

SC DHEC Region 2

250 employees ~ Serving a population of 952,000



Team Members:

Michelle McKinzie—*QI Coordinator*
 Nick Davidson—*Public Health Oversight Director*
 Cathy Voelker—*Site Manager, Spartanburg County*

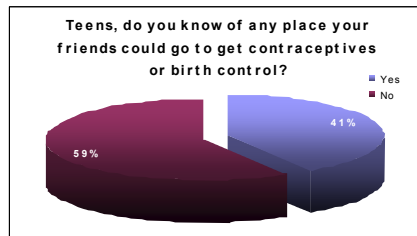
Suzan Alexander—*Preventive Health APRN*
 Pam McNeil—*Lead Admin. Support Supervisor*
 Jamie Whiteside—*Preventive Health Admin. Support Supervisor*
 Regina Stevens—*Outreach Coordinator*
 Elizabeth McArthur—*Public Information Officer*

Plan

Identify an Opportunity and Plan for Improvement

1. Getting Started

In 2010, the SC Campaign to Prevent Teen Pregnancy conducted a door-to-door survey with teens and parents in Spartanburg County, which revealed that 44% of parents and 59% of teens did not know where to get contraceptives or birth control.



2. Assemble the Team

The project team consisted of staff and managers who are directly involved with the teen health center, a media relations expert, a QI expert, and a member from the Regional Leadership Team. We included staff from the center so that improvements from this project could be maintained at its conclusion.

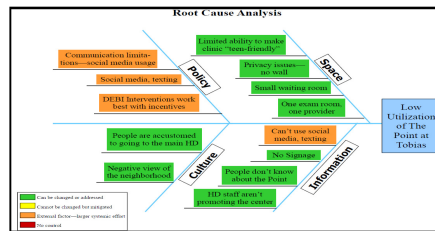
3. Examine the Current Approach

The team used a SIPOC diagram to better understand who our customers and stakeholders are (abbreviated version below).

SUPPLIERS	INPUTS	PROCESS	OUTPUTS	CUSTOMERS
Regina	Pamphlets Posters Condoms DHEC Website	Workshops Presentations Health Fairs Community Events	Increased Community Awareness Caseload Increase	Teens Community DHEC Staff
Beth	Media/ Marketing Expertise	Inf-Fold Board Flyers Pamphlets DHEC Website Open House	Promotional Tools	DHEC Staff Public
Point Clinical Providers	Exam Rooms/ Space Adequate Waiting Room Teen-Friendly Space	Providing full scope family planning and STD services Providing efficient/effective/timely services	Increased Caseload Increased awareness of services Behavioral changes	Adolescents Parents Teachers Community Faith Based Educators

4. Identify Potential Solutions

A fishbone diagram was constructed to examine the root causes of low utilization at the teen center and identify potential solutions.



5. Develop an Improvement Theory

Prediction: **If** we implement targeted marketing strategies, **then** we will improve utilization of the teen center.

Do

Test the Theory for Improvement

6. Test the Theory

We implemented a variety of marketing tactics to address the top three problems identified and captured these on an Action Plan (abbreviated version below).

Problem	Task/ Action	Due Date	Assigned To	Status	Potential Problems	Potential Solutions	Data Collection Method
Main HD staff aren't promoting teen center	Discuss at Site Meeting	7/31/12	Matt/Nick/Regina	completed			document completion
	Discuss at Nurse Managers meeting	8/14/12	Nick/Matt	on schedule			document completion
	Mystery Shopper	9/10 and 9/14	Jamie	Jamie's daughter to be caller			mystery shopper tool
	Newsletter article	Oct.	Beth	did article for July Newsletter			document completion
People don't know about the Point	Link on scdhc's website	Monthly	Beth	Beth to get data from Rob Betterton			# hits on page
	Ask partners to post on their blogs/sites, etc.	ongoing	Regina/Team	partners posting on FB			database
	Block Party	9/29/12	QI Team	on schedule	low attendance	publicize widely	add question to survey
Change attitudes	Work with Campaign for marketing materials	end of October?	Beth	Send ideas to Beth			marketing survey
	Signage at the center	end of Sept.	Beth	in progress			document completion
	Outreach Activities	ongoing	Regina	in progress			database
	Info table in SCHD Lobby	ongoing	Nick/Regina	Two tables set up daily			# materials given out

Quality Improvement Story Board

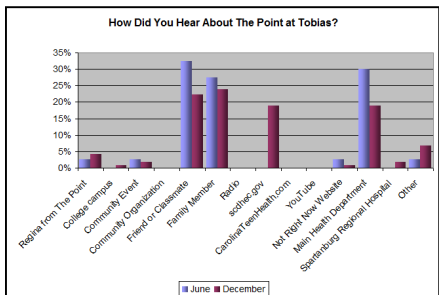
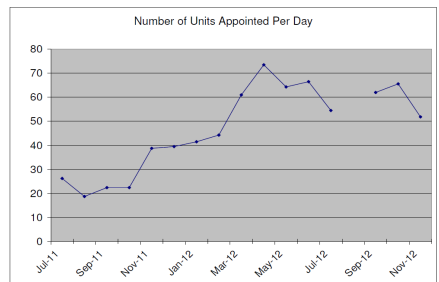
Using Marketing Strategies to Increase Utilization of a Teen Health Center

Study

Use Data to Study Results of the Test

7. Study the Results

Since July 2011, the average number of units appointed per day increased from 26 to 66 in October 2012, which translates to 92% utilization.



Act

Standardize the Improvement and Establish Future Plans

8. Standardize the Improvement

We are working with the SC Campaign to Prevent Teen Pregnancy to develop a formalized marketing plan to continue to educate the community about the services offered at the teen health center.

9. Establish Future Plans

We will continue to encourage staff at the main health department to refer teens to the health center, ensure that staff have marketing materials, and work with the SC Campaign to develop additional marketing strategies.