Building Your Accreditation Team

May 10, 2018
Welcome and Introductions
• Explore various approaches to organizing the accreditation team effort within a health department;

• Describe strategies that accredited health departments have used to build and develop an accreditation team;

• Discuss effective strategies for engaging and developing accreditation team members;

• Describe the long-term value provided by a health department accreditation team.
Presentation and discussion

During the presentation, enter your questions into question box on the control panel to the right of your computer screen

Questions will be addressed in the discussion period following the presentations
Triona Gateley, PHAB Accreditation Specialist
Robert Hines, Houston Health Department
Brittany Parker, Franklin County Health Department
Triona Gateley
PHAB Accreditation Specialist
The Accreditation Team

• Accreditation Team effort
  o Assess example options
  o Outreach

• Organize options and selection
  o PHAB is not recommending a specific product or process for documentation organization
What’s the Accreditation Team (AT) all about?
Who’s on the AT?

• Generally 5-10 members; may vary
• Various disciplines/programs
• Various levels
• Levels of involvement
What’s the Role of the AT?

• Support to the AC
• Documentation gatherers
• SME
• Know the HD
• QI/PI
Supporting the AC

• Share the workload
• Follow through
• Seek consensus
Documentation / SME

• Seeks out the best
•Assigned to Domains or Measures
•Reviews
•Selects final documents
Documentation Selection

Consider example options from programs:

• Best reflects health department operation
• Meets specifics of the Required Documentation
• Demonstrates conformity with measure (Context and intent of M & S & D)
• A variety of programs
Knowing the Health Department

- Culture and History
- Relationships
- Organization
- Perspectives
QI & PI

• Believes in & Supports
• Professional Development
Setting the Stage

• Build Support & Enthusiasm
• Learn the Standards & Measures
• Assess Where You Are
• Go back to Documentation
Building Support

• Spread the Work
• Engage Folks Where They Are
• Get Everyone on Board
• Make it Fun!
What’s the role of the Accreditation Coordinator?
The Role of the Accreditation Coordinator

• Leader
• Manager
• Communicator
• Editor
Leader

• Cheerleader
• Authority
• Chair Accreditation Team
• Team builder
Manager

- Time
- Organization
- Meetings
- Documents
- Site Visit
Communicator

• Explain the why
• Request the needed
• Connect all players
• Facilitator
Editor

• Writer
• Computer - e-PHAB
• Selection/creation of documents
• Assessment
• Tell the story of the HD
Houston Health Department

Journey to Accreditation
Robert A. Hines, MSPH
A LITTLE ABOUT US

1. Population Served: 2.2 mil (Metro: 6 mil)
2. Director: Stephen Williams
3. Total Employees: 1,400
4. Accredited: December 12th, 2014

1. First in Texas
2. #2 large city to be accredited in US
A LITTLE ABOUT US

1. ACCREDITATION:
   - Coordinate & Lead: Documentation Collection, Review, & Submission
   - Reporting
   - Application
   - ADMS
   - Re-Accreditation process

2. QUALITY IMPROVEMENT (QI) & PERFORMANCE MANAGEMENT (PM):
   - PM/QI Training
   - Performance Management System
   - Material Development
   - Monitoring QI Projects
## HHD ACCREDITATION TIMELINE

<table>
<thead>
<tr>
<th>2010</th>
<th>2013</th>
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<tbody>
<tr>
<td>▪ Wrote the first grant for Performance Improvement</td>
<td>▪ Completed: Community Health Improvement Plan (CHIP)</td>
</tr>
<tr>
<td></td>
<td>▪ Submitted Application: December 31st</td>
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<table>
<thead>
<tr>
<th>2011</th>
<th>2014</th>
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<tbody>
<tr>
<td>▪ Hired PIM/Accreditation Coordinator and Senior Trainer</td>
<td>▪ Documentation submission completed: May 9</td>
</tr>
<tr>
<td>▪ Completed: 1st Performance Management Self Assessment</td>
<td>▪ Site Visit: October 16-17th</td>
</tr>
<tr>
<td></td>
<td>▪ Accredited December 12th</td>
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<table>
<thead>
<tr>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Hired Public Health Infomatician</td>
<td>▪ Accreditation Documentation Management System (ADMS) Prototype Completed</td>
</tr>
<tr>
<td>▪ Accreditation workgroup formed</td>
<td>▪ PHAB Improvements under way</td>
</tr>
<tr>
<td>▪ QI Star TRaK projects launched</td>
<td>▪ PHAB QI Leaders Program Initiated</td>
</tr>
<tr>
<td>▪ Completed: 2nd Performance Management Self Assessment</td>
<td></td>
</tr>
<tr>
<td>▪ Completed: Community Health Assessment (CHA)</td>
<td></td>
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<tr>
<td>▪ Staff trained on Accreditation</td>
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ACCREDITATION PARTICIPANTS

• Accreditation Workgroup:
  ▪ Formed March 2012
  ▪ Assigned Teams of 3-5 assigned to each domain
  ▪ Each domain has a “lead” who reports to an executive sponsor (AD)
  ▪ Currently: approx. 28 members
  ▪ Collected documentation from various areas of dept.
STAFF ENGAGEMENT
IT’S NOT ROCKET SCIENCE…

But planning is important.

Why Engage Staff?

1. Staff do the actual work
2. Staff consent to and sustain change
3. Staff build upon and improve what they embrace
What Engagement Requires From You

- Understand your audience
- Have a clear, strategic vision
- Promote ideas properly
- Leverage partnerships
- Encourage for creativity and innovation
Using Marketing Strategies

Define your product, vision, and audience

Determine how you want to strategically brand it

Leverage partnerships and people resources
AND NOW, SOME
CASE EXAMPLES
Examples

Good Doc, Bad Doc

- Developed to **train and energize** staff about accreditation documentation
- QI Project for department documentation
- Employed **easy, funny examples** of good and bad accreditation documentation
- Leveraged Cognitive, Marketing, and Learning Theories
- Played game **interactively** at meetings
- Targeted leadership

“I’m just a bill” - Schoolhouse Rock!
Examples

Good Doc, Bad Doc

- 64% increase in documentation quality (largely + fully met)
- Staff found requirements easier to grasp
- Created healthy competition
- Created a positive view of accreditation in those who previously were not supportive
- Demonstrates importance of seeking buy-in

http://www.phf.org/resourcetools/Pages/Houston_Uses_QI_to_Improve_PHAB_Documentation.aspx
Examples
Accreditation Kart

• Created to prepare staff for PHAB Site Visit
• Created based on “Mario Kart”
• Participation voluntary
• 10-day point-based competition
• Multi-tiered engagement
• Combination of approaches for incentivizing staff
• Simple participation, multidimensional interaction
Examples
Accreditation Kart

3 Primary Tiers of Competition
• Individual
• Group (division)
• Executives

A Few Incentives...
• Easy gains
• Minor prizes (t-shirts, certificate, etc.)
• Connectedness & meaning
• Peer pressure (to assist group)
• Recognition & Bragging Rights
• External incentives
• Ability to “win”
• “Bloodlust”
WELCOME

With the Public Health Accreditation Board (PHAB) Site Visit just around the corner, it's time for HDHHS to get ready! This site is designed to give all employees an opportunity to learn what they need to know for the Site Visit and have a little bit of fun at the same time. Learn all you need.

HDHHS' ThinkAccreditation.com website is dedicated to providing employees with the information they need to know about Public Health Accreditation, and is the official site of the prestigious Accreditation Kart Cup.

Even though the competition is now closed, HDHHS Employees can register to this website at any time. Quizzes were available until Monday, October 13th, 2014 at 10 PM. The winning division was announced on Friday, October 17th, 2014.
Quiz Menu
- Quiz Group 1
- Quiz Group 2
- Quiz Group 3
- Quiz Group 4
- PHAS Orientation Quizzes
- CHA quizzes
- CHIP Quizzes
- State Plan Quizzes
- See Your Quiz Results

Category: CHIP Quizzes

The Houston Community Health Improvement Plan (CHIP) is one of the required pre-requisites for Accreditation. In order to answer the CHIP quiz questions, you will need to have a copy of the Houston CHIP opened so you can find the answers you need. Click Here to open a copy of the Houston CHIP.

Quizzes

ACCORDING TO THE HIV/AIDS SECTION OF THE COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP), HOW MANY NEW CASES (ESTIMATED) OF HIV WERE DIAGNOSED IN THE HOUSTON AREA IN 2010? (10 PTS)

HOW WERE THE HEALTH AREAS FOR THE CHIP SELECTED? (15 PTS)

IN TERMS OF ACCREDITATION, WHAT DOES CHIP STAND FOR? (5 PTS)

IN THE BEHAVIORAL HEALTH SECTION OF THE COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP), WHAT IS THE MOST COMMON REASON FOR NOT SEEKING HELP FOR MENTAL HEALTH PROBLEMS WHILE AWARE OF NEED? (15 PTS)

IN THE CHRONIC DISEASE SECTION OF THE COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP), WHICH OF THE FOLLOWING IS ONE OF THE ACTIONS HDHHS HAS TAKEN? (10 PTS)

SURVEY: DO YOU THINK ANYTHING IS MISSING FROM THE COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)? WHY OR WHY NOT? (7 PTS)
<table>
<thead>
<tr>
<th>Team</th>
<th>Position</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>ACDIP</td>
<td>4th</td>
<td>79,178</td>
</tr>
<tr>
<td>ASD</td>
<td>1st place</td>
<td>339,295</td>
</tr>
<tr>
<td>CHS</td>
<td>5th</td>
<td>76,873</td>
</tr>
<tr>
<td>DIR</td>
<td>6th</td>
<td>73,312</td>
</tr>
<tr>
<td>EHD</td>
<td>3rd place</td>
<td>153,727</td>
</tr>
<tr>
<td>IT</td>
<td>7th</td>
<td>63,732</td>
</tr>
<tr>
<td>OSPHP</td>
<td>2nd place</td>
<td>269,674</td>
</tr>
</tbody>
</table>
• 71% of staff voluntarily participated in game
• Fierce competition (at all levels)
• Positive feedback from staff
• Increased awareness and knowledge about accreditation
CONTINUED EFFORTS
Workgroup Member
Projects

• Cultural Linguistic Competency
• Employee Retention
• Workforce Development
• Several QI Projects
• Policy Development
THANK YOU!
Building Your Accreditation Team

May 10, 2018

Brittany Parker, MPH
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Frankfort, KY
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Franklin County Health Department (FCHD)

- 49,285 per 2010 Census
- Population doubles during work hours
- Capital of Kentucky – Frankfort
- 49 FTE’s
- Two buildings
- Home Health Agency
- Known for Kentucky Bourbon, Basketball and Horses
FCHD Accreditation Journey

- PHAB Beta Test Site in 2010
- Accredited in February 2013
- Reaccreditation application due by June 30, 2018
FCHD Initial Accreditation Team

- Appoint Accreditation Coordinator
- Made up of program managers across the department (12 people)
- Meeting Frequency
- Assignments
- Access to e-PHAB
FCHD Reaccreditation Team

- Made up of department managers and front line staff (8 people)
- Different team than initial accreditation
- Met monthly then every two weeks
- Held meetings specific to domains
Value of Accreditation Team

- Cheerleaders in the agency towards accreditation
- Team approach
- Domino Effect
- Morale Booster
Lessons Learned

- Make it fun
- Ensure you have leadership buy-in
- Keep all-staff informed
- Emergenetics
- Wild card team member
Thank You!

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Questions?
Thank You!

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