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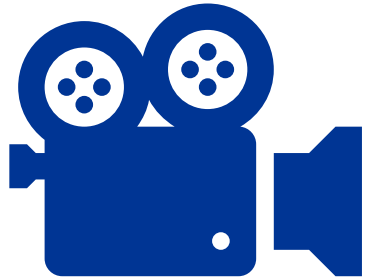


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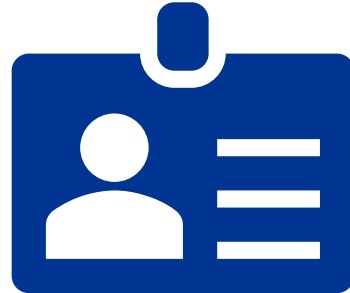
- **Raise Hand**
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In support of improving patient care, this activity has been planned and implemented by the University of Pittsburgh and The Jewish Healthcare Foundation. The University of Pittsburgh is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME) and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team. **1.25 hours is approved for this course.**

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Mutual Agreement

- Everyone on every PERU webinar is **valued**. Everyone has an expectation of **mutual, positive regard** for everyone else that respects the **diversity** of everyone on the webinar.
- We operate from a **strength-based, empathetic, and supportive** framework – with the people we serve, and with each other on PERU webinars.
- We encourage the use of **affirming language** that is not discriminatory or stigmatizing.
- We treat others as **they** would like to be treated and, therefore, avoid argumentative, disruptive, and/or aggressive language.



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Mutual Agreement (continued)

- We strive to: **listen** to each person, avoid interrupting others, and seek to **understand** each other through the Learning Network as we work toward the highest quality services for COE clients.
- Information presented in Learning Network sessions has been vetted. We recognize that people have different opinions, and those **diverse perspectives** are welcomed and valued. Questions and comments should be framed as **constructive feedback**.
- The Learning Network format is **not conducive to debate**. If something happens that concerns you, please send a chat during the session to the panelists and we will attempt to make room to address it either during the session or by scheduling time outside of the session to process and understand it. Alternatively, you can reach out offline to your PERU point of contact.



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Acknowledgements

- The Centers of Excellence is a partnership of the University of Pittsburgh's Program Evaluation and Research Unit and the Pennsylvania Department of Human Services; and is funded by the Pennsylvania Department of Human Services, grant number 601747.
- COE vision: The Centers of Excellence will ensure care coordination, increase access to medication-assisted treatment and integrate physical and behavioral health for individuals with opioid use disorder.



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Program Evaluation and Research Unit

Proactive Outreach



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Learning Objectives

By the end of this module, you will be able to do the following:

- Describe the significance of proactive outreach for individuals with substance use disorder (SUD).
- List the benefits of early intervention, the impact of proactive outreach on engagement and retention in treatment, and the potential for reducing harm and preventing overdose.
- Identify individuals who are at high risk of disengagement or poor outcomes.



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Overview

Proactive Outreach Defined

- There is no single definition of proactive outreach.
- Traditional treatment methods are reactive.
- Proactive outreach evolved out of the Assertive Community Treatment (ACT) approach.



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Proactive Outreach and COEs

- Employ a community-based care management (CBCM) team that includes a certified recovery specialist (CRS)
- Ability to provide or refer to services such as primary care, mental health, and family planning
- Ability to accept referrals 24 hours a day, seven days a week



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Benefits

- Reduction in hospitalization rates¹
- Enhanced medication adherence²
- Decreased rates of homelessness¹
- Improved quality of life and functioning¹
- Decreased criminal justice involvement¹
- Lower cost to the system³

1. (Penzenstadler et al., 2019). 2. (Fishman et al., 2021)
3. (Lintzeris, 2017)



Key Principles

- Proactive engagement and persistent outreach
- Tailoring services to individual needs and preferences
- Multidisciplinary team approach
- Collaborative and flexible service delivery



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Proactive Outreach in Practice

Cheryld Emala, MSW, LCSW



Indicators of Successful Proactive Outreach

- Building trust and rapport with clients
- Engaging family and social networks
- Providing proactive and continuous support
- Coordinating care and integrating services
- Evaluating client progress



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Challenges and Limitations

- Limited resources and funding
- Staff turnover and burnout
- Resistance from clients and families
- Stigma and societal barriers
- Confidentiality



Trauma-Informed Principles

- Safety
- Trust
 - Transparency
 - Follow through
 - Up front explanations



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Community Outreach

- Target areas with high overdose rates
 - Door to door
 - Local business
 - Community organizations and treatment providers
- Social media
- Narcan distribution



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Intake

- Client choice
- Orientation to the services provided.
- Client locator form
- Imbedded into the intake



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Process

- Defined process
- First 2 weeks of the month
- After 2 months
- Phone and mobile
- Have some staff onsite
- Missed appointments



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Helpful Tips

- Check jail list (Vinelink)
- Emergency contact can provide more information
- Try different times of day (after hours and weekends)
- Let the team know when someone is disengaged
- Look in the PDMP for alternate addresses
- Use information that is collected to find people
- Social media
- Celebrate successes!



Discussion Questions

- What forms of outreach does your COE practice?
- Where do you look for new clients to engage?



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Discussion Questions

- What benefits have you seen from actively engaging clients?
- What barriers have you experienced when trying to actively outreach to clients?



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Discussion Questions

- When clients disengage from treatment where do you look for them?
- When clients return after a lapse in treatment, where do they report having been?



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References



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- Please complete the session evaluation at https://pitt.co1.qualtrics.com/jfe/form/SV_eCLusj7SJqZbg9w
- Be sure to designate which CEU credits you are requesting CME, CNE, or Social Worker. The deadline for completing the evaluations is July 5, 2023
- Please email Pauline at taylor@jhf.org if you have any questions about the CEU process.
- The UPMC Center for Continuing Education will follow up with you via email after date with instructions on how to claim your CME, CNE or SW credits and print certificates. Please be sure the email you enter on the survey matches the UPMC CCE account email that you create. To create an account with UPMC CCE please follow this link <https://cce.upmc.com>.
- Certificates will be emailed separately to participants.
- We design the sessions based on your feedback!

