

Quality and Productivity Commission
34th Annual Productivity and Quality Awards Program
"Leading with Excellence"

2021 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12-point font):

NAME OF PROJECT: VIDEO ORIENTATION FOR SUBSTANCE USE TREATMENT

DATE OF IMPLEMENTATION/ADOPTION: JULY 2020 (JULY 1)

(Must have been fully implemented for a minimum of at least one year - on or before July 1, 2020)

CHECK HERE IF THIS PROJECT IS BEING SUBMITTED FOR THE **COVID-19 IMPACT AWARD** ONLY. (Projects must be implemented on or before December 31, 2020. **Note:** Projects implemented less than one year ago will not be eligible for any other PQA awards. In addition, once a project is submitted, you cannot submit the same project for awards consideration in subsequent years).

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 Between October 2019 and July 2020, the Department of Public Health, Substance
 2 Abuse Prevention and Control (DPH SAPC) designed, developed, and implemented a
 3 culturally relevant and linguistically appropriate video-based orientation project that
 4 conveyed critical and sometimes complicated information regarding substance use
 5 disorder (SUD) treatment services to new clients and provider staff. DPH SAPC was
 6 challenged by a lack of patient and provider knowledge of how to use the Patient
 7 Handbook to ensure patients could make informed choices about their care. DPH
 8 SAPC engaged in a stakeholder process to solicit input on the script, images, and
 9 methods of communicating this critical information. The videos were developed to be
 10 easily accessible to view on a desktop, laptop, or mobile device and included a cast that
 11 represented the diversity of Los Angeles County and was translated into Medi-Cal
 12 threshold languages. The Patient and Provider Orientation videos benefited DPH SAPC
 13 by offering an effective, efficient, and innovative approach to ensuring patient and
 14 provider knowledge of the benefits and services available within its newly transformed
 15 system of SUD treatment while ensuring compliance to expanded federal requirements.

BENEFITS TO THE COUNTY

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Department of Public Health SAPC 1000 South Fremont Avenue, Building A-9 East, 3 rd floor Alhambra, California 91803		TELEPHONE NUMBER
PROGRAM MANAGER'S NAME Antonne Moore		TELEPHONE NUMBER 626-299-4133
PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Catherine Mak, MBA		TELEPHONE NUMBER 213-288-7240
DEPARTMENT HEAD'S NAME AND SIGNATURE Barbara Ferrer, MPH, Med, PhD		TELEPHONE NUMBER 213-288-8117

****ELECTRONIC, WET, OR SCANNED SIGNATURES ARE ACCEPTABLE****

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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the **challenge(s), solution(s), and benefit(s)** of the project to the County. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success and **specify assessment time frame.** Use Arial 12 point font.

On July 1, 2017, DPH SAPC launched the Drug Medi-Cal Organized Delivery System (DMC ODS) - a systemwide transformation that redesigned substance use disorder (SUD) treatment delivery. As a Prepaid Inpatient Health Plan (or a specialty SUD managed care plan), Counties and their subcontracted providers are required to comply with stricter standards, such as CFR Title 42, part 438. One of these requirements includes informing new patients about the Patient Handbook. The Patient Handbook contains critical information about accessing services, the problem resolution process, patient rights, and other relevant topics. In California, DMC ODS Counties are required to use only the Patient Handbook template provided by the Department of Health Care Services (DHCS) - a 40-page document.

Challenges: In Los Angeles County, Medi-Cal and My Health LA-enrolled or eligible patients have the same access to the comprehensive continuum of SUD treatment services (e.g. outpatient, residential, and withdrawal management). In its third DMC ODS implementation year, DPH SAPC continued to receive anecdotal data from patients and providers about patients being turned away due to misinformation about eligibility and patients not being accurately informed about the benefits, as outlined in the Patient Handbook. This created challenges for DPH SAPC because there was no mechanism for guaranteeing that its provider network was aware of or could accurately inform new patients about the contents in the Patient Handbook.

While the Patient Handbook itself was translated into the 13 threshold languages, it remained a text-heavy document that could be intimidating and inaccessible for many Los Angeles County residents needing SUD treatment services. Approximately 80% of the patient population have a high school education or less. Patients are unlikely to have experience participating in a managed care plan and had no exposure to the Patient Handbook or knowledge of their entitled benefits. DPH SAPC saw this as a significant barrier toward equitable access to SUD treatment and information.

Solution: To address this gap and enhance services, DPH SAPC worked with a media vendor to design, develop, produce, and distribute two (2) 10-minute videos; one designed specifically for new patients entering treatment and one designed to onboard new and existing provider staff. DPH SAPC garnered the support and participation of Danny Trejo in the video. As a renowned actor who is vocal about his journey with SUD treatment and advocates for people at risk of or who are struggling with addiction, Mr. Trejo brought a unique authenticity to the video project.

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The primary objectives of the videos were to orient viewers on the Patient Handbook and level set how this information was communicated to improve comprehension. This included:

1. Informing viewers about substance use disorder (SUD) as a medical condition, not a moral failing.
2. Familiarizing viewers with eligibility information and how to access the full continuum of SUD services.
3. Educating viewers about the patient rights and responsibilities when receiving SUD services.
4. Help viewers understand the purpose and protections offered by the problem resolution process, such as and how file a grievance/complaint or appeal.

DPH SAPC engaged in stakeholder processes to solicit input on the script, images, and methods of communicating this critical information. Based on stakeholder feedback, the 10-minute patient orientation video was divided to allow patients to view the content in either one sitting (the full 10-minutes), two sittings (4-5 minutes each), or three sitting (2-3 minutes each). This format addressed concerns about patients' ability to attend to information for a prolonged period of time (e.g. anxiety about treatment, in withdrawal, or cognitive difficulties resulting from substance use). Making the video more accessible in this way ensured the individualized needs of patients are accommodated.

DPH SAPC ensured accessibility of the videos in other ways, including:

- Downloadable or directly viewed from the DPH SAPC website on a desktop, laptop, or mobile device. Click [here](#) to view.
- Cast that were identifiable and represented the diversity of Los Angeles County.
- Multiple languages - (1) For the Provider Orientation Video: English and Spanish and (2) the Patient Orientation Video: English with closed captioning in English, Spanish, Armenian, Chinese, Farsi, Korean, Khmer, Russian, Tagalog, Vietnamese, and Hmong.

To support the full utilization of the video, DPH SAPC developed branded supplemental materials including: (1) a user-friendly video instruction guide, (2) an acknowledgement form requiring the signature of providers and patients to ensure compliance to the Patient Handbook requirement, also translated into the threshold languages to ensure patients understood the document they were signing; and (3) the Patient and Provider Orientation Webpage - an easily accessible webpage available to providers that hosts the videos and other materials.

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Benefits: Both the Patient and Provider Orientation Videos offered the most effective, efficient, and innovative way to ensure a standardized approach to ensuring compliance with the requirement while also addressing the needs of DPH SAPC customers. Using the video to welcome patients and provider staff to the County’s SUD system of care, helped save time by reducing the amount of time provider staff spent on patient orientation, while still ensuring compliance to State and federal requirements.

To date, DPH SAPC has received positive feedback from its provider network about the ease with which the videos are used, the effectiveness in educating their staff and patients, and the staff time it has saved.

Based on Google Analytics data, since implementation, the Patient and Provider Orientation webpage grew 337% in pageviews (i.e. people who have accessed this page multiple times). The average bounce rate of 77% means that visitors to the page remained on the page for longer durations, assumedly viewing the videos directly from the site.

Type of Views	July 2020	March 2021
Unique Views	115	783
Pageviews	179	931

As an ongoing project, DPH SAPC looks forward to evaluating the implementation of the video and exploring other possible opportunities for using the video to enhance the patient experience.

Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12-point font.

The Patient and Provider Video-Based Orientation project addresses County Strategic Plan Goal I: Make Investments That Transform Lives. More specifically addresses Strategy I.2, by developing a culturally relevant and linguistically appropriate and user-friendly method to achieve a seamless way of delivering information to DPH SAPC customers: both the providers who offer services on the County’s behalf and the patients who are the benefactors of those services. The Video-Based Orientation project created a novel approach to addressing the needs of Los Angeles County residents and transformed how new patients receive information about their SUD treatment.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12-point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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