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

Internal Referrals

Central Contact

Field Outreach

External Referrals
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”

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?