

Calling the SWOT Team: We Are Ready For You!

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AND

State EHDI Coordinators!

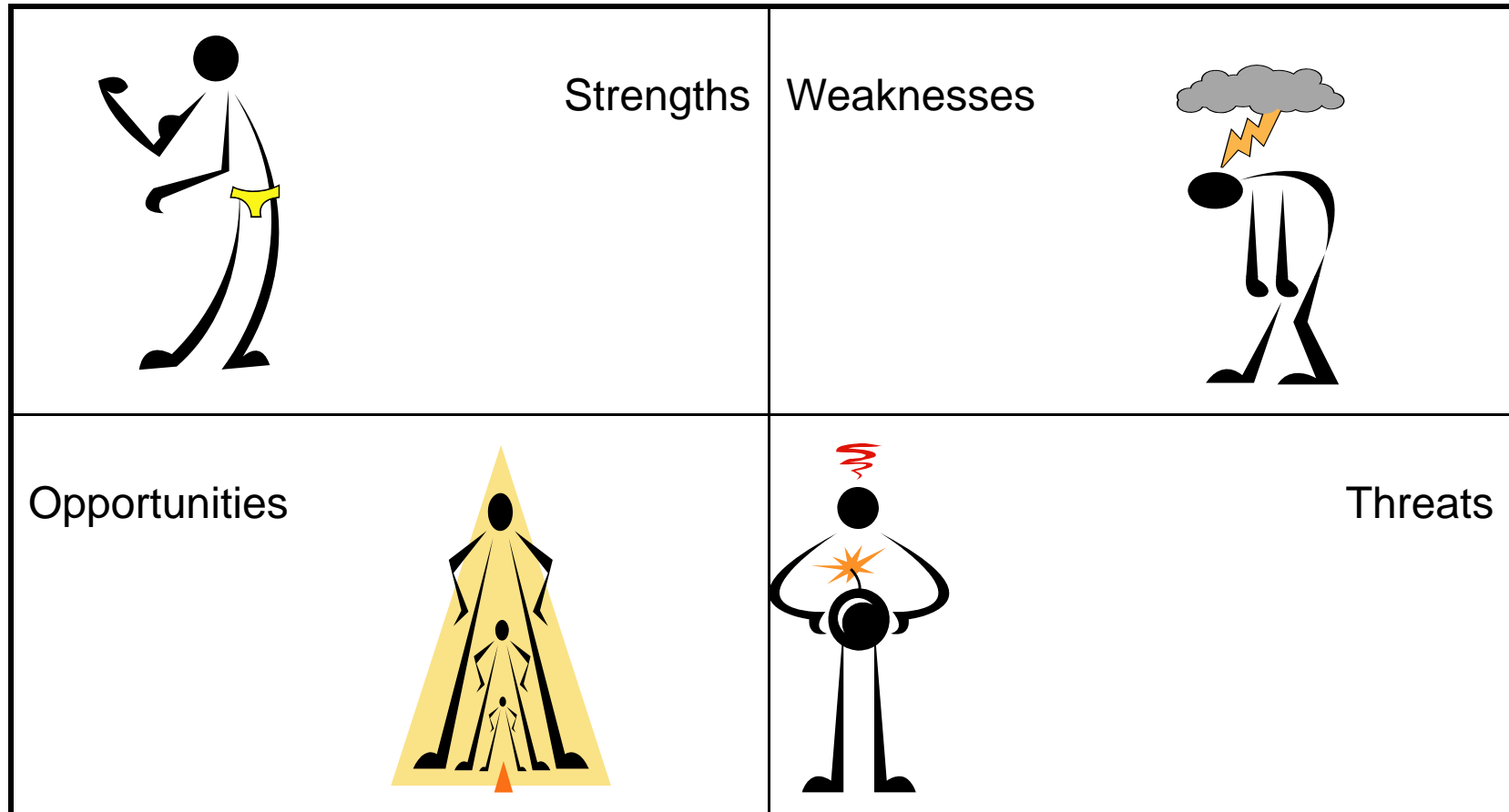
EHDI Conference 2010
Chicago, IL

EHDI Survey

- Evaluate the current status of EHDI
- Strategic planning method
 - Evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in a project
- Identify the internal and external factors that are favorable and unfavorable



SWOT

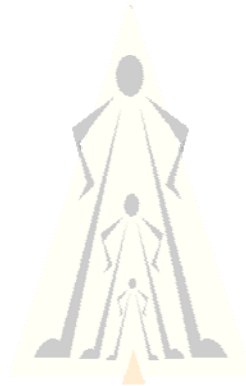
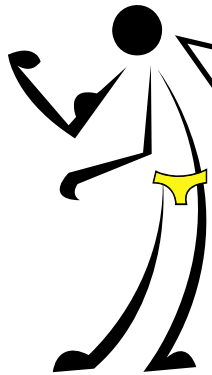


The 12 Areas of EHDI Explored

- Newborn Hearing Screening
- Audiological Evaluations
- Medical Homes/Medical Professionals
- Early Intervention
- Family Support
- Quality
- Data Management
- Lost to Follow-Up
- Periodic Screenings
- Professional Development
- Infrastructure
- Collaboration

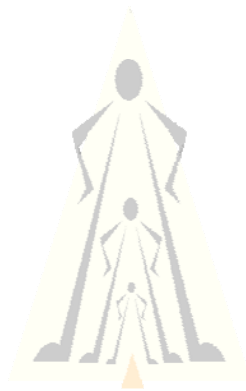
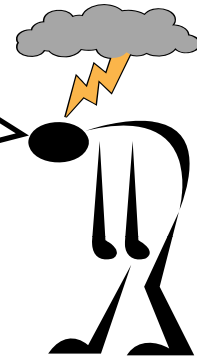
Strengths – Internal Factors

1. What advantages/strengths does your state have in providing this service?
2. What unique resources does your state have access to?
3. What do families see as your strengths?
4. What contributes to your state's success?



Weaknesses – Internal Factors

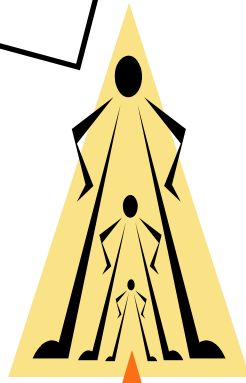
1. What could you improve upon in your state regarding this EHDI area?
2. What should you avoid?
3. What are people in your state likely to see as weaknesses?
4. What factors contribute to the inability to administer this EHDI area?



SWOT

Opportunities – External Factors

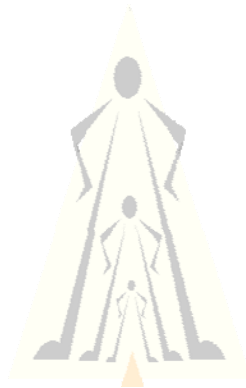
1. What new opportunities have been presented in your state in recent years that could positively impact this EHDI area?
2. What national trends could have a positive impact on your state if they were to be implemented in your state?



QWOT

Threats – External Factors

1. What obstacles do you face in implementing this EHDI area?
2. What concern(s) does your state have that could negatively impact?
3. Are the required specifications for your job or services changing?

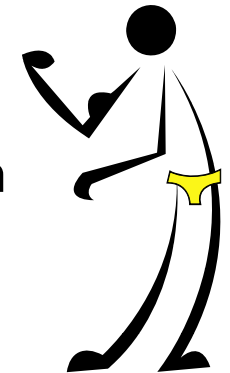


Survey Results

- Survey Monkey
- 50 states, DC
- Results reported by EHDI coordinators:
 - 96% response rate for 4 EHDI areas
 - 92% response rate for 8 EHDI areas
- Average Length of UNHS Program
 - 7.7 years
- Analyzed 3,101 SWOT responses
 - 907 Strengths, 788 Weaknesses, 694 Opportunities, and 712 Threats

Strengths

Identified in the 12 Areas



- Communication
 - 10 out of 12 areas or 83%
 - Relationships with key people, newsletters, brochures with results, provider directory, contracts/MOU/MOA
- Data
 - 9 out of 12 areas or 75%
 - Web based, generate reports, epidemiologist, IT/Vendor support 24/7, electronic referrals
- Advisory Committee
 - 8 out of 12 areas or 67%
 - Consistent meetings, key stakeholders, EHDI on ICC, various committees, mandated by legislation
- Grant and funding opportunities
 - 8 out of 12 areas or 67%
 - Opportunities to apply for grants, payments for services/hearing aids

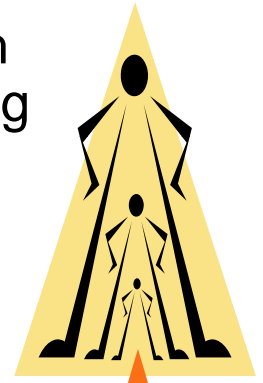
Weaknesses Identified in the 12 Areas

- Data
 - 10 out of the 12 areas or 83%
 - No system, not electronic/web-based, lack of access to the system, inconsistent data entry, no back-up
- Staffing shortages, lack of qualified providers and professions
 - 10 out of 12 areas or 83%
 - Turnover, not enough staff, vacant positions, shared positions (not available/priorities)
- Program barriers
 - 8 out of 12 areas or 67%
 - Concerns about sustainability, lack of quality assurance projects, no mandate, geographic issues, procedures



Opportunities Identified in the 12 Areas

- Communication and relationships
 - 10 areas of the 12 or 83%
 - Workgroups for the EHDI components, collaboration with University for training, grants, research, residency training programs
- Data
 - 9 areas of the 12 or 75%
 - System upgrades, eliminating duplication of data entry, connecting data systems with other state programs, NICHQ
- Professional training and education
 - 9 areas of the 12 or 75%
 - Video conferencing, NICHQ, web casting, “Just in time” personalized education



Threats

Identified in the 12 Areas

- Funding
 - All 12 areas or 100%
 - Budget cuts, fiscal crisis, re-authorizations
- Limited staff
 - 11 out of the 12 areas or 92%
 - Lack of providers, lack of interest by providers, lack of EHDI staff, “Can’t do it all”, NBS program leaning more toward “lab” than clinical/case management
- Limited training and education
 - 5 out of the 12 areas or 42%
 - Travel restrictions, cost of the trainings/conferences, PCP/Audiologists/Early Interventionists/etc...
- Legislation
 - 5 out of the 12 areas or 42%
 - Problems with existing mandates, not having legislation

Newborn Hearing Screening (n=293)

<p>Strengths</p> <ul style="list-style-type: none">• Screening practice compliance (34%)• State mandate (20%)• Electronic data collection (14%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Data collection (paper, aggregated) (24%)• Follow-up issues (15%)• Home births (12%)
<p>Opportunities</p> <ul style="list-style-type: none">• Improve data system (25%)• Train midwives, hospital screeners, Amish-elders, etc. (19%)• Continue legislative efforts (14%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (42%)• Lack of adequate personnel (22%)• Adequate follow-up (9%)

Diagnostic Audiology (n=299)

<p>Strengths</p> <ul style="list-style-type: none">• Reporting and follow-up procedures (21%)• Availability of professional/diagnostic services (17%)• Professional Communication and Collaboration (17%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Geographic challenges and access to resources (23%)• Data reporting and tracking (22%)• Shortage of pediatric audiologists (16%)
<p>Opportunities</p> <ul style="list-style-type: none">• Data tracking and reporting (30%)• Education and training (23%)• Funding and reimbursement opportunities (14%)	<p>Threats</p> <ul style="list-style-type: none">• Funding and poor reimbursement (25%)• Noncompliance to EHDI system (21%)• Professional shortages (9%)

Medical Home (n=264)

<p>Strengths</p> <ul style="list-style-type: none">• State AAP Chapter Champion(s) (17%)• State systems support for medical homes (16%)• Physician education (14%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Lack of understanding and continuing education of hearing loss (20%)• Access to medical homes (14%)• Identification of the PCP/Identification of the medical home (11%)
<p>Opportunities</p> <ul style="list-style-type: none">• Education (30%)• Data system access for physicians (13%)• Having AAP Chapter Champion(s) (13%)	<p>Threats</p> <ul style="list-style-type: none">• Access to the medical home (20%)• Lack of buy-in and commitment (19%)• Funding (11%)

Early Intervention (n=273)

<p>Strengths</p> <ul style="list-style-type: none">• Partnership/Relationship/ Collaboration (19%)• Infrastructure is in place (14%)• Service related component (12%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Data document sharing (19%)• Lack of qualified staff (17%)• Lack of access to services and/or information (17%)
<p>Opportunities</p> <ul style="list-style-type: none">• Relationships/Communication/ Collaboration (24%)• Data sharing and tracking (22%)• Infrastructure (17%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (36%)• Access to services and information (19%)• Infrastructure (11%)

Family Support (n=255)

<p>Strengths</p> <ul style="list-style-type: none">• Affiliations with national parent support organizations (27%)• State and local P2P support services (16%)• Staff positions for parent services (16%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Program development barriers (27%)• Inadequate P2P support services (20%)• Geographical challenges (15%)
<p>Opportunities</p> <ul style="list-style-type: none">• Communication resources and materials (21%)• Collaboration with state and local organizations (18%)• Involvement with national organizations (19%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (38%)• Program development barriers (22%)• Parental involvement barriers (16%)

Data Management (n=242)

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• Data collection practices and development (35%)• Technology and web-based connections (23%)• Staffing/Resources/Training/Funding (19%)	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• Data collection practices and development (24%)• Staffing/Resources/Training/Funding (13%)• Barriers to using database for system change (13%)
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• Making improvements to existing database (35%)• Data collection practices (20%)• Technology and web-based connections (20%)	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• Funding (41%)• Staffing/Resources/Training (19%)• Data collection practices and development (17%)

Lost to Follow-Up (n=277)

<p>Strengths</p> <ul style="list-style-type: none">• Relationship building (21%)• Coordinated tracking protocol (19%)• Program improvement over time (18%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Protocol (26%)• Limited personnel (14%)• Access to care (12%)
<p>Opportunities</p> <ul style="list-style-type: none">• Relationship building (19%)• Data tracking systems (15%)• Access to systems (13%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (23%)• Interagency cooperation (13%)• Limited personnel (11%)

Periodic Early Childhood Screen

(n=241)

<p>Strengths</p> <ul style="list-style-type: none">• Protocols, protocols and procedures (26%)• Outreach screening efforts (19%)• Awareness and resources (10%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Protocols, policies and procedure (19%)• Not provided through EHDI (23%)• Data management and tracking (18%)
<p>Opportunities</p> <ul style="list-style-type: none">• Data management and tracking (22%)• Professional, parent education, and training (20%)• Collaboration (16%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (30%)• Staff limitations (18%)• Protocols, protocols, and procedures (12%)

Infrastructure (n=292)

<p>Strengths</p> <ul style="list-style-type: none">• Legislation and regulations (17%)• Advisory committee (17%)• Staffing (15%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Funding (26%)• Staffing (19%)• Public awareness (14%)
<p>Opportunities</p> <ul style="list-style-type: none">• Partnership (14%)• Funding (13%)• Data systems (13%)• Staffing (13%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (62%)• Legislation and regulations (13%)• Staffing (9%)

Collaboration (n=224)

<p>Strengths</p> <ul style="list-style-type: none">• System integration and linkage (35%)• Relationships (21%)• Committees and boards (17%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Relationships and collaboration (27%)• Data and data sharing (15%)• Coordination of services (11%) and infrastructure (11%)
<p>Opportunities</p> <ul style="list-style-type: none">• Agreements, collaboration, and relationships (27%)• System integration and linkage (16%)• Committees, boards, and stakeholder groups (14%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (24%)• Barriers and roadblocks (22%)• Time and resources (16%)

Professional Development (n=223)

<p>Strengths</p> <ul style="list-style-type: none">• Professional development and training (58%)• Funding (14%)• Collaboration and relationships (10%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Lack of perceived need of training (18%)• Personnel shortage (15%)• Barriers to obtaining training (15%)
<p>Opportunities</p> <ul style="list-style-type: none">• Professional development and training (35%)• Resources and funding (29%)• Communication and collaboration (12%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (47%)• Training (17%)• Time (8%)

Quality (n=218)

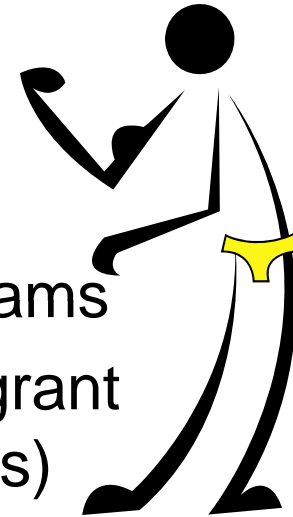
<p>Strengths</p> <ul style="list-style-type: none">• Evaluation system (20%)• Data application (27%) and Monitoring (27%)• Staffing (17%)	<p>Weaknesses</p> <ul style="list-style-type: none">• Staffing (35%)• Evaluation system (14%)• Collaboration (10%)
<p>Opportunities</p> <ul style="list-style-type: none">• Evaluation system (27%)• Collaboration (23%)• Data system (15%)	<p>Threats</p> <ul style="list-style-type: none">• Funding (39%)• Staffing (27%)• Program support (16%)

Overall Findings

- Helpful Findings

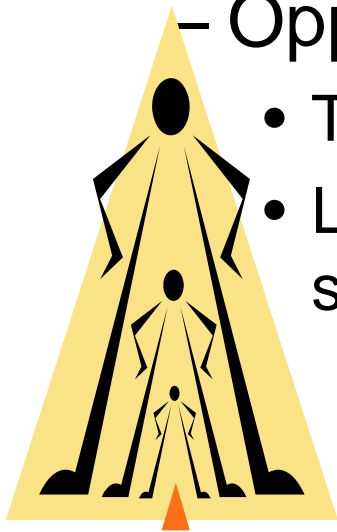
- Strengths

- Communication and Advisory Teams
 - Legislative Mandates (including grant opportunities for funding initiatives)



- Opportunities

- Trainings
 - Linking Systems and Services (including data systems)



Overall Findings (con't)

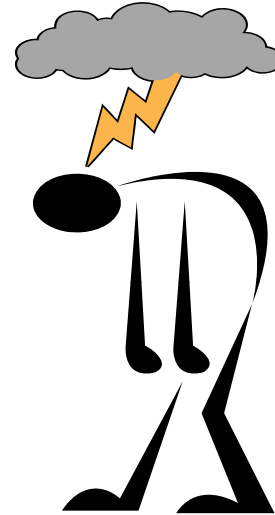
- Harmful Findings

- Weakness

- Data Collection Issues
 - Staff Shortages

- Threats

- Funding
 - Continuation of legislation to support EHDI





Thank you!