

Division of Services Improvement, Clinical Technical Assistance Project
Technology-Assisted Care
Operation PAR
Call Summary
July 18, 2014 • 2:00 p.m. ET

Submitted to: Wilson Washington and the Operation PAR Team

Date of Submission: July 21, 2014

Attendees:

Substance Abuse and Mental Health Services' Administration (SAMHSA): Wilson Washington

Operation PAR: Jim Miller, Tommi Rivers, and Mark Vargo

JBS International (JBS): Dave Wanser and Leslie McElligott

Meeting Purpose

The purpose of the call was to discuss Operation PAR's progress following the January 2014 site visit. Specifically, the program's Government Performance and Results Act (GPRA) intake numbers have been low. The call focused on strategies to increase the program's GPRA rate by exploring additional partnership opportunities.

Discussion

Jim Miller (Operation PAR) reported that the TAC program intended to partner with Premier Community HealthCare, a federally qualified health center (FQHC) in Pasco County. Premier experienced a sudden administrative change when their chief executive officer (CEO) left the organization. Dianne Clarke (Operation PAR executive director and chief operating officer) has since reached out to the new Premier CEO to foster program collaboration and use of the TAC program model.

Operation PAR has expanded their outreach efforts to include a domestic violence shelter (contract is being finalized) and numerous other venues (e.g., assisted living facilities, veteran affairs). The shelter's CEO is eager to begin offering services to their population. Jim said that they also planned to focus on potential enrollment opportunities with Operation PAR's residential population. Mark Vargo (Operation PAR) said that between the clients identified by the shelter and their own residential and methadone clinic programs, Operation PAR will likely triple enrollment numbers in the upcoming months.

Wilson Washington (SAMSHA) inquired about Operation PAR's marketing efforts. Jim said they have focused primarily on identifying and engaging directly with service providers. They have also distributed brochures to potential referral sources and are working with their call center to identify clients. The program has not initiated radio or public service announcements but may consider other marketing strategies (e.g., social media) in the future, as needed. Push messages, for example, may be helpful, but only if the appropriate releases are in place prior to enrolling clients into the program.

Dave Wanser (JBS) suggested that it might be worthwhile for the program to look for referral sources closer to home (i.e., within Pinellas County). This may be an effective strategy in the near term as there

is significant enrollment potential in the Pinellas community. The program can then focus on expanding their reach while also streamlining service capacity.

Jim noted that client access problems are prevalent in Pasco County, as well as Pinellas (e.g., limited public transportation and child care services); therefore, mining referrals from Pinellas would be a viable solution, at least until partnerships in Pasco County result in regular referrals. He confirmed that there are no conflicts of interest or potential for overlapping services with Pinellas agencies. Operation PAR has an established relationship and a memorandum of understanding with a local community health center in Pinellas which may translate into a potential partnership.

Action Steps

The program team will meet on Monday, July 21, 2014 to address their new enrollment strategy and will begin outreaching to Pinellas populations.

Dave and Wilson encouraged the program team to ask for assistance at any time.