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| TCHD_Logo_web | **Title:** | WIC 2 U – Online Referrals | **Stakeholders:**WIC Eligible Families Hunger Free ColoradoPhysicians/Clinics PTO’sTCHD WIC Staff | **Start Date:**03/22/2019 |
| **Executive Sponsor:** | Jill Bonczynski | **A3 Owner:** | Melanie Morrison & Greta Macey | **Revision Date:**04/24/2019 |
| **1: Reason for Action** Colorado ranks 49th out of 52 states (including DC and Puerto Rico) for enrollment in WIC among WIC eligible persons in the United States. Specifically, Douglas (26%) and Arapahoe (54%) counties have particularly low enrollment. Additionally, monthly enrollment in WIC has declined within TCHD’s 3 counties from an average of 1,045 enrollments per month in 2017 to 969 enrollments per month in 2018, a difference of 910 enrollments. As such, the WIC 2 U team seeks to turn the tide of declining enrollment by increasing the number of WIC referrals received and creating increased opportunity for families to sign up for the program.**AIM Statement:** By December 2019, the WIC 2 U team will increase Medical Provider Online Referrals from an average of *92 Referrals per Month* to *117 Referrals per month*.  | **5: Solution Approach**

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| **If We…** | **Then We…** |
| * If we work more with our partners…
* If we get better feedback on the quality of our training content…
* If we expand the people we reach out to…
 | … then we could streamline the referral process… then we could identify and address barriers… then we could increase our “n” value and deliver more consultations |

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| **6: Rapid Experiments**

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| **Experiment** | **Result** |
| Image result for basket iconIn January 2019, baskets were created with treats created from food that is WIC accessible and given to medical providers as gifts. The hope was that they would be inspired by the potential of the program for their patients and reach out to TCHD for more information on how to refer their patients. | Image result for sad faceThis did not happen. No one called back. We assume they enjoyed the treats. |

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| **2: Current State**If we increase consultations, we will increase referralsIf we increase referrals, we will increase certificationsIf we increase certifications, we will increase caseloadIf we increase caseload, we will increase % enrolled

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| WIC 2 U Metrics (2018) |
| Total TCHD WIC Caseload | 21,465 |
| Total WIC Certifications | 969 |
| Average Monthly Online Referrals | 92 |
| Total WIC 101 Consultations | 26 |

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| **7: Action Plan**

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| **What** | **Who** | **By When** | **Status** |
| 1. Work with HFC to set Online Referral Process
2. Improve Evaluation of FIS Project
3. Collect Peer Data to Increase Buy-In
4. Ask Doctors Why they are Not Referring
5. Update WIC 101 to Address Barriers
6. Start Training Dentists
 | 1. Melanie Morrison
2. Greta Macey
3. Melanie Morrison
4. Greta Macey
5. Greta Macey
6. Melanie Morrison
 | 1. May 2019
2. May 2019
3. Fall 2019
4. June 2019
5. May 2019
6. Fall 2019
 | 1. Talked with HFC and they are able to start receiving online referrals (06/19) which will mean providers do not need to use fax machines
2. Developed phone call interview to follow up with providers (hopefully will improve the quality of responses)
3. HFC shared data on which providers are referring to HFC (#’s are lower than we thought) will improve quality of orientation
4. We sent out lots of emails, no one responded, We also called the providers we gave baskets to, and got 2 WIC 101 presentations scheduled.
5. We plan to include this in our orientation/training
6. Not feasible under current circumstances
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| **3: Target State**

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| WIC 2 U Metrics (2019) |
| Average TCHD WIC Caseload |  |
| Total WIC Certifications |  |
| Average Monthly Online Referrals | 117 |
| Total WIC 101 Consultations |  |

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| WHO | WANT | VALUE | FEAR |
| Doctors | Health Outcomes | Efficiency/Time | Loss of Time |
| WIC Eligible Families | Food Access | Food/Time | Stigma/Loss of Time/Immigration |
| TCHD WIC Staff | Referrals | Health Outcomes | Less Referrals/Health Outcomes |

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| **8: Confirmed State**

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| **Metric** | **CS 2018** | **TS 2019** | **Q1 2019** | **Q2 2019** | **Q3 2019** |
| TCHD WIC CaseloadAverage Monthly WIC CertificationsAverage Monthly Online ReferralsTotal WIC 101 Consultations | 21,4659699226 | 117 | 21,1349381175 | 21,1649491306 |  |

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| P:\Permanent\Performance Management\02_QI\01_Projects\07_NUT\01_A3's\WIC 2 U - Online Referrals\Photos\04_GAP Analysis.jpg**4: Gap Analysis** | **9: Lessons Learned**

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| **Plus** | **Delta** |
| Helped Prioritize what work is worth continuing and deemphasize work that isn’tHelped identify current work and also future work, how to get from Point A to Point BHelped us practice the utilization of QI in cooperation with our growing Performance Management System | We lost the grant that was funding this work right as we were finishing our action itemsWe still are struggling to solve for our key problems of early terminations and decreased caseload |

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