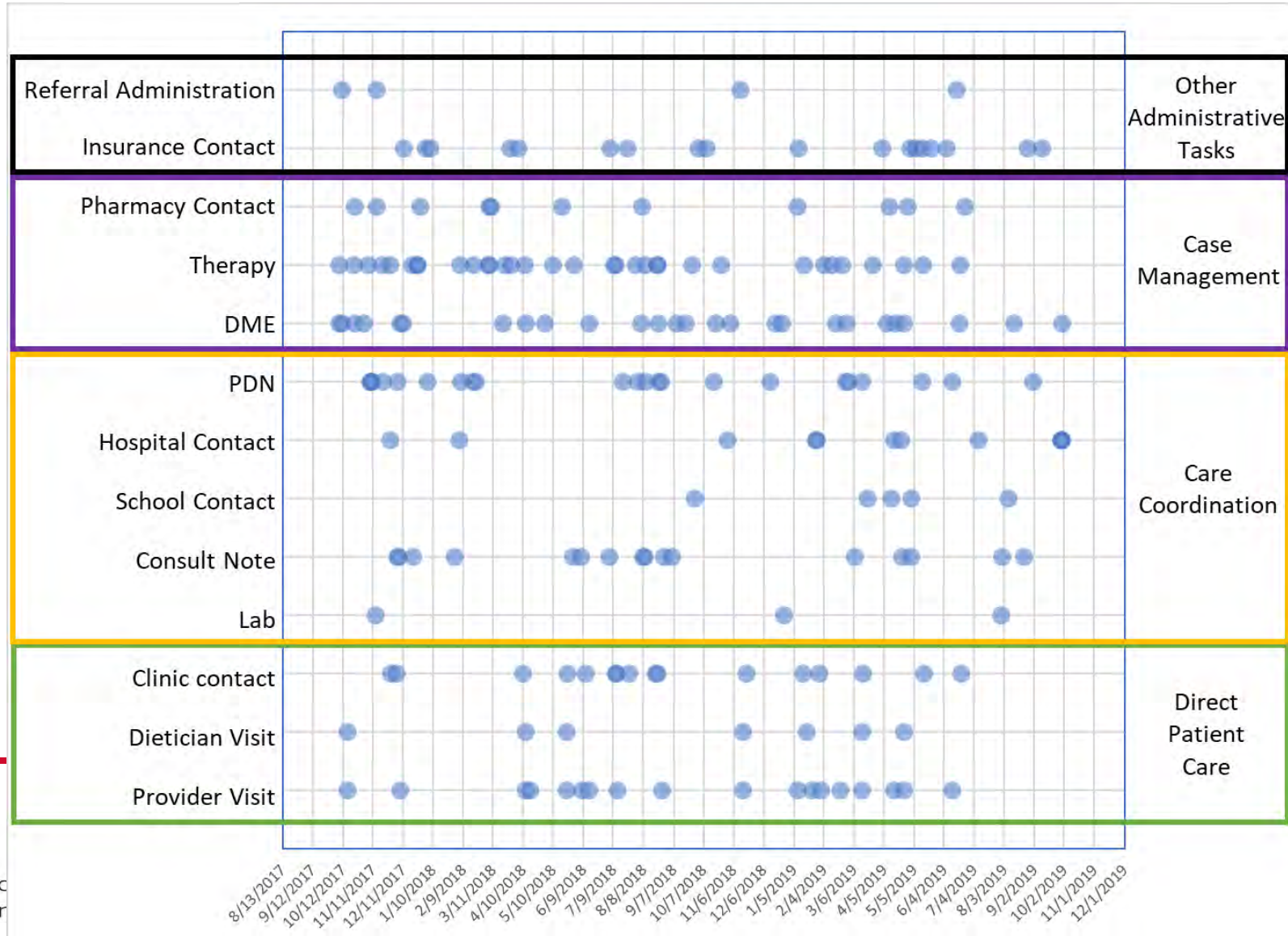
Team Texas Touchpoints

Patient 1: 16-year-old female with spastic quadriplegia, scoliosis, acute on chronic respiratory insufficiency on BIPap at night, seizures, dysphagia, gastrostomy dependent



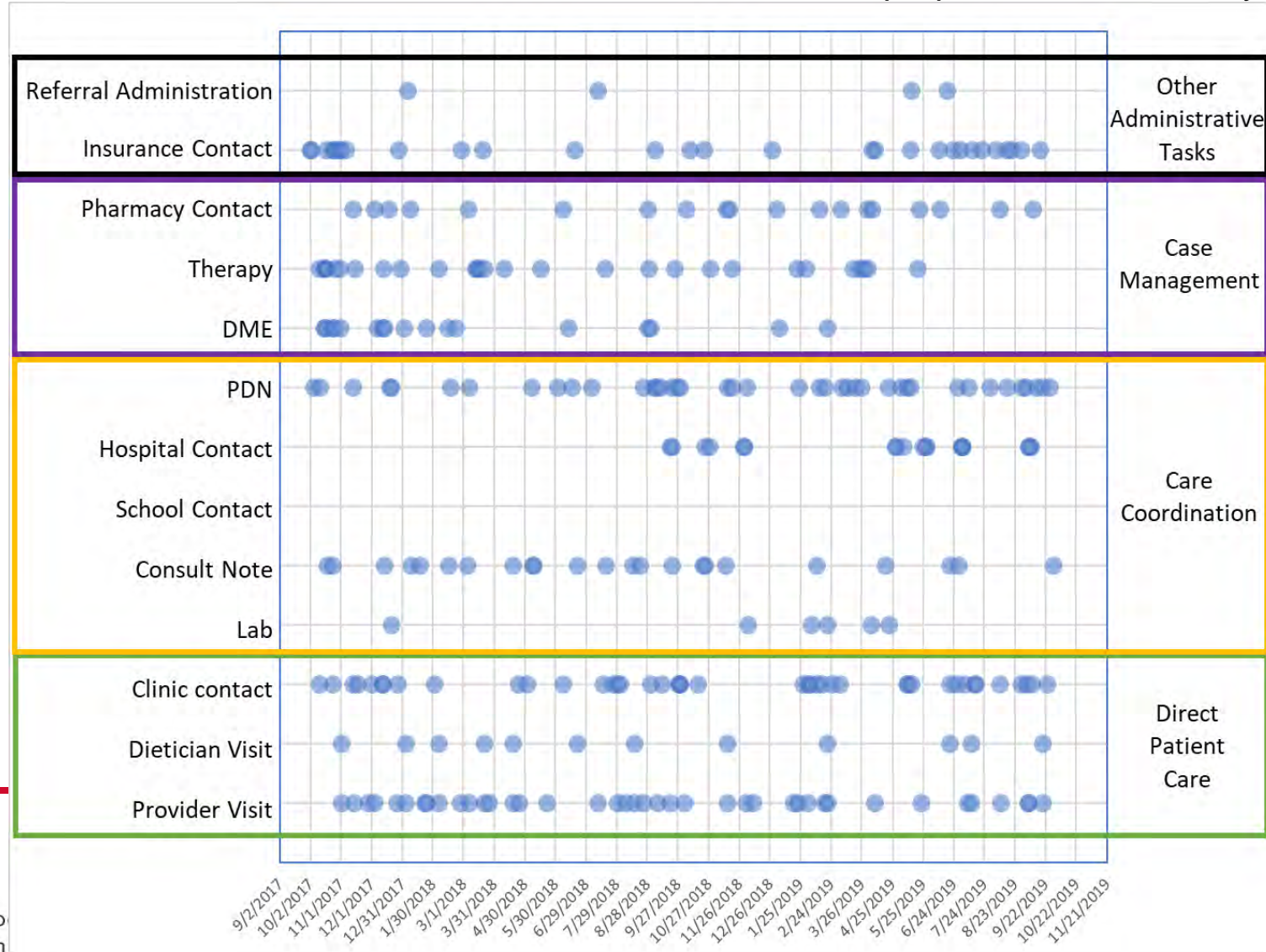
Team Texas Touchpoints

Patient 2: 4-year-old male born with an obstructive craniopharyngioma, tracheostomy and ventilator dependent, gastrostomy dependent.



Team Texas Touchpoints

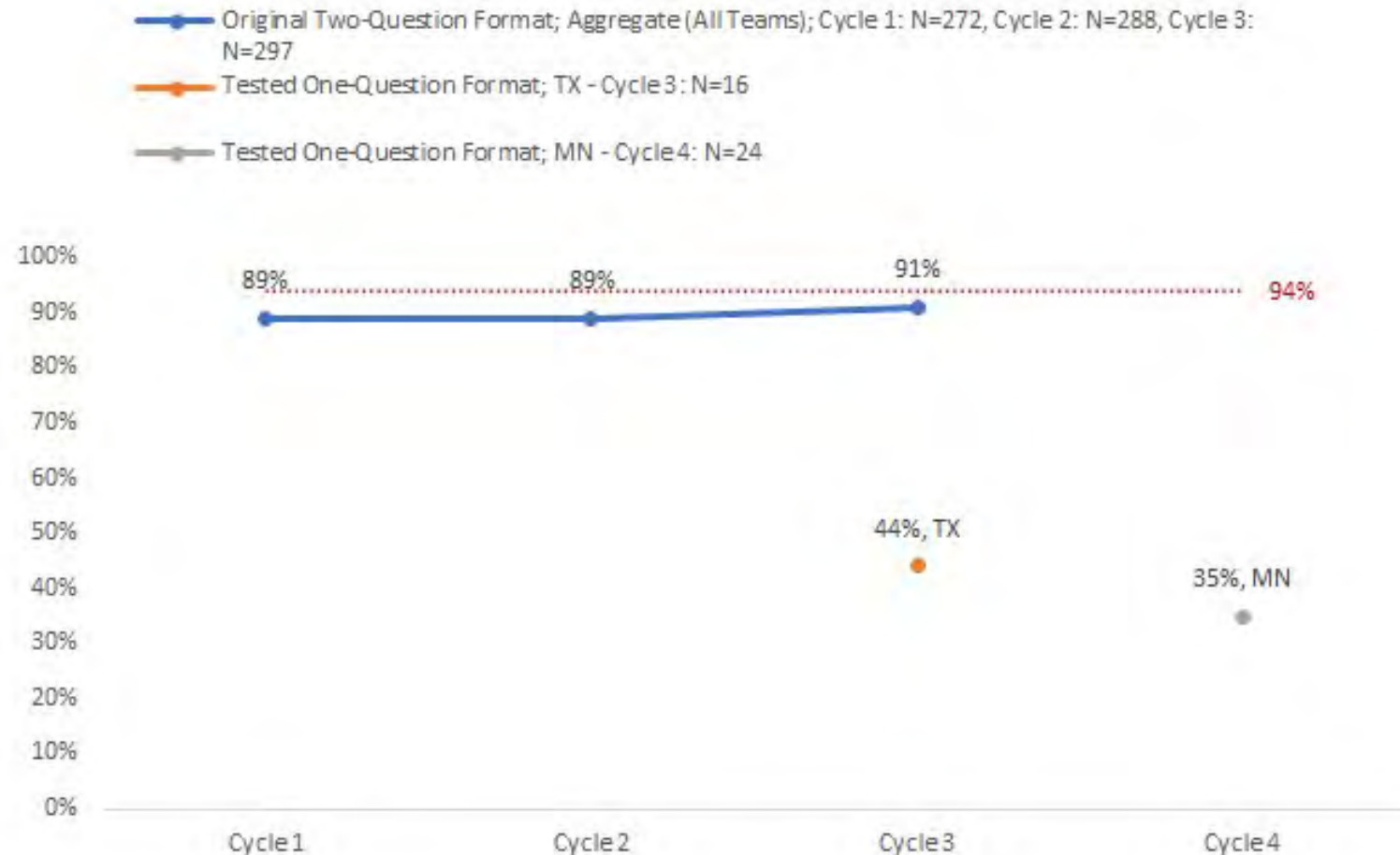
Patient 3: 3-year-old male with Spina Bifida, neurogenic bowel, gastrostomy dependent, neurogenic bladder, catheterization dependent, hydrocephalus with a ventriculo-peritoneal shunt, Obstructive Sleep Apnea, Tracheostomy dependent.



Using Data to Tell Your Story: How You Ask Matters

DURING THE PAST 12 MONTHS, what, if any, types of care did your child need, but not receive? Please select all that apply AND describe what kind of care was not received in free text box associated with each category of need.

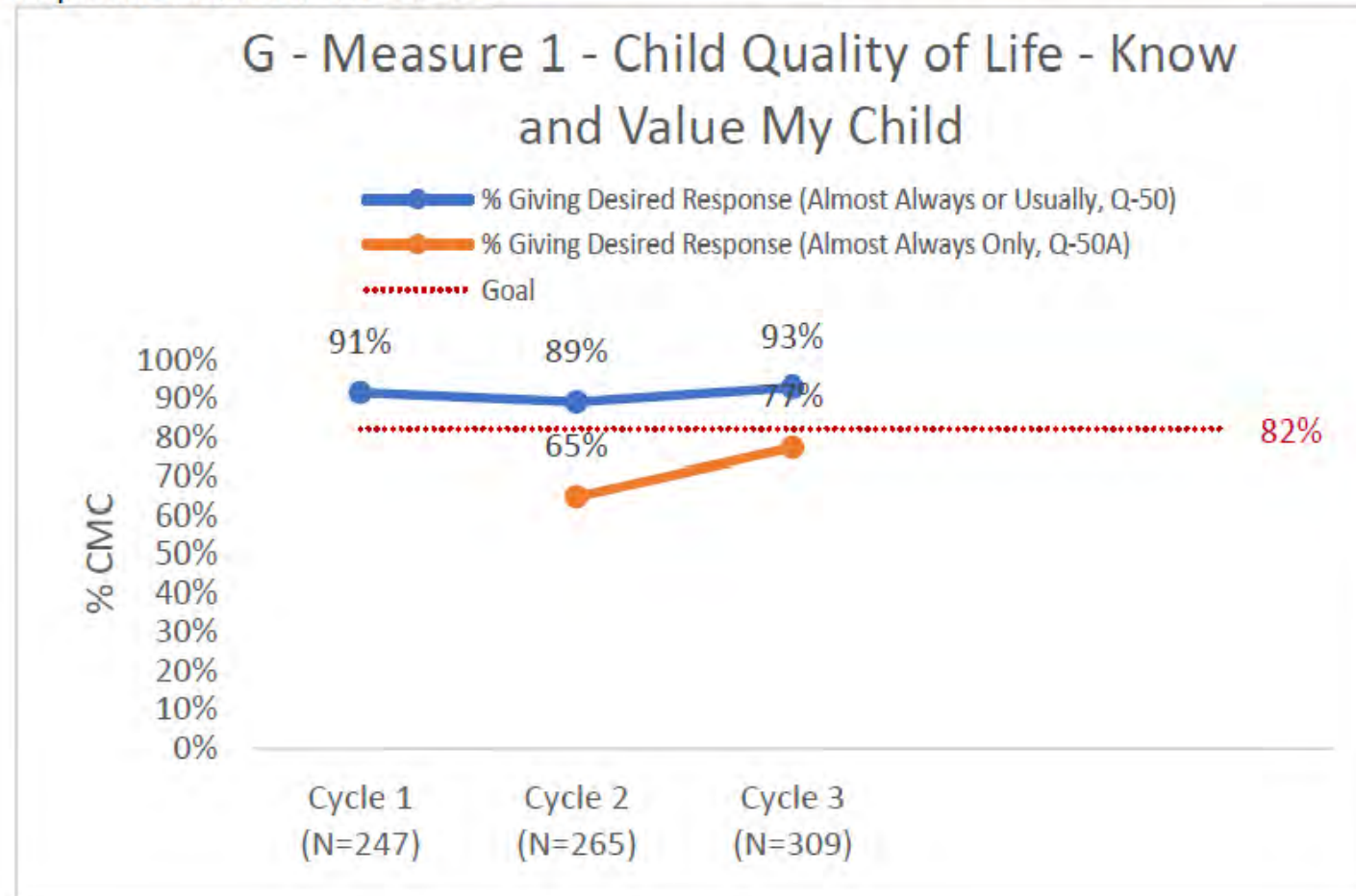
F - Measure 1 - No Unmet Needs



Using Data to Tell Your Story: Choosing Your Message

G - Measure 1 - Child Quality of Life - Know and Value My Child

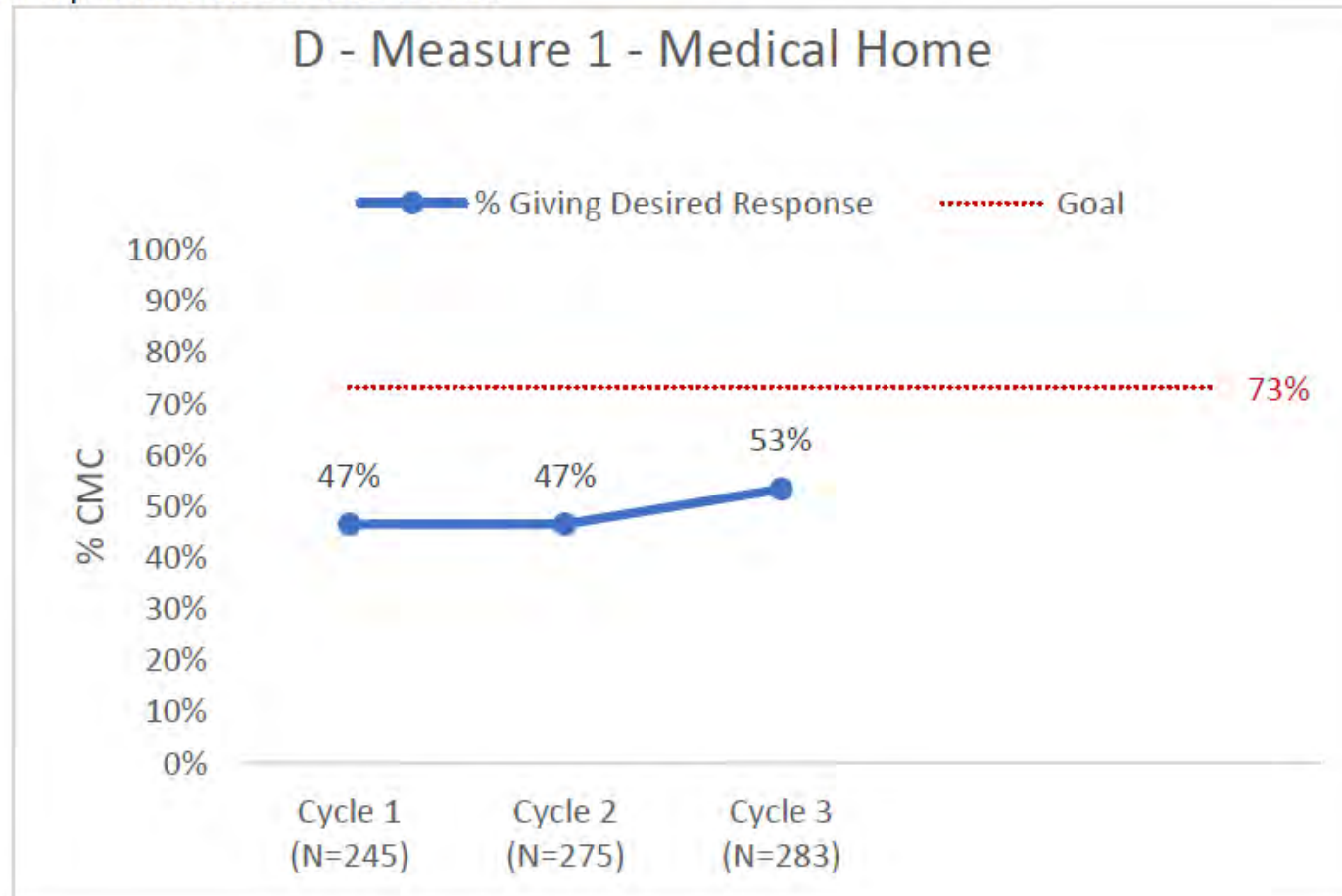
Composite: Questions 32-33



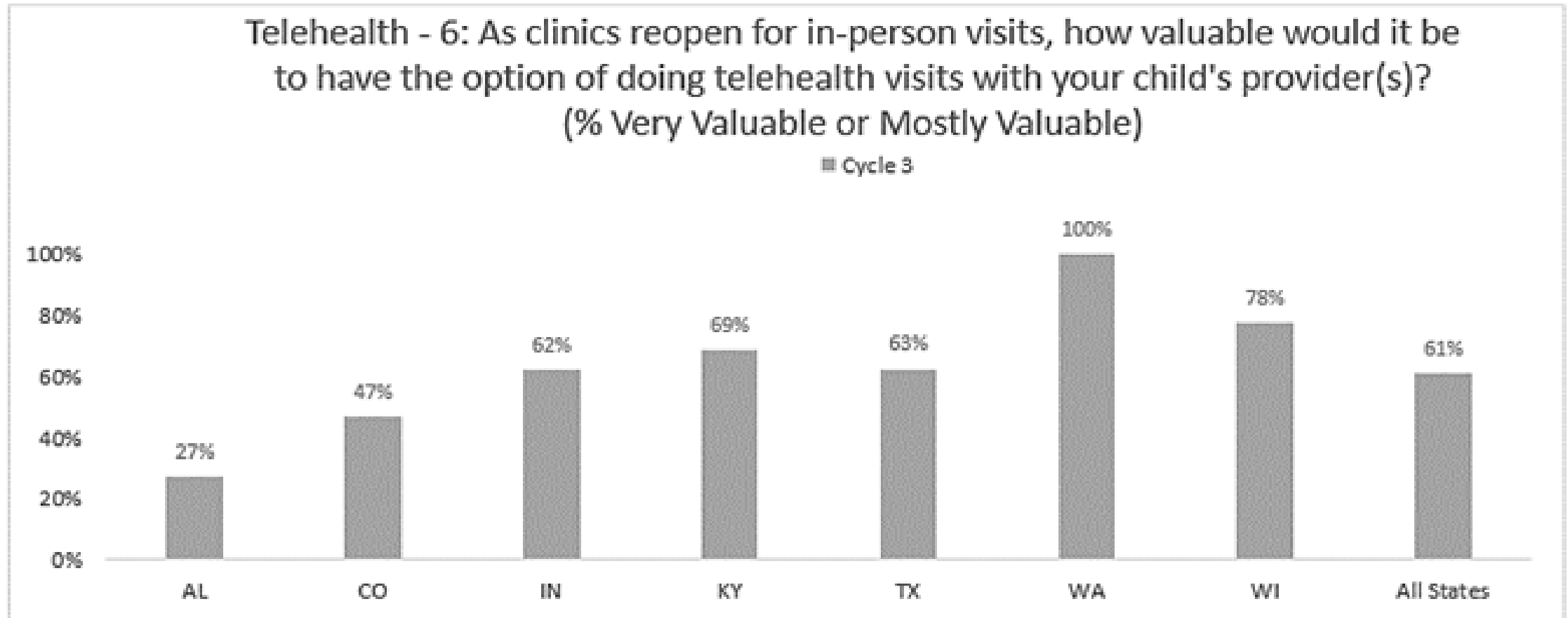
Using Data to Tell Your Story: Improvement Despite the Pandemic

D - Measure 1 - Medical Home

Composite: Questions 14-20



Using Data to Tell Your Story: Emerging data on telehealth



The Universe of Data is Yours – Tips on How to OWN IT!

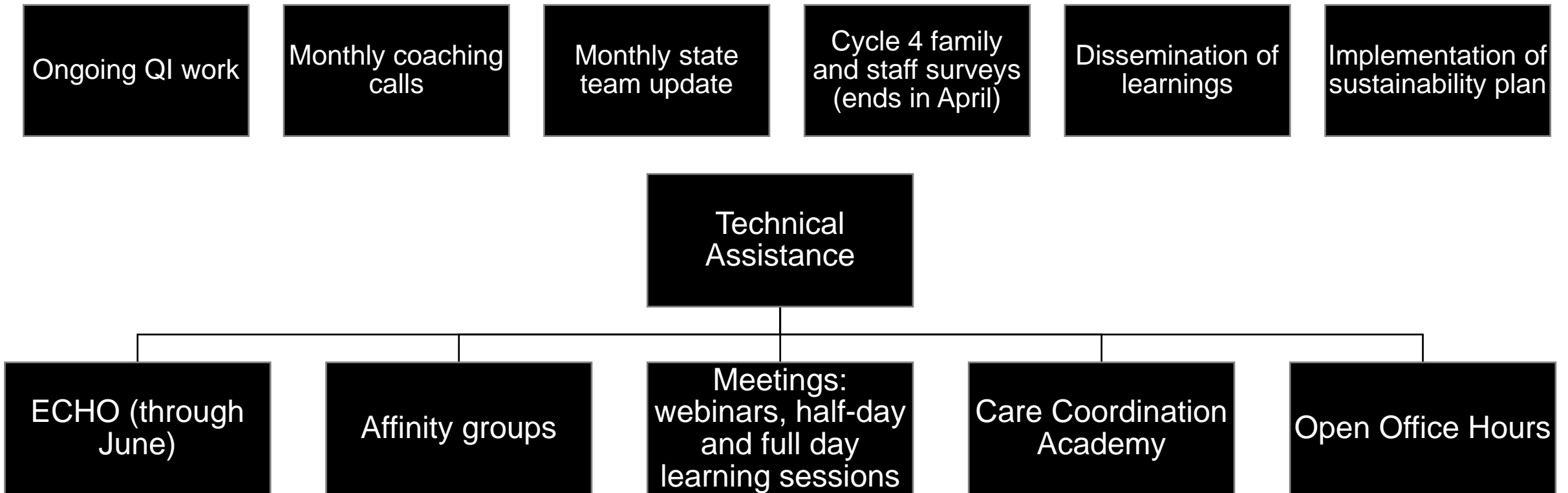


[Reference – Dancing with Data: Using data to support your message](#)

Overview of Remaining Grant Technical Assistance, Deadlines, and Deliverables



Ongoing Activities



Upcoming Deliverables and Activities

March

- Key Informant Interviews

April

- End of Final Data Cycle (#4 - Nov 1, 2020 – April 30, 2021)
- CoIIN data collection ends

May

- Cycle #4 Staff and Family Surveys Data Due
 - Fri, 5/17

June

- Due 6/30
 - 3rd Round of FESAT and Action Plan Due
 - 3rd Round of Family Focus Groups Due
 - Draft State Team Chapter Due for Review (Including Impact Statement)

July

- Finalized State Team Chapter Due (Including Impact Statement)
 - Fri, 7/30





Wrap-Up & Next Steps



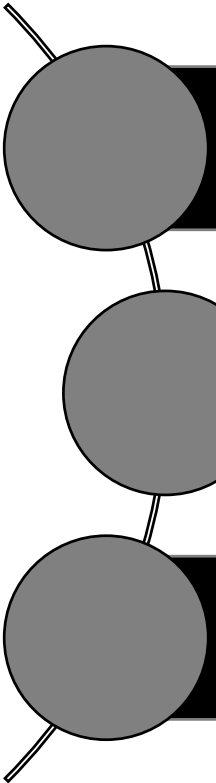
Ad-Hoc Open Office Hours

3/26 @ 12pm ET

4/9 @ 2pm ET



Next Steps

- 
- Complete the evaluation
 - Refine your impact statement
 - Reach out with questions!



Please complete the evaluation for this webinar!

<https://www.surveymonkey.com/r/3WPLTTY>

