



# Patient Identification & Outreach

Dominique McDowell

&

Ginny Eck

**What does “outreach”  
mean to you?**

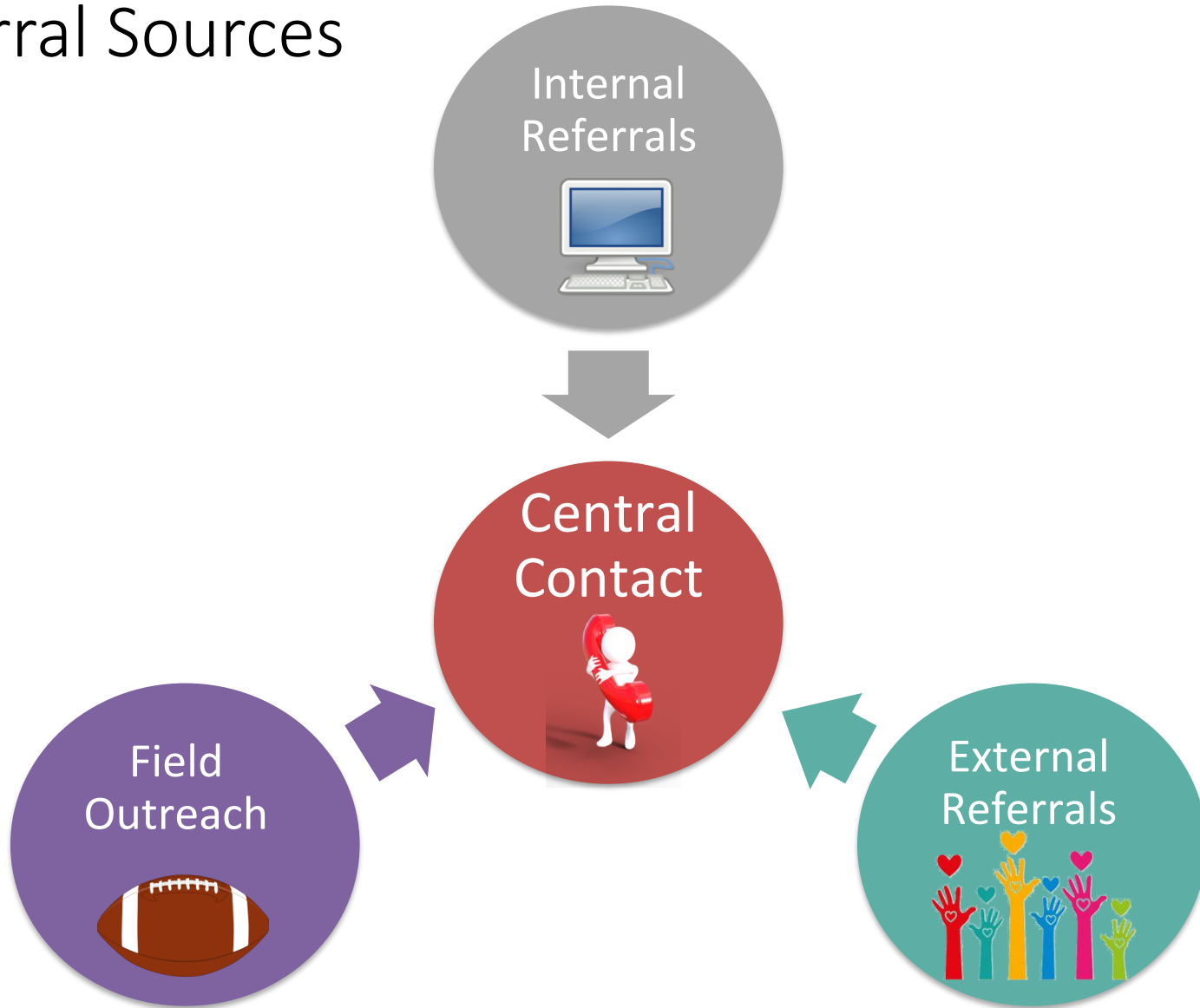
# Outreach Overview

- Tell me how I can help you?
- When can I help you?
- When you want help, I'll be here for you.



Understanding the unique value of our patients allows us to know that outreach is a crucial component of our support. It connects and familiarizes. It informs, it builds trust and most of all, it has to be consistently true to what you present and represent.

# Referral Sources





# Central Contact (Person or Team)

## Responsibilities:

- Screen potential referrals for appropriateness
- Point person for call center
- Organize, track and delegate referrals
- Follow-up and problem solving
- Knowledge of services provided
- Linkage to other services or agencies
- Minimize “falling through the cracks”

Start	Days in	Last Appt	Next Appt	Time	Days until	Status	Provider	Counselor	Site	Notes	Restarts
4/24/19	723	4/27/21	5/27/21	2:30pm	-12	Active	Chohlas	Jack	Vermont		Mar-21
9/18/18	974	6/2/21	6/30/21	12:45pm	22	Active	Hochman, S	Herman	CCH	scheduled PRN	
10/25/17	1250	4/15/21	5/13/21	1:45pm	-26	Hold	Hochman, S	Herman	CCH	incarcerated h.i 5/19/21	
10/30/19	550	5/10/21	6/10/21	11:15am	2	Active	Gomez	Jack	Vermont		
8/23/18	986	5/19/21	6/15/21	12:30pm	7	Active	Hochman, S	Herman	CCH		
1/31/20	470	5/20/21	6/21/21	3:30pm	13	Active	Hochman, S	Herman	CCH		
10/11/17	1298	5/19/21	6/17/21	2:30pm	9	Active	Chohlas	Jack	Vermont		
5/26/21	0	5/26/21	6/9/21	2:30pm	1	NEW	Ross	Jack	Vermont		
8/15/17	1320	4/15/21	6/21/21	4:15pm	13	Active	Hochman, S	Herman	CCH	Completed Program	
4/2/21	0	4/2/21	4/2/21	8:00am	-67	NEW	Trang	Renee	Hacienda		
5/26/21	0	5/26/21	6/16/21	10:00am	8	NEW	Ross	Jack	Vermont		
2/26/21	83	5/19/21	6/16/21	4:15pm	8	Active	Hochman, S	Herman	CCH		
3/10/21	49	4/29/21	5/27/21	12:30pm	-12	Active	Hochman, H	Jack	Vermont	Missing from MasterSheet - B.L	
3/23/20	347	3/10/21	5/6/21	3:00pm	-33	Active	Hochman, S	Renee	CCH	GPRA volunteer ro	
8/5/20	289	5/24/21	6/21/21	12:15pm	13	Active	Chohlas	Jack	Vermont	Only schedule Tue, Thurs due to work. Ge	
2/25/21	85	5/20/21	6/17/21	3:15pm	9	Active	Hochman, S	Herman	CCH		
3/26/21	51	5/17/21	6/14/21	12:00pm	6	Active	Chohlas	Jack	Vermont		
12/14/20	156	5/20/21	6/17/21	10:00am	9	Active	Hochman, S	Herman	CCH		
1/28/21	91	4/29/21	5/27/21	11:15am	-12	Active	Hochman, H	Jack	Vermont		
3/18/21	60	5/18/21	6/8/21	9:15am	0	Active	Gomez	Jack	Vermont		
5/7/18	1106	6/3/21	7/1/21	3:30pm	23	Active	Hochman, S	Herman	CCH		
10/17/18	932	5/19/21	6/17/21	2:30pm	9	Active	Gomez	Jack	Vermont		
5/10/21	0	5/10/21	6/10/21	11:30am	2	NEW	Hochman, S	Herman	CCH		
2/26/21	92	5/28/21	6/28/21	4:15am	20	Active	Hochman, S	Herman	CCH		
2/7/19	793	4/20/21	6/1/21	10:30am	-7	Active	Gomez	Jack	Vermont	Please check on referral for pre-natal. Ge	
2/20/20	436	5/6/21	6/3/21	2:30pm	-5	Active	Gomez	Jack	Vermont		
10/18/17	1297	5/25/21	6/22/21	9:00am	14	Re-Start	Hochman, H	Herman	CCH		
7/11/19	652	5/3/21	6/2/21	3:30pm	-6	Hold	Hochman, S	Herman	CCH		
3/22/21	55	5/17/21	6/14/21	4:15pm	6	Active	Hochman, S	Herman	CCH		
3/1/19	776	4/27/21	5/26/21	11:00am	-13	Re-Start	Hochman, S	Renee	CCH		
8/20/20	235	4/15/21	6/29/21	4:15pm	21	Active	Hochman, S	Herman	CCH		
4/20/19	742	5/12/21	6/1/21	11:30am	-7	Active	Trang	Renee	Hacienda		
9/14/17	1331	5/25/21	6/23/21	9:00am	15	Active	Talaro	Herman	CCH		
12/11/17	1196	4/7/21	5/5/21	3:30pm	-34	Hold	Hochman, S	Herman	CCH	Entered Tarzana tx. recovery on 4/19/21 H.L	
2/18/21	48	4/6/21	5/6/21	9:15am	-33	Active	Gomez	Jack	Vermont	Update needed! Last call 6/1/21 ge	
1/13/21	124	5/17/21	6/16/21	2:30pm	8	Active	Hochman, S	Herman	CCH		
1/12/21	121	5/13/21	6/10/21	3:30pm	2	Active	Hochman, S	Herman	CCH		
3/11/21	60	5/11/21	6/8/21	12:45pm	0	Active	Chohlas	Jack	Vermont		
11/8/17	1255	5/3/21	5/28/21	1:15pm	-11	Active	Trang	Renee	CCH		
8/23/19	585	4/8/21	6/2/21	2:00pm	-6	Active	Hochman, S	Renee	CCH		
9/23/19	599	5/22/21	6/24/21	3:00pm	16	Active	Hochman, S	Herman	CCH		

Example of patient and referral tracking mechanism



# Internal Referrals

- Screening Tools
- Provider Education
- Therapist, CM, Other in house staff
- Pamphlets, posters, postcards
- Diagnosis Codes
- Medication/Prescription
- Trainings (stigma, harm reduction, etc)



# External Referrals

- Partnerships, CBOs
- Syringe Exchange Programs
- Residential Treatment Programs
- Homeless Shelters
- Mental Health Agencies
- Probation/ Parole Departments
- Recovery Coaches
- Prisons/Jail
- County Department Referrals
- Community (friend of friend)



# Field Outreach (why it matters?)

- Be transparent of your purpose without judgement
- Respect their space
- Build rapport with community you're serving
- Know your community
- Build community allies
- Offer Narcan and basic necessities (hygiene kits, socks, water etc)





# Questions

- What challenges/fears do you have about engaging patients?
- What do you see as the biggest benefit of outreach to your organization?
- What resources/relationships do you already have?
- What can you do in the next week? In the next month?