Lessons Learned from the Ryan White Model of Care
Overview

Overall strategic vision

- Who we are?
- How did we get here?
- Where do we want to be?
- What will it take to get there?
Plan to Remain Relevant

- Self-Assessment
- Develop a Plan
- Keep on the Path
**Formed in 1983: WE’RE TURNING 30!**

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Annual Budget</strong></td>
<td>$3.5m</td>
<td>$6.6m</td>
<td>$11.9m</td>
<td>$20.2m</td>
</tr>
<tr>
<td><strong>Paid Staff</strong></td>
<td>36</td>
<td>68</td>
<td>107</td>
<td>180</td>
</tr>
<tr>
<td><strong>Volunteers</strong></td>
<td>150</td>
<td>350</td>
<td>500+</td>
<td>600+</td>
</tr>
</tbody>
</table>
30+ programs

- Client Services
  - Case management
  - Food for friends
  - Behavioral Health
  - Recovery Works
  - Peer Support
  - Transportation
  - HIV Counseling, Testing and Referral
  - Community Awareness Network
  - Mpowerment/Re:/Vision
  - Wellness Management
  - CHAT
  - National HIV Behavioral Surveillance System
  - The Movement / ME+U
  - The New Orleans Gay Men’s Wellness Center
- Primary Medical Care
  - HIV Medical Clinic
  - Medical Nutrition Therapy
  - Medication Coordination
  - Wellness Management
- Housing
  - Home Health Care
  - Housing Permanent Supportive Housing Services
- AIDS Law
  - Tenant Based Rental Assistance
  - STRMU
  - Housing Placement
NATF 2012 visits & clients

- 3,404 HIV+ case management clients
- 1,239 primary medical care patients
- 3,062 Counseling, Testing and Referral (CTR)
- 1,340 MAP clients
- 24,955 Meals Delivered
Housing Programs

- 200+ families receiving STRMU & housing placement
- 55 clients on TBRA
- Exchange House – 5 bedroom transitional housing facility
- 450+ disabled families in our supportive housing clients (most are not HIV+)
The landscape of need

- Over 7,000 PLWHA in the New Orleans area
- Nearly 4,000 low-income PLWHA need housing assistance
- 75% of PLWHA report one or more indicators of housing instability
- 56% pay more than 30% of their income in housing costs; 42% pay more than 51% of their income
New HIV Infections: The Deep South States Have Highest Rates of New HIV Diagnoses in the United States

Rate of New HIV Cases, 2009

<table>
<thead>
<tr>
<th>Targeted States</th>
<th>South</th>
<th>Northeast</th>
<th>West</th>
<th>Midwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.9</td>
<td>22.3</td>
<td>19.6</td>
<td>10.9</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Slide from Kathie Hiers, AIDS AL, USCA presentation
High death rates

Nine of the ten states with the worst health ratings are in the CDC–defined South; half are in Deep South.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>West Virginia</td>
</tr>
<tr>
<td>42</td>
<td>Nevada</td>
</tr>
<tr>
<td>43</td>
<td>Kentucky</td>
</tr>
<tr>
<td>44</td>
<td>Texas*</td>
</tr>
<tr>
<td>45</td>
<td>South Carolina*</td>
</tr>
<tr>
<td>46</td>
<td>Alabama*</td>
</tr>
<tr>
<td>47</td>
<td>Arkansas</td>
</tr>
<tr>
<td>48</td>
<td>Oklahoma</td>
</tr>
<tr>
<td>49</td>
<td>Louisiana*</td>
</tr>
<tr>
<td>50</td>
<td>Mississippi*</td>
</tr>
</tbody>
</table>

General Health Status, 2011

Slide from Kathie Hiers, AIDS AL, USCA presentation
Ryan White Program Partnerships

Part A

Part B

Part C

Part D

Part E

Part F
Other Funding Partnerships

United Way

Bristol-Myers Squibb Company

MAC AIDS FUND

Avita Drugs

Chevron

Altria

Gilead

Specialty Pharmacy

Macy's

The Elizabeth Taylor AIDS Foundation
Strategerie
One agency’s path to the future

Post–Katrina & the need for health care
Strategic Planning
vs.
Filling the gaps

- Build on our expertise providing primary and specialty healthcare services

- Being nimble: plans are not set in stone
  - Things change, remember the mission,
  - Be open to adapting, revising, or scrapping the plan
For example...
Remaining Relevant

Goal

Transform the organization (expand scope of services/mission) to provide medical care and supportive services to individuals and families in the greater New Orleans area while maintaining the HIV specialty clinical care.
Self Assessment

- Conduct an in-depth self-assessment
  - Know the repercussions of change for your staff, board, and your clients
  - Are there programs that should not continue?
  - What are your weaknesses in terms of capacity, infrastructure, space, staff, etc.?
Community Input

- Be prepared to hear what they have to say
- Don’t only ask the usual suspects
- Engage outside support (University researchers, consultants, new client populations)
- Be thorough and use the information you gather
Remaining Relevant

- Develop your strategic plan
  - Go big or go home
  - Know what your market can bear
  - Conduct a thorough SWOT analysis

- Build a work plan
  - Assign tasks, hold meetings, be accountable
  - Follow up on deadlines, keep tabs on progress/challenges
  - Be NIMBLE, accept that things could change
Remaining Relevant

- Expect that it won’t go smoothly
  - Not everyone will embrace change
  - Sometimes you have to repeat things over and over again
  - Be ready to change again when circumstances change

- Exhaust all opportunities
  - Engage your consumers
  - Broaden your definition of community
  - Don’t forget to engage ‘frenemies’
  - And then look for more opportunities
Change is hard

- New name
- New mission statement
- New client population

And

Change is slow
“To reduce the spread of HIV infection, provide services, advocate empowerment, safeguard the rights and dignity of HIV-affected community, and provide for an enlightened public”
Mission Statement

To offer comprehensive health and wellness services to the community, to advocate empowerment, to safeguard the rights and dignity of individuals, and to provide for an enlightened public.
The Target Area:
French Quarter, Treme/7th Ward, Mid City, the Marigny, and Bywater
Questions?

Alice Riener
Director of Housing
504-821-2601 x 263
alicer@noaidstf.org