ACTION CAMPAIGN
ADOPTING CHANGES TO IMPROVE OUTCOMES NOW

Let’s Impact 55,000 lives
Treatment Works!
One year after completing treatment:

• Alcohol\(^1\)
  - 24% abstaining
  - 10% drinking w no consequences
  - Drinking days ↓ 60%
  - Alcohol related problems ↓ 59%

• Other Drugs\(^2\)
  - Cocaine & Heroin use ↓ 62%
  - Criminal activity ↓ 51%
  - Suicidal ideation ↓ 46%

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WE SIMPLY NEED TO GET THEM IN & KEEP THEM!

NOT SO SIMPLE!
At any one time:

- 110,000 waiting for assessment*.
- 42,000 waiting for treatment*
- 32 days from first contact to treatment
- No show rates about 50%

Based on survey conducted by Survey Research Laboratory
University of Illinois - Chicago March 2007
Detox Retention Rate

Successful Transfer: 4%
Don’t Connect: 12%
Don’t finish: 23%
Finish Detox No Transfer: 61%

Based on 2004 TEDS admission & discharge reports
Residential Retention Rate

- Finish Treatment: 51%
- Don’t finish: 34%
- Transfer; No connect: 10%
- Successful transfer: 4%

- Total: 13,024
- No Transfer: 155,896
- Successful transfer: 95,281
- Transfer: 41,017

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Outpatient/IOP Retention Rate

Don’t finish: 51%
Finish Treatment, No transfer: 36%
Successful transfer: 7%
Transfer but no connection: 7%
When we add them together

- 170,000 don’t connect to next LOC in 14 days.
- 250,000 not transferred from Detox to next LOC
- 770,000 leave treatment before goals met.
- 1,190,000 opportunities for improvement?
But we also know how to improve!
Between patient and caring help lies a canyon of paperwork and burdensome processes.

- Business processes keep patients and staff apart
- Business processes often waste money
- Processes CAN be improved!
Between patient and caring help lies a canyon of paperwork and burdensome processes

- Outreach
- First contact
- Intake and assessment
- Transition thru levels of care
- Paperwork
- Scheduling
- Engagement
- Social supports
The ACTION Premise

By making simple process changes to access, engagement & handoffs we can save 55,000 lives!
Three ACTIONs that Make a Difference

1. Provide **rapid access** to services
2. Improve client **engagement**
3. Create a **seamless transition** between levels of care
ACTION CAMPAIGN

Each action has specific practices that have been proven successful by multiple organizations involved in NIATx.

We will provide resources to treatment programs to ensure that they are able to successfully implement these activities.
Fast access reduces no shows!

Eliminate unused capacity!

Rapid Access to Services

• Engage people the first time you talk with them on the phone or in person

• Accelerate intake through same-day service

• Offer express check-in, expanded hours, and group orientation sessions

• Make sure people seeking help can reach you easily
St Christopher’s Inn

The Business Case

- Units of Service (Billable Client Visits, in Thousands)
- Year
- Units of Service (in Thousands) - Net Revenue (Million US $)

- 2002: 24.5
- 2003: 26.6
- 2004: 31.5
- 2005: 34.0

- 2002: 2.4
- 2003: 2.7
- 2004: 3.3
- 2005: 3.6

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Improve Client Engagement

• Greet clients warmly to make them feel welcome

• Involve clients in setting goals and planning for long-term recovery

• Use confirmation systems that keep clients coming back

• Celebrate counselor success at retaining clients
# Daybreak Adolescent Program

## "Show" Rate

**Treatment Sessions Attended**

<table>
<thead>
<tr>
<th>Change</th>
<th>Date</th>
<th>Percentage of Individual and Family Sessions Attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9/23</td>
<td>80%</td>
</tr>
<tr>
<td>2</td>
<td>11/01</td>
<td>83%</td>
</tr>
<tr>
<td>3</td>
<td>12/1</td>
<td>84%</td>
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<td>1/20</td>
<td>90%</td>
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<tr>
<td>6</td>
<td>2/4</td>
<td>86%</td>
</tr>
<tr>
<td>7</td>
<td>2/24</td>
<td>85%</td>
</tr>
</tbody>
</table>

Date Range: **Nov 1** to **Apr 1**
Prototypes: Make Treatment Personal

PROTOTYPES Residential Substance Abuse Treatment for Women:
Four-Week Continuation Rates

- May-04: 14 Retained, 76.9% Completion
- Jun-04: 12 Retained, 80.0% Completion
- Jul-04: 10 Retained, 62.5% Completion
- Aug-04: 11 Retained, 84.6% Completion

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ADOPTING CHANGES TO IMPROVE OUTCOMES NOW
Create a Seamless Transition Between Levels of Care

• Establish personal connections for internal and external referrals

• Reduce paperwork to make it easier for clients to take the next steps

• Introduce clients to ongoing recovery supports before they leave your facility

• Assess the quality of the transfer, hand-off, or referral
Esperanza Referrals vs. No Show Rate
Transfer Clients from Residential to OP
ACTION Campaign

Why should an organization participate?

- Learning Opportunities
  - Teleconferences
  - ACTION Kits
  - PI Tutorial
  - Workbook
  - E-news
- Network within the field
- Create a culture of change
- Benchmarking Opportunities
- Improve Finances
- Make a difference in the lives of others
ACTION Campaign

How can a treatment agency participate?

Sign Up!

• Implement one of the ACTIONs
• Submit data to NIATx
• Become part of a Local Partnership
• Mentor other participating organizations
Let’s Take ACTION Together

• Join this national effort
• Together we can impact 55,000 lives
• Free tools and technical assistance
Join Today!

www.actioncampaign.org