

# Increasing WIC Show Rates

## QI Storyboard

2017 WIC QI Project: Increase show rates and improve caseloads



## Background

The Deschutes County Health Services (DCHS) Women, Infants, and Children (WIC) program identified improvement of client show rates and caseload as a quality improvement project in the 2017 Operational Plan. This aligns to the 2016-2020 strategic plan goal 2 strategy F, "Support client engagement and self-advocacy in the design, delivery, and effectiveness of services."

Show rates are relatively consistent across Deschutes County WIC clinic locations and the State of Oregon. Past attempts to increase the rate have not resulted in substantial or sustainable increases. During annual action planning for the WIC program, staff decided to use Quality Improvement methodology, such as root cause analysis, prioritization, and group solution storming to determine and implement solutions to increase client show rates and caseload.

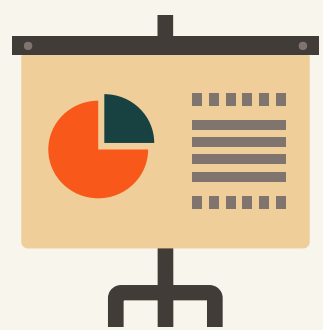
## Aim Statement

**TO** Improve client show rates from around 68% (Bend location) to 80% by 12/31/2017.  
**FOR** Clients, staff, and the community.  
**SO THAT** More clients access care & benefits, caseload is consistently met, clients are engaged, staff time is optimized, and the WIC state grant is maintained or increased.

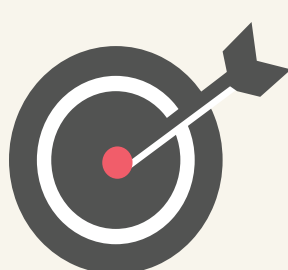
*\*80%= Highly Aspirational Goal*

## What Occurred

QI Methods Used: Plan, Do, Study, Act (PDSA), Root Cause Analysis, Brainstorming, Prioritization  
Process

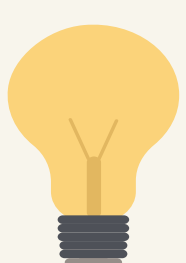


1) Initial planning meeting and data review with the WIC Supervisor and Quality Improvement Specialist.



2) WIC Staff Meeting #1: Determine the goal, aim, and data to be reviewed. Staff talked to clients to determine why they might miss appointments.

3) WIC Staff Meeting # 2: Problem storming, root cause analysis



4) WIC Staff Meeting #3: Problem prioritization and solution storming

5) WIC Staff Meeting # 4: Solution prioritization & action planning



3) Completion of the DCHS Project Management toolkit and action plan

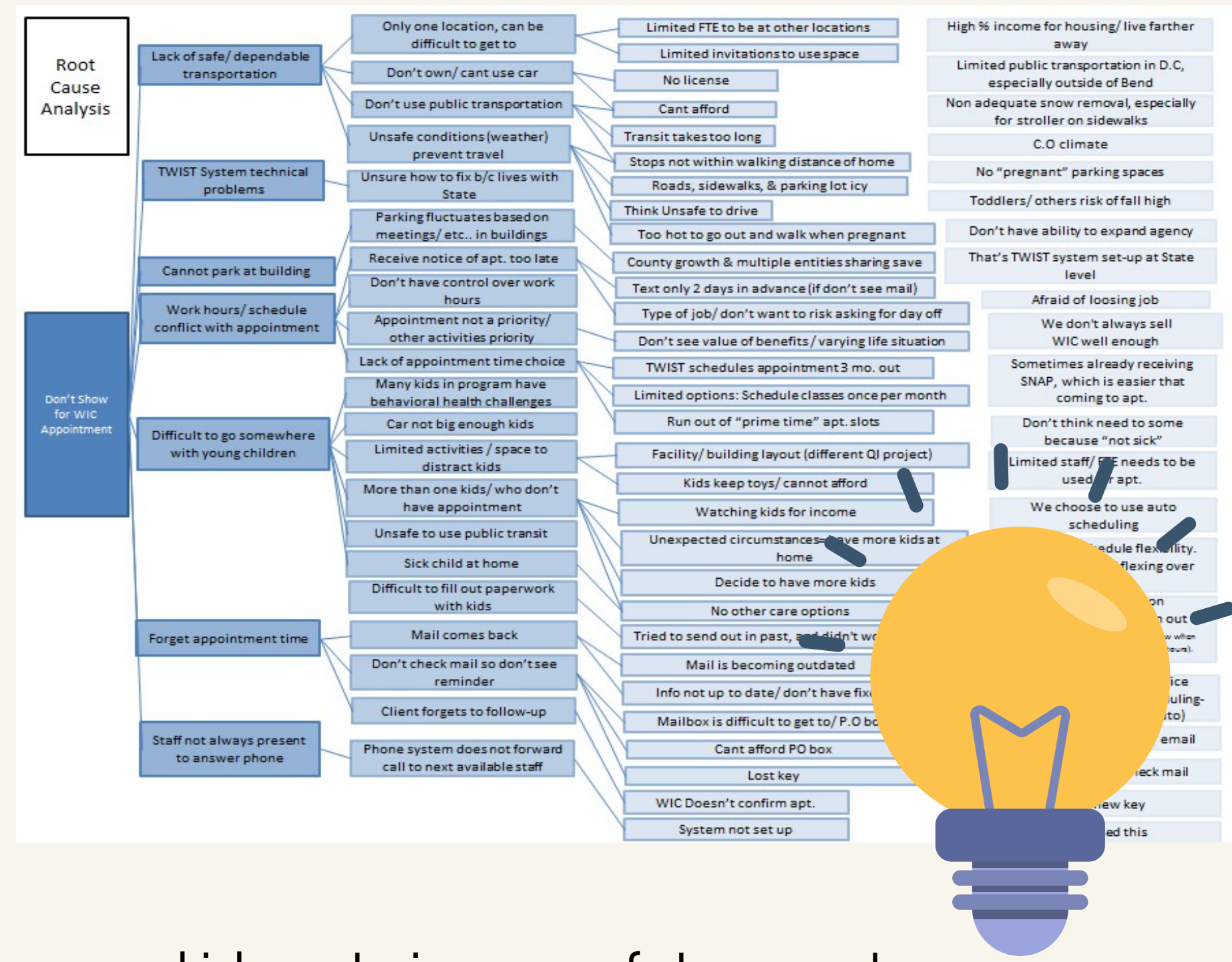
4) Action plan implementation

# What Occurred

## Root Cause Analysis

### Root Causes

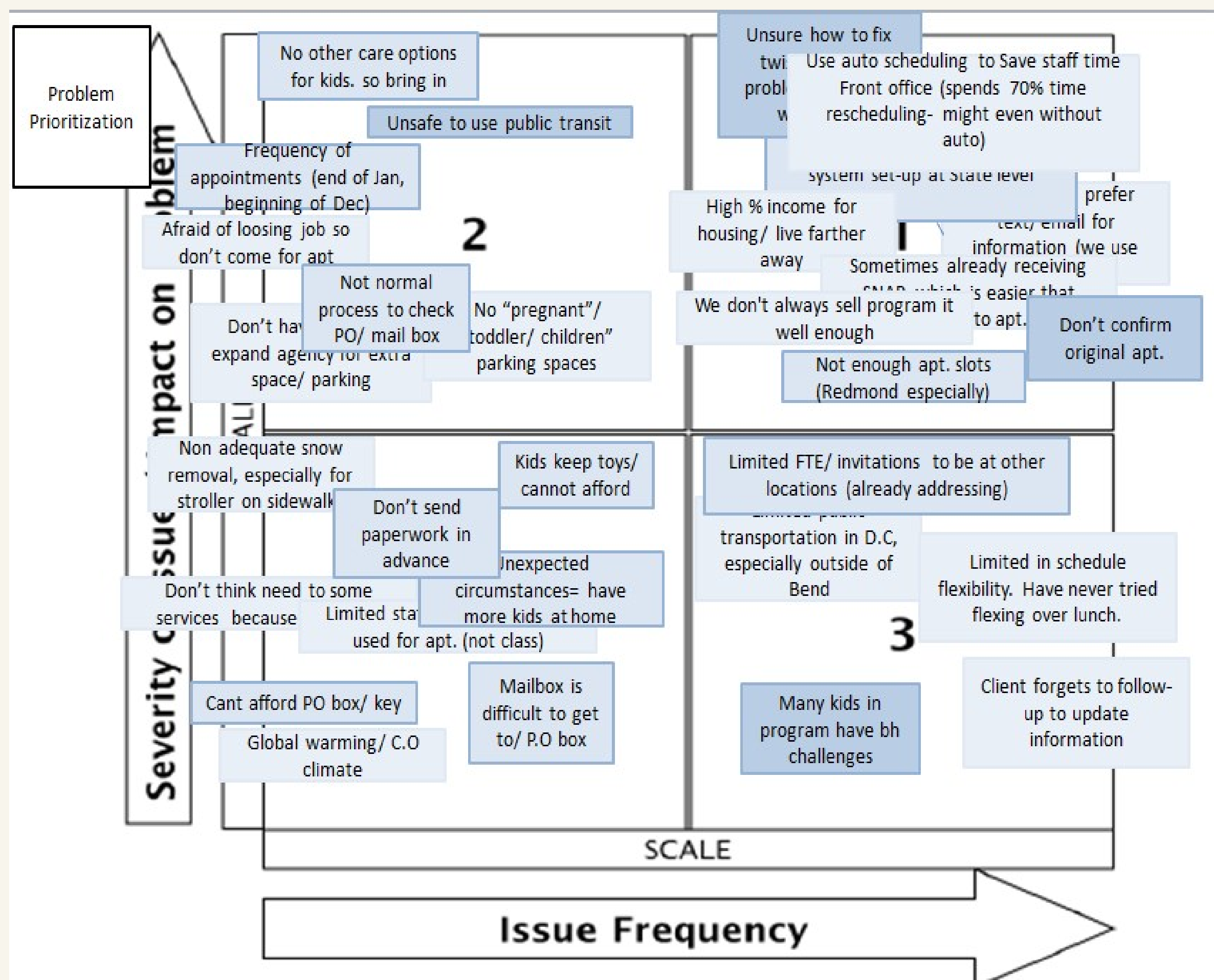
- Lack of safe/dependable transportation to appointments.
- Technical problems with the TWIST System.
- Unsafe parking options for families with small children (distance to door/ lack of sidewalks).
- Clients work hours/available hours conflicting with available appointment times.
- Clients not understanding the value of coming to appointments.
- Clients forgetting appointment times.



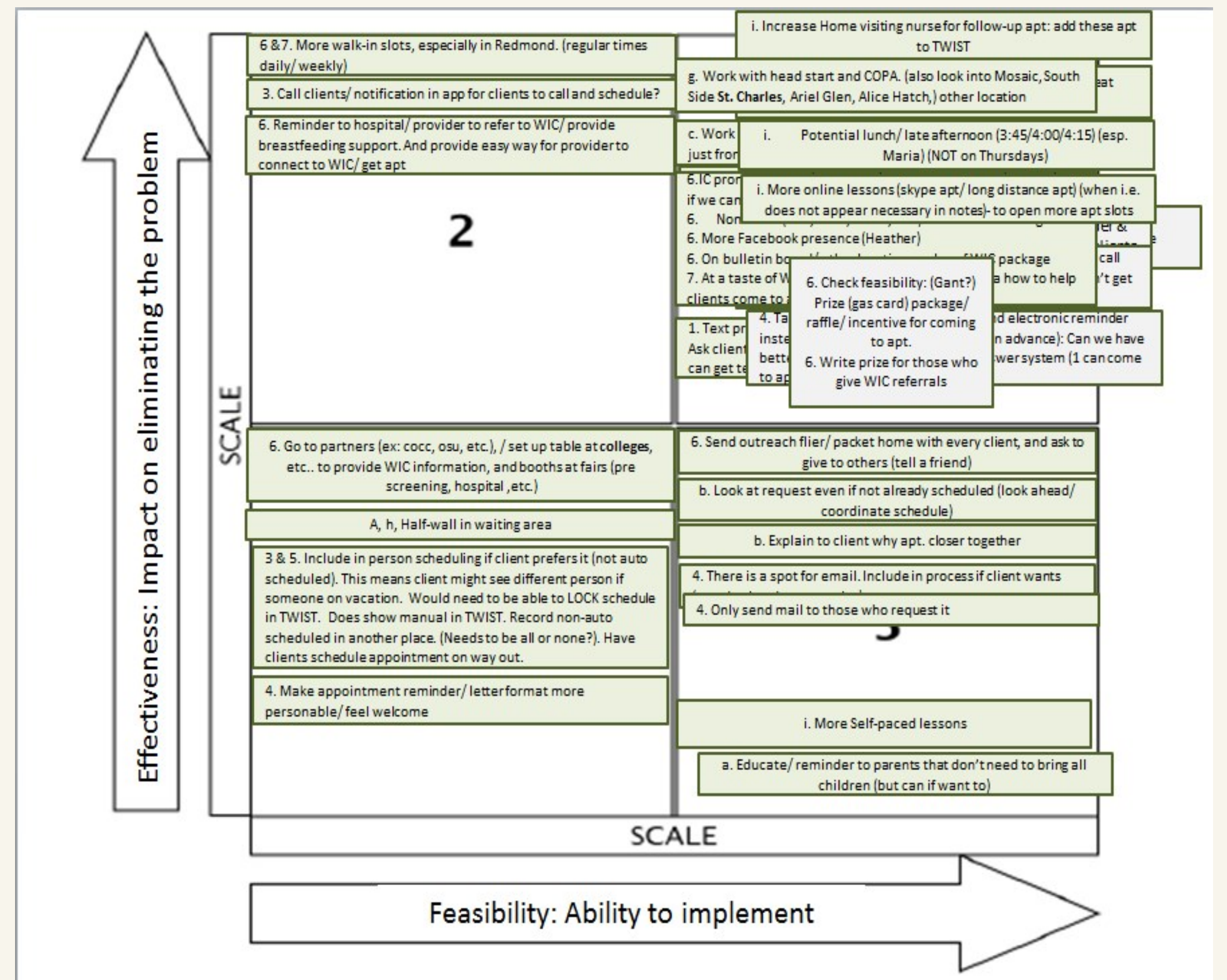
### Solutions

- Clients provided information about transportation/ funding options.
- WIC supervisor reached out to the State to discuss TWIST system limitations and ideas to improve future systems.
- A family parking spot/ sign with easy access to the sidewalk and near the door was created.
- Hours changed to include appointments during lunch and alternate hours.
- A poster/flier was created and disseminated to explain the health and monetary value of WIC for families, as well as how to appropriately cancel an appointment in advance.
- A 1/3 page brochure insert was created and disseminated to explain why coming to an appointment is important, and how to appropriately cancel an appointment in advance.
- One page sheet was created to help clients activate WIC card/ engage in services after a referral from the Perinatal Care Program.
- To increase ease of follow-up appointments for clients, home visitors include follow-up appointments for WIC clients, when appropriate.
- WIC staff improved the reminder process to increase reminder calls to clients, and provide information and alternatives when an appointment cannot be met.

## Problem & Solution Prioritization



How frequently is it a problem?  
How Severe?



# Examples of Materials Created



## ¿Por qué importa WIC?

### WIC mejora su presupuesto de alimentos



Cada mes, usted podría recibir entre \$45 y \$80 en beneficios para alimentos saludables para cada persona elegible en su familia en el programa WIC.

Esto podría ahorrar a una mamá, bebé y niño hasta \$1,880 al año.

### WIC ayuda a la salud de su familia por toda la vida



- Embarazos saludables
- Metas más altas de lactancia materna
- Bebés y niños más saludables
- Mayor capacidad de aprendizaje en la escuela

### Es importante llegar a sus citas.

Tendrá que acudir a sus citas para recibir beneficios. Estos beneficios mejoran la salud y el bienestar de su familia.

**Si usted no puede asistir a su cita por favor cancele al menos con un día de anticipación. Llámenos al: 541-322-7400**



Para solicitar esta información en un formato alternativo, por favor llámenos al 541-617-4747 o envíe un correo electrónico a [accessibility@deschutes.org](mailto:accessibility@deschutes.org). Esta institución es un proveedor que ofrece igualdad de oportunidades.

## Family Parking



Reserved for families with small children and expectant mothers.

## Why does WIC matter?

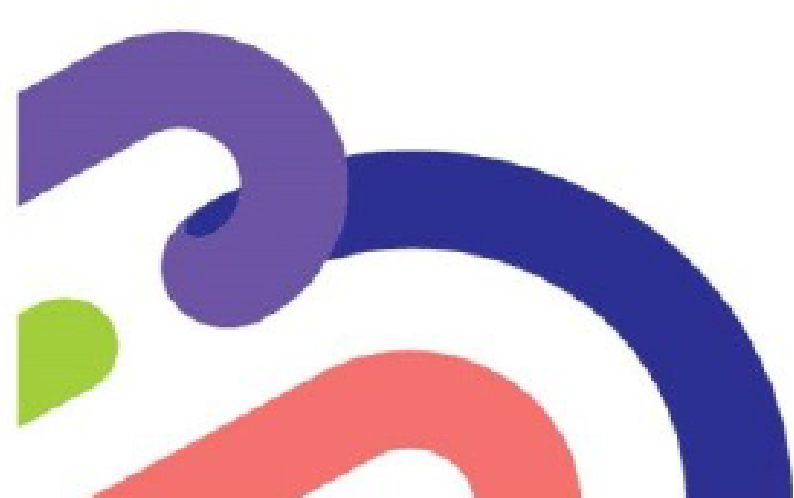
**WIC saves you money and helps your family's health for a lifetime.**

### Coming to your appointments is important.

You need to come to your appointments to receive WIC benefits. These benefits improve your family's health and well-being.

**If you can't make it to your appointment, please cancel at least one day in advance.**

**Call us: 541-322-7400**

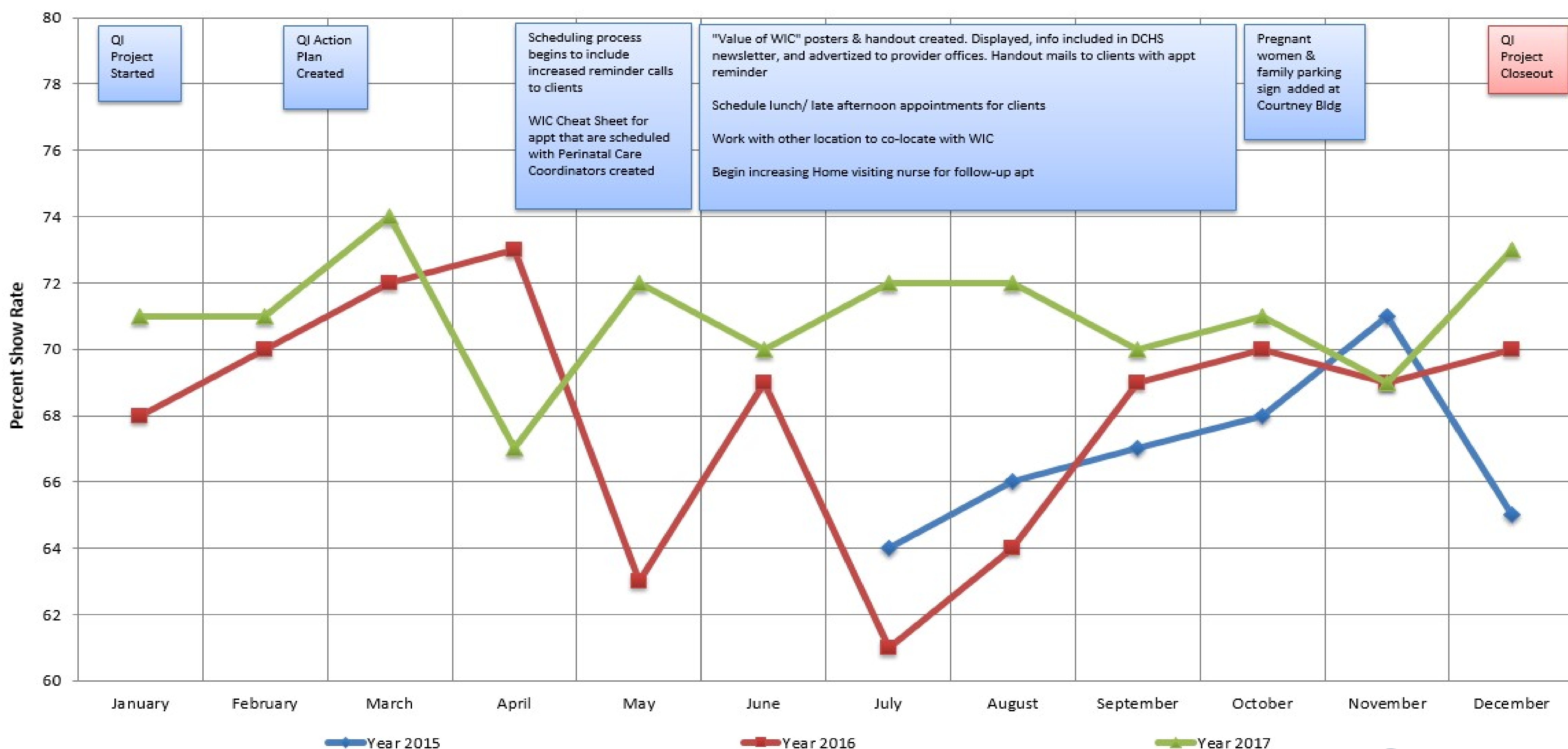


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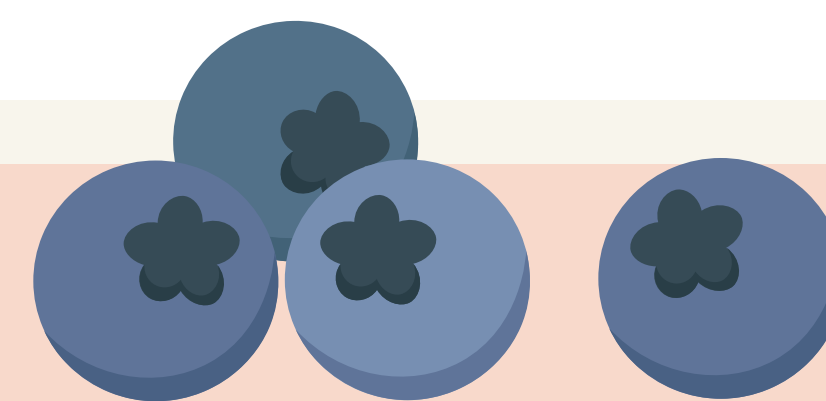


# Data

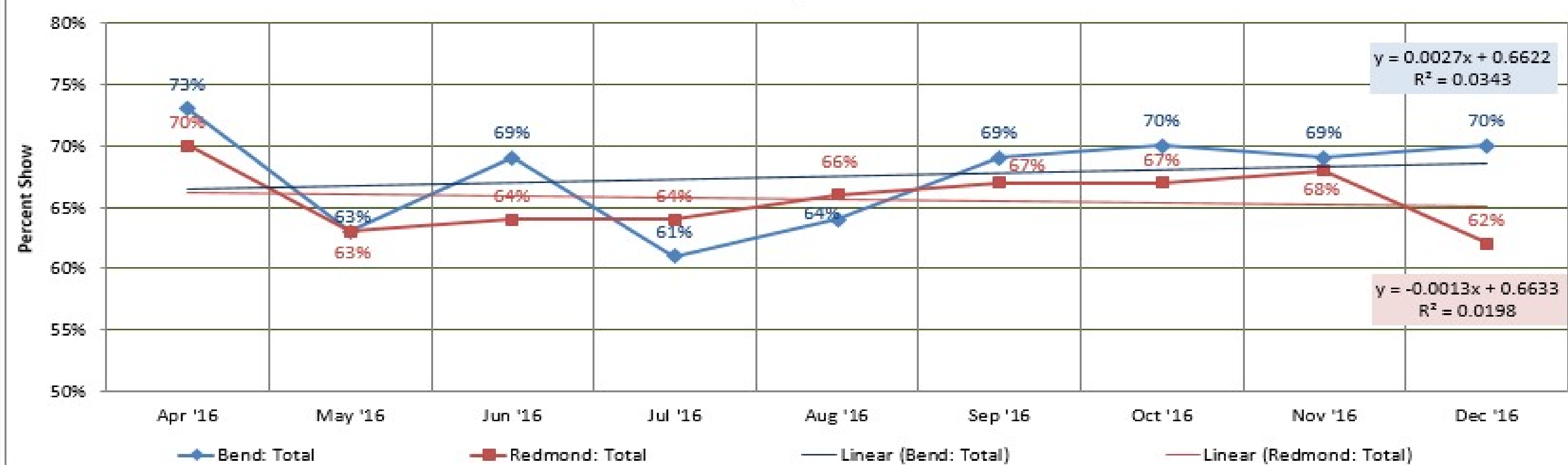
## Total WIC Show Rate Bend



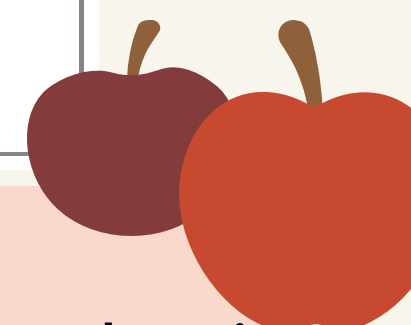
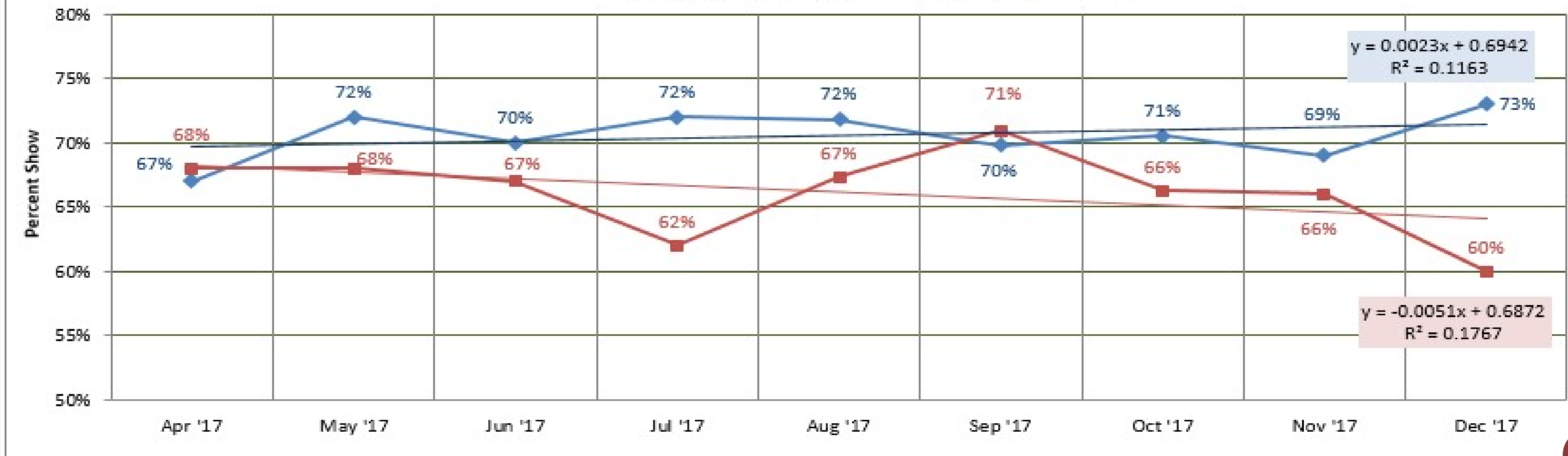
- The total show includes show rate for all appointment types.
- Implementation of strategies from the QI action plan began in Spring 2017.
- Data in TWIST did not include information on show rates earlier than July 2015.
- As indicated in the above graph, the total show rate in Bend was more consistent/fluctuated less in 2017 than 2016. In 2016 the show rate range from April to January was 12%. In 2017, it was 6%. The show rate in 2017 was, on average, higher than than 2015 or 2016.



### Show rate by location and month 2016



### Show rate by location and month 2017



- The total show rate in Bend continues on an upward projection. The average approximate percent increase from April to December in 2017 as compared to 2016 is 3%. The percentages for the total show rate in Bend were more consistent (by month) in 2017.
- The total show rate in Redmond did not improve notably, with less than 0.5% increase in the average approximate percent increase from April to December in 2017, compared to 2016. The show rates decreased from spring to winter in both 2016 and 2017.



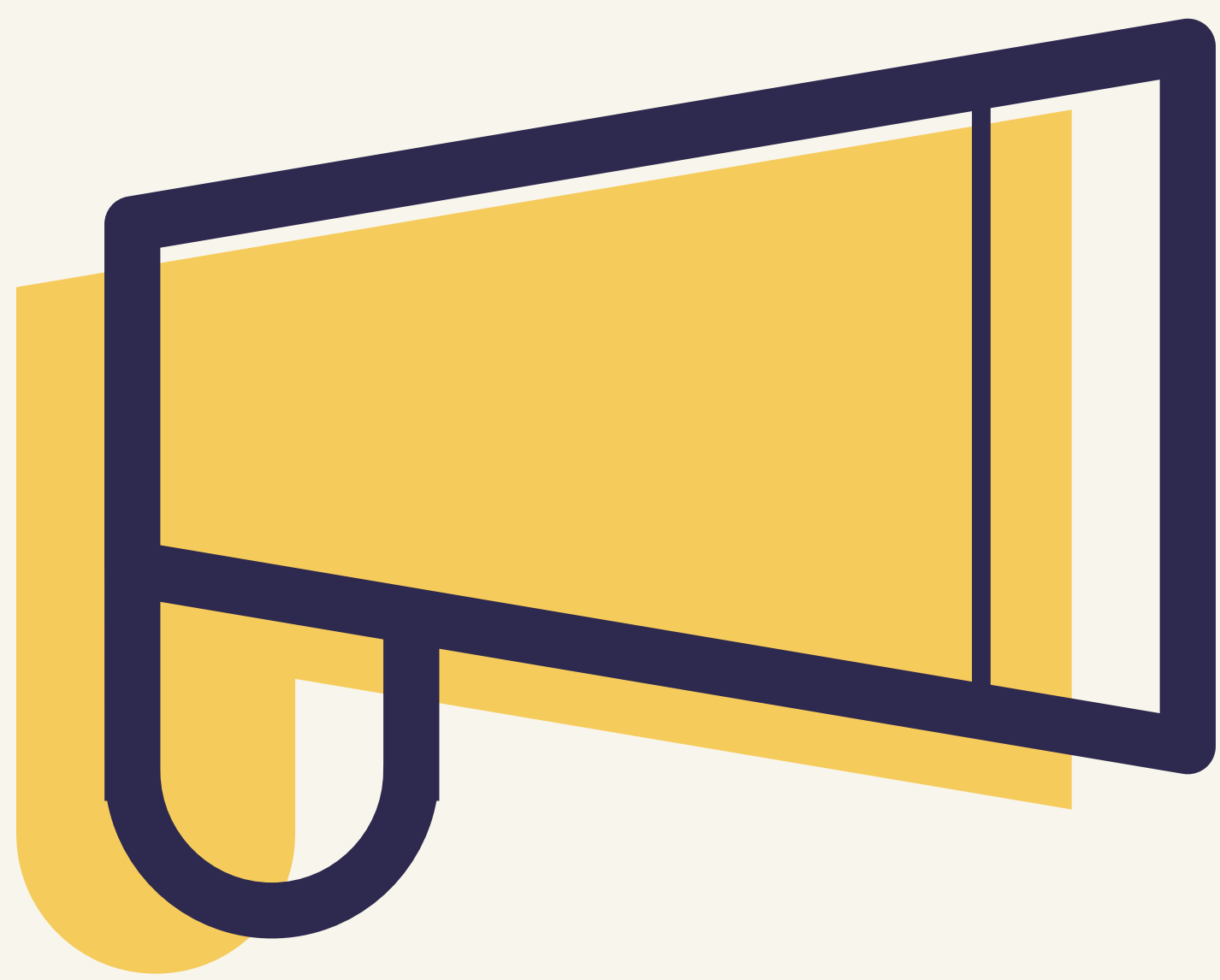
**Caseload Increase**  
3412 to 3582 (\$30,000  
revenue increase)

\*Caseload increase also due to implementation of Perinatal Care Continuum Program.



**3% Increase**  
Average Bend Show  
Rate

\*Sisters and La Pine client counts were too small to calculate a change in monthly show rates.



**"Collaborative Process  
that engaged staff  
and enabled...**

***Staff leadership"***



**"The project helped to  
emphasize that every WIC  
staff person can affect caseload  
through their day-to-day work"**