State Overview

- **State:** Indiana
- **QI Team:**
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Project Aim

- Project aim
  - To increase the number and percentage of parents (of babies who do not pass their UNHS) EHDI successfully contacts
  - Track the number of parents contacted via phone and text for 6 months and compare to a point in time where parents were only contacted via phone (voice)
Project Aim

- Over the past several years EHDI has noticed a significant decrease in the number of parents we were able to reach via telephone (wrong numbers, no VM, VM full, disconnected, etc.) and as a result, a decrease in the number of babies receiving f/u evaluations after not passing

- Was this aim part of your latest HRSA proposal?
  - Yes (not specifically texting)

- How does this aim relate to overall LTFU goal/s?
  - Decrease LTFU between not passing UNHS (1) to confirmatory assessment (3)
Measurement

• List the measures you are tracking to know if you are moving toward your aim
  – # of parents (mothers) called
  – # of parents (mothers) called and texted
  – # of parents (mothers) who respond via text (after texted)
  – # of parents (mothers) who respond via call (after texted)

• How are you storing and analyzing your data?
  – Xcel spreadsheets

• How often are you reviewing data?
  – After 6 months of texting
A sample of babies born in 2014
n=164

- Parent answered phone=25.6%
- Wrong number (person verified wrong #)=1.8%
- Out of service=5.4%
- No voicemail (maybe wrong #)=15.9%
- Vague voicemail (maybe wrong #)=20.1%
- Detailed voicemail-4.8%
- Parents returned call=9.1%

- Overall (successful) communication with parents via phone = 34.8%
Parents answered phone (25.6%)
Wrong # (confirmed) (9.1%)
Out of service (20.1%)
No VM (maybe wrong #) (5.4%)
Vague VM (maybe wrong #) (1.8%)
Detailed VM (4.8%)
Parents returned call
Strategies

• What changes or strategies have you tested through PDSA cycles to help reach your aim?
  – Calling AND texting parents after EHDI is notified a baby did not pass

• Did these changes or strategies lead to improvement?
  – Yes!

• What strategies were not successful?
  – Only calling and letters

• Have you implemented or spread the successful strategies?
  – Presenting at this conference!
Communication: Pre and Post Texting

Calls only (n=164):
- Overall communication: 9.10%
- Parent called back (text back): 34.80%

With texting (calls and texts, n=211):
- Overall communication: 32.40%
- Parent called back (text back): 58.80%
Lessons Learned & Next Steps

• What advice would you give to other states who want to work on a similar aim?
  – Your biggest battle will be legal – be armed with facts!
  – Texting is more time consuming (but worth it)
Lessons Learned & Next Steps

Next steps

• What direction will you be taking your QI work during the next year?
  – Continued self-assessment with surveys, JCIH self-assessment tool
  – Roll out of redesigned IDS

• What aims will you be working toward?
  – Physician education
  – Midwives
  – Home births
  – Educating end users!
Lessons Learned & Next Steps

• How will you measure those aims?
  – Repeat survey, look for improvement (physician)
  – Letters to midwives, outreach with on-site trainings = number of midwiferies utilizing equipment/referring for screenings
  – Feedback from sites, trainers (RCs), EHDI staff