



CCI

CENTER FOR CARE  
INNOVATIONS

# ATSH Learning Session 2

# Patient Retention and Engagement

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# PATIENT RETENTION AND ENGAGEMENT

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**How do patients feel  
about your organization?**

## BUILD PATIENT TRUST THROUGH RELATIONSHIPS

- Restore the humanity
- Be sincere
- Be culturally competent
- Be reliable
- Listen
- Set expectations, do not promise what you cannot deliver
- Offer food, water, time to wash up
- Restore the humanity

**THIS** is what you're doing...



**THIS...**



**...is what I want you to do.**



Pro tip:

Add a personal conversation in your note to bring up at next appointment.



Secret shop your own clinic

Med-First Model

Reflect and understand their barriers

Develop relationships with other CBOs with services that your patients may want/need

Address self-stigmatization

Lay it all out! Be clear and concise about your program and what to expect



**Have you ever had a patient stone wall? How did you get past it?**

**PUT YOURSELF IN THEIR SHOES**

## BE ACCESSIBLE

- Answer your phone and/or set an expectation of when they should expect a call back
- Add contact info to your web site
- Use Facebook, email, Instagram- patients may lose phones, but they will always know how to find you
- Have a direct line of contact and add a back-up



### **HOMEWORK**

Call your clinic and try to make a MAT appointment. What was your experience? Were you routed to the right person? How long were you on hold? How far out was your appt?

# LOST PATIENTS

- Have a release of information signed to contact brother, friend, mother, etc...
- Collect information: Where do they hang out? Who do they hang out with? Where do they stay? What other agencies do you work with?
- Learn from your mistakes. Ask them why they left and what we can do better next time.



**What is your strategy for keeping in touch with patients?**

## IMPROVE CLINIC CULTURE

- Does the patient feel safe, welcome?
- Explain how someone in withdrawal might be feeling to clinic staff
- De-stigmatize
- Call Center training
- Have those tough conversations- clinic staff have their own experiences and perceptions of drugs and PWUDs
- Most of all, make the entire clinic part of the solution and engaged in patient success



**If your clinic culture isn't "MAT friendly" what changes can you make?**