

In the United States, 3 in 5 people with HIV don't regularly see their doctor. Imagine if we could change this. **Together we can.**

Dear Ryan White Grantee,

The Ryan White HIV/AIDS Program has achieved many quality improvement goals in the last 25 years. Pursuing further excellence in HIV care, we invite you to join us in a national campaign to enhance the health and wellbeing of your patients.

The Health Resources and Services Administration HIV/AIDS Bureau is sponsoring a National Quality Campaign on improving patient retention, managed through the National Quality Center (NQC). The in+care Campaign seeks to improve patient retention in HIV primary care by re-engaging those patients lost to care and preventing those in care from falling out. This national initiative aligns with the National HIV/AIDS Strategy and strengthens quality management efforts as mandated in the Ryan White HIV/AIDS Program legislation.

Participants in the in+care Campaign will measure outcomes and, more importantly, focus on improving systems of care to link, engage, and retain patients in HIV care—ultimately improving their quality of care. NQC will foster a shared learning community among grantees and subject matter experts, share resources on retention best practices, and deliver technical assistance where needed.

When patients are retained in HIV care, they are more likely to achieve undetectable levels of virus and are less likely to transmit HIV to others, leading to healthier people and stronger communities.

If you're looking for ways to improve the lives of people living with HIV/AIDS, join us and improve HIV/AIDS care in your community. Together we can make a difference. If we focus on keeping patients in care, our care will do the rest. Visit www.incarecampaign.org for more information and to sign up today.

Sincerely,

Deborah Parham Hopson, PhD, RN, FAAN, Assistant Surgeon General and HRSA Associate Administrator for the HIV/AIDS Bureau

Bruce Agins, MD, MPH, Medical Director, New York State Department of Health AIDS Institute

in+care Campaign

This national Campaign is a 12-month long quality improvement initiative focusing on retaining patients in HIV care and preventing them from falling out of care. Grantees across the country and across all Ryan White HIV/AIDS Program Parts are invited to participate.

HIV providers will report every other month on up to 4 uniform campaign-related measures via an online database and submit a simple update to highlight their strategies implemented and challenges encountered.

To assist grantees, monthly conference calls/webinars will be held with leading experts, and coaches are available for support.

Why Sign-up?

- Your participation will closely align your HIV program with the National HIV/AIDS Strategy.
- Keeping patients in care extends their lives and makes for healthier communities.
- The in+care Campaign isn't just measuring outcomes—we're actively implementing strategies to improve lives and improve the health of our communities.
- National real-time benchmarking data on key retention measures are available for all participating agencies.
- You can take advantage from the successes of your peers and share your best practices with them.
- Today's leading quality improvement and retention experts are available for support, coaching, and to answer your questions.

Where to Sign-up?

For information on the in+care Campaign and to sign up today, go to in care campaign.org. You entered the HIV field to make a difference; this is another great opportunity to do just that!

Retention at a Glance

Of the more than 1 million people living with HIV/AIDS in the United States:

- 1 in 5 don't know their HIV status
- 2 in 5 haven't seen an HIV doctor
- 3 in 5 don't regularly see their doctor
- 4 in 5 aren't viral load suppressed.

Local Improvement Successes

- A study at a Baltimore, MD community health clinic showed 85 percent of homeless patients who received street outreach interventions attended at least one clinical appointment over a 12-month period.
- Same-day scheduling for marginalized populations improved retention rates at two Bronx, NY clinics.
- Use of care coordinators increased retention in a Washington, DC clinic even among traditionally hard-to-reach populations; those with coordinators had higher retention rates compared to those without.

Sources

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Cunningham CO, Sanchez JP, Heller DI, et al. Assessment of a medical outreach program to improve access to HIV care among marginalized individuals. *APHA*. 2007; 97(10): 1758-61.

Ukman, J. Eliminating no-shows at Whitman-Walker. *Washington Post*. May 30, 2005.



Sign Up Today!
incarecampaign.org

"My clinic fed me when I was hungry. They helped me get an apartment when I was homeless. They gave me good care when I had nowhere else to go. They cared for me first as a person and then as a patient. They treated me like family. That's why I stayed in care. That's why I keep coming back. And that's why I'm alive today."

Ronald, HIV-positive patient



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