

# HIPATLANTA OUTREACH MANAGEMENT SYSTEM LOGIC MODEL – PHASE 1 - OUTREACH, TEXTING & SOCIAL MEDIA

HIPAtlanta supports the National HIV/AIDS Strategy (NHAS) goals of reducing HIV incidence, increasing access to care and optimizing health outcomes, and reducing HIV-related health disparities.

Problem Statement			Activities			Outcomes		
Problem	But Why?	But Why Here?	Street Outreach	Texting Mgmt. System	Social Media Mgmt.	Short term	Intermediate	Long Term
<p>Community Outreach Strategies have little or no ability to track activities, encounters and data collection tool.</p> <p>No strategy for social media</p> <p>Target population on text more than call but no texting mgmt. system.</p>	Street Outreach is challenging	Tough getting office staff in street activities	Implement Microsoft CRM and ERP software and build an online outreach mgmt. platform providing Outreach Mgmt., Social Media Mgmt. and Texting Mgmt. Solutions. Provide agencies capability to run reports and graphs on their outreach activities.	<p><b>IN ACCORDANCE WITH HIPAA GUIDELINES</b></p> <ul style="list-style-type: none"> <li>-Data Security Management</li> <li>-Permission Level Systems (i.e. agencies, staff, partners)</li> <li>-ID &amp; Password Protection on all levels</li> <li>-Quality Assurance Plan</li> <li>- Device Security Plan</li> <li>-Model Replication</li> </ul>	<p>Develop a HIPAA Standard of Operations and Curriculum</p> <p>Increase street outreach data collection and provide QL&amp;QN Analysis</p> <p>Implemented HIPAA compliant software technology to capture documents, scan signatures</p> <p>Increase Health Dept. Partnerships</p> <p>Implement a device security system</p> <p>&gt;HIV &amp; Hep Testing Services</p> <p>&gt;Behavioral Intervention link</p> <p>&gt; Identify Newly Dx+ and link to care</p> <p>&gt;Increase PrEP education and referrals</p> <p>&gt;Increase linkage to Health Department Services</p> <p>&gt;Increase opportunities Data Matching with CBO Partners</p>	<p>Decrease barriers to manage outreach efforts</p> <p>Increase # of agencies enrolled in project</p> <p>In 6 months enroll #10 ATL agencies</p> <p>Increase online social media encounters and to provide QL&amp;N Analysis</p> <p>Increase texting encounters with target audience to provide QL&amp;N Analysis</p> <p>Data impact analysis on first 3 months</p> <p>Phase 2 HIV Testing 9months</p>	<p>Yr 1 Replicate Model for Local Agencies</p> <p>Yr 1 Secure Social Impact Funding</p> <p>Yr 2 launch Phase 2 eTesting</p> <p>18months launch Phase 3 Linkage to Care and Social Determinants</p> <p>Yr 1 Present model US Conference AIDS</p> <p>Yr 2 International Conference of AIDs</p> <p>Enhance Health Dept. Partnership</p> <p>Present at US Conference of AIDS</p> <p>1yr Data Impact Analysis (i.e.jobs, health)</p> <p>System adapted for STD, Hepatitis, PrEP</p> <p>Phase 3 Linkages Yr 22 months</p>	
	No outreach budget	Budget to print materials but not to effectively distribute	<p><b>Goals</b></p> <p><u>Outreach Management System (OMS)</u></p> <ul style="list-style-type: none"> <li>• <u>Inventory Track</u></li> <li>• <u>Location Mgmt</u></li> <li>• <u>Ratio encounters to testing</u></li> <li>• <u>QN &amp; QL Data</u></li> </ul> <p><u>Texting Management Systems (TMS)</u></p> <ul style="list-style-type: none"> <li>• HIPAA Compliant</li> <li>• Tracking</li> <li>• Replicate</li> <li>• <u>QN &amp; QL Data</u></li> </ul> <p><u>Social Media Mgmt System (SEMedia)</u></p> <ul style="list-style-type: none"> <li>• <u>Tracking</u></li> <li>• <u>Replication</u></li> <li>• <u>Link to Testing</u></li> </ul> <ul style="list-style-type: none"> <li>• <u>QN &amp; QL Data Collection Coordination</u></li> <li>• <u>Evidence-Based Interventions</u></li> <li>• Condom Outreach</li> <li>• CRCS Social Networking</li> <li>• Peer Navigation</li> </ul>					
	Peer Navigators	Not assigned to provide outreach	<p>-Build Safer Sex Kit Distribution Portal</p> <p>-Build Agency Site Info Portal</p> <p>-Develop Model Policies &amp; Procedures</p> <p>-Engage decision makers &amp; POL's (i.e. CDC, CBO, SAMHSA)</p> <p>-Co-Branding Partnerships</p> <p>-Develop outreach placement tools(small size)</p> <p>-Implement Electronic Document Signing and Retrieval</p> <p>-Implement a Video Library accessible via mobile device</p> <p>-Implement a Document Scanning HIPAA compliant</p> <p>-Develop Social Media Peer Navigator Training</p> <p>-Develop Social Media Peer Navigator Supervision</p> <p>-Develop Social Media Management in collaboration with Social Media Specialist</p> <p>-Electronic Social Media Message Development Kit</p> <p>-Outreach inventory Coord., cost measurement, and linkage to testing ratio of encounters, data impact analysis</p> <p>-Communities can Text/SMS questions, challenges and engage Peer Navigators, data collection and abilities to analyze interactions.</p> <p>-Social media can be managed for effectiveness, encounters tracked and ability to analyze participant data</p> <p>-Improve health department agency outreach encounters</p>					
	No consistent presence	Understaffing						
	Little data collection tools	No QL&QN Analysis						
	No dedicated staff	Staff spread thin						
	Street vs Health fairs	Requires different tools						
	Websites	Who is who? Too many?						
	Social Media cost	CBO cannot keep up with growing Social Media challenges						
No Social Media Peer Navigations System								
Texting Paranoia	HIPAA excuse Big agencies hoard encounters							
Call Center vs Texting Center								

# HIPATLANTA COMMUNITY IMPACT SOLUTIONS LOGIC MODEL— PHASE 2 - HIV E-TESTING & DATA COLLECTIONS

Problem Statement			Activities		Outcomes		
Problem	But Why?	But Why Here?	Documentation	Data Collection	Short term	Intermediate	Long Term
<p>Community Outreach Strategies have little of no ability to track activities, encounters and data collection tool.</p> <p>No strategy for social media and texting management strategy.</p>	Outreach testing is challenging	Tough getting office staff involved in outreach activities	-Establish partnerships Microsoft -eDoc Sign Partner -Cloud Services Partner (i.e. Microsoft or HP) -Identify and Secure Pilot Partners (#1Health Dept., #2ASO's, #4CBO's)		Increase the ability to capture target audience data	Decrease barriers to incorporate eDocumentation	Link Testers to Primary Care and Social Determinant Services.
	No outreach budget	Budget to print materials but not to distribute	<b>IN ACCORDANCE WITH HIPAA GUIDELINES</b> -Data Security Management -Permission Level Systems (i.e. agencies, staff, partners) -ID & Password Protection on all levels -Quality Assurance Plan - Device Security Plan -Model Replication -Legal Consultation – Documents & Data Collection		Develop a HIPAA Electronic Data and Device Standard of Operations and Curriculum	Increase # of agencies enrolled Health Dept. Effort	Counselor Job & Recertification Portal
	Outreach & Testing	The roles of O & T are very different but often not separated	Convert Agencies Consent Forms into electronic documents Develop a Electronic Communication Authorization standard Integrate Testing Kits Supplies and Control e Documentation. HIV Testing Kits tracking system (i.e..temp, Lots, Assigned, Tester tracking).		Increase Community Agency HIV Testing Efforts	Established as standard method capturing data	1yr Data Impact Analysis (i.e.jobs, health)
	Unique ID Synchronizing	County and State Health Depts. resistance	eFormat Health Dept. Referral link to STD Screening and Treatment eDocument Policies IT Decision Makers		Launch Your Results Are Ready via Text Service	System adapted for STD, Hepatitis Testing	
	Mobile Testing Limitation	eDocumentation provides opportunity for multiple encounters	Scanning old files into Cloud-Storage Implement technology to capture ID, eDocuments, eSignatures		Increase High Risk HIV Testing Encounters	Enhance Prevention Agencies ability to incorporate Electronic Health Records Systems	Enhance University Research Collaborations
	Private consultants	Engage us after they have decided model	eDocument Policies IT Decision Makers		Increase Identifying Newly diagnosed or out of care	Migrate with Outreach Texting Mgmt. System	Replicate model in health departments nationwide.
	High Staff turn over	CRCS training schedule poor	Scanning old files into Cloud-Storage Implement technology to capture ID, eDocuments, eSignatures		Enhance Health Dept. Partnerships	Increase referrals to funded Behavioral Interventions	Present Government and Community Partnership at US Conference of AIDS
	Funded EBI's	No testing risk group linkage or synchronizing	PDF Password Protection System Implemented		Increase with data analytics linkage to funded EBI's	EBI Trained Tracking System	
	Electronic Data Matching	Address Data sharing fears			Decrease HIV laps linkage to care or social determinants of health	Cost Benefit Analysis	
	HIPAA crutch	Designed to guide us not stop us			Increase PrEP linkage to education and services	Point of Care Private-Public Opportunities	

Strategies

**Real-Time Data Reporting**

**QN & QL Data Analysis**

**eDocumentation**

- \*Standardized HIV Testing Consent
- \*HIV Reporting Forms Part 1 & 2
- \*Linkage To Care Referrals
- \*Peer Navigator Forms

**Automated Unique ID system**

**HIPAA Electronic Records Trainings**

**CBO Digital Literacy Workshops**  
(Examples)

- \*Office Space to Cloud Space
- \*Microsoft Office 365
- \*HIPAA mTechnology
- \*Digitally Legal
- \*eDocumentation and Coordination
- \*Electronic Health Records Systems

**Develop Pilot for Data Collection - Surveying**

“20Minutes”  
We would like your opinion

Data Reporting delays provides missed opportunities to inform community, officials and funders about outcomes.

# HIPATLANTA IMPACT SOCIAL LOGIC MODEL – PHASE 3 – LINKAGE TO CARE AND SOCIAL DETERMINANTS OF HEALTH SERVICES

Problem Statement			Activities							Outcomes		
Problem	But Why?	But Why Here?	Government Agencies			Community Agencies		Community Members		Short term	Intermediate	Long Term
			Federal	State	County	CBO	ASO	Insured	Non-Insured			
	HIV is not their primary challenge!	Inconsistent income and/or housing								Increase the ability to capture target audience data	Decrease barriers to manage outreach efforts	Increase GA County Health Depts. Participants
	Lack Peer to Peer Recovery Support & Safe Space	High rate of substance and alcohol abuse but very limited linkage								Develop a HIPAA Standard of Operations and Curriculum	Increase # of agencies enrolled in project	Coordinate HIPAA Trainings for GA Health Dept. Partners
	Targeted Peer Navigators	Substance Abuse, MSM/T, women & HIV different issues				Peer Navigator Training				Coordinate CDC EBI's Trainings with Contractor (i.e. Social networking, Strategies, Peer Navigators)	In six months enroll #10 ATL agencies	1yr Statewide Launch
	No or limited internet access	Free convenient space				Peer Navigator Supervision				Increase the ability to capture community agency and government agency partnership data	Increase online social media encounters and to provide QL&N Analysis	Present at US Conference of AIDS
	Little data collection tools	No QL&N Analysis				Electronic Social Media Message Development Kit				Coordinate CDC EBI's Trainings with Contractor (i.e. Social networking Strategies, Peer Navigators)	Increase texting encounters with target audience to provide QL&N Analysis	1yr Data Impact Analysis (i.e. jobs, health)
	Electronic Data Matching	Link to care via platform and Electronic Health Record								Increase street outreach data collection and provide QL&N Analysis	Data impact analysis on first 3 months	System adapted for STD, Hepatitis, PrEP
	Social Media outreach not coordinated	Quality space to tape and edit content								Implemented new software technology to capture documents, scan signatures	Phase 2 HIV Testing 9months	Phase 3 Linkages 14 months
	Food Stamp Services Backlog	Local certification and recitification								Increase Health Dept. Partnerships		
	Limited Outreach	Outreach team assigned to barbershops/beauty palors and malls								Implement a device security system		
	Texting Paranoia	HIPAA excuse										
	Call Center vs Texting Center											

## Strategies

Develop Linkage To Services Portal

Develop Linkage Policies and Standard eDocumentation

Engage decision makers & POL's

Co-Branding Partnerships

Develop outreach placement tools

Electronic Document & Video Library

Document Scanning