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Standard 3-3B.

(from Best Practices Standards 2014-2016 effective through 12/31/16)

3-3.B The site places families on creative outreach, as defined by their policy and procedures, and continues creative outreach for at least three months, only concluding creative outreach services prior to three months when families have (re)engaged in services, refused services or moved from the area.

3-3.B	RATING INDICATORS
3	- The site places families on creative outreach as specified by its policy, conducts the activities to be carried out during the course of creative outreach and continues creative outreach for at least three months. The only instances found when outreach was concluded prior to three months occurred when the families (re)engaged in services, refused services or moved from the area.
2	- Past instances may have occurred when the policy and procedures were not followed; however, recent practice indicates the site places families on creative outreach as specified by its policy, conducts the activities to be carried out during the course of creative outreach and continues outreach for at least three months. The only instances found when creative outreach was concluded prior to three months occurred when the families (re)engaged in services, refused services or moved from the area.
1	- Any of the following: The site does not place families on creative outreach as specified by its policy and procedures; does not conduct the activities to be carried out during the course of creative outreach; and/or does not continue creative outreach for at least three months.

Using PIMS to Provide Evidence of Compliance

The report **PIMS39B: Service Level History for Creative Outreach Recipients** helps to address this standard. You can use this report to see the timing and duration of creative outreach for each participant, though you will need to separately justify in writing that this creative outreach was used appropriately and that activities were carried out during this period.

How to configure your service levels in PIMS

You need to configure PIMS's service level definitions so the program knows which service levels are considered creative outreach. To do this:

1) Click on the **Site Definitions** button in the navigation bar.
2) Click on **Service Level Definitions**.
3) For each service level, use the checkboxes as appropriate to indicate if the level is prenatal, creative outreach, temporary termination, or other program-defined level of service.

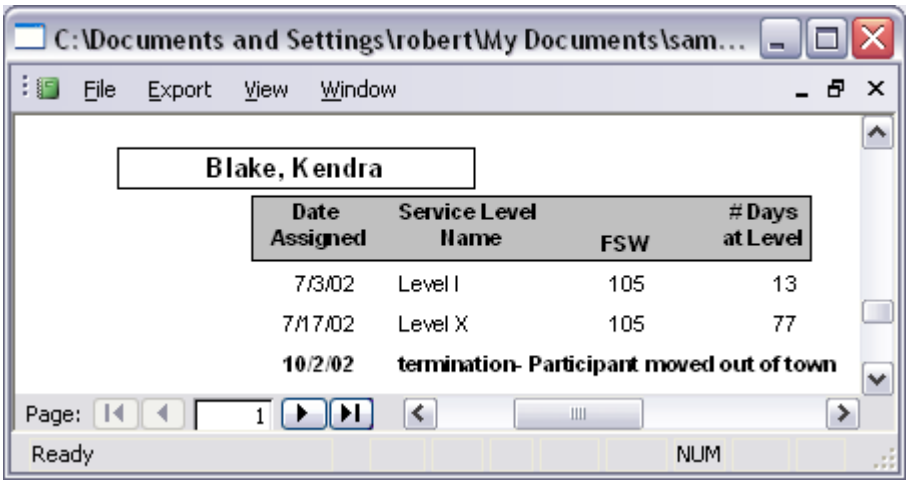
Tips for Monitoring PIMS Data Related to Standard

Sites will want to monitor service levels regularly. For the report to yield useful data, make sure that all service level changes are entered in a timely manner, usually once a month. Use **PIMS39B: Service Level History for Creative Outreach Recipients** to review a list of participants who have been on creative outreach during a specified date range.

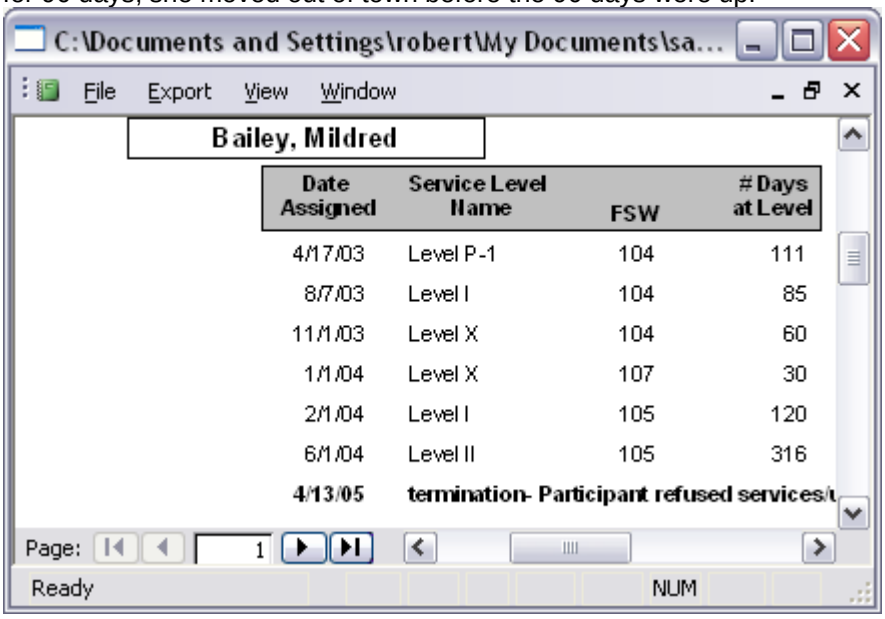
How to Run this Report

1. From the **Reports** screen, select **Standard Reports**.
2. Select **Category "**Case History" and **Report** "Service Level History for Creative Outreach Recipients".
3. Choose a date range and a cut-off date. For the purposes of credentialing evidence, select a date range of the one year period before the site visit. Consult with your HFA or state support staff for details on what one-year period is needed for your site.

Examples



In the above example, Kendra Blake switched to **Level X**. Though she did not stay on creative outreach for 90 days, she moved out of town before the 90 days were up.



Mildred Bailey's case is also in compliance. She stayed on **Level X** for three months and then re-engaged in services.

Standard 3-4

(from Self Assessment Tool 2008 effective through 8/31/09)

3-4. The site measures, analyzes and addresses how it might increase the retention rate of families in a consistent manner and on a regular basis.

3-4.A The site measures its retention rate using HFA approved methodology (first and last home visit – (**please see measuring retention rates on page 13**). Other methodologies may be used in addition.

Intent: *Calculating the length of time families are retained in services is a critical quality improvement measure. Sites are to look at the length of time families remain in services and identify patterns and trends associated with families dropping out of services at specified intervals.*

3-4.A		RATING INDICATORS
3	-	The site measures the retention rate of families in services using HFA methodology and evidence indicates retention rates are being measured more than once a year.
2	-	The site measures its retention rate using HFA methodology and evidence indicates retention rates are measured at least annually.
1	-	The site is not measuring its retention rate at least annually; or is not using HFA methodology.

3-4.B The site comprehensively analyzes at least once every two years (e.g., both formally through data collection and informally, through discussions with staff and others involved in site services) which individuals dropped out of the site, at what point in services, and reasons why. **Please see common terms associated with analyses beginning on page 13.**

Intent: *It is required that sites measure family retention annually and conduct a thorough analysis once every two years to determine patterns or trends; to compare families who stay enrolled with those who drop out of services, and to identify improvement strategies to increase family retention. Sites may choose to analyze data more often if patterns or volume suggest this need.*

3-4.B		RATING INDICATORS
3		The site uses both formal and informal methods to analyze, at least once every two years, families that leave services and reasons why. This analysis is comprehensive, addressing all significant programmatic, demographic, and social factors and compares this data to the families that remained in services. Or no families have dropped out in the past two years.
2	-	The site uses both formal and informal methods to analyze, at least once every two years, families that leave services and reasons why. This analysis is comprehensive, addressing some variables within each category of programmatic, demographic, and social factors and

compares this data to the families who remained in the site, but has omitted at least one significant factor.

1 - Any of the following: the site does not have an analysis of families that dropped out of services and reasons why; does not include both informal and formal methodology; the analysis does not include any programmatic, demographic, and/or social factors; the analysis does not compare this data to the families that remained in services and/or the analysis is not conducted once every two years.

☺ Tip: The HFA Retention Analysis Grid provides guidance on various programmatic, demographic and social factors to consider when conducting a comprehensive analysis.

Background on Retention Rates

HFA RETENTION RATE:
HFA methodology requires that sites measure the percent of families who remain in the site over specified periods of time (6 months, 12 months, 24 months, 36 months, etc.) after receiving a first home visit.

Measuring Retention Rates: HFA methodology for calculating a site's retention rate is:

1. Select a specified time period, e.g., January 1, 2012 to December 31, 2012;
2. Count the number of families who received a first home visit during this time period,
3. Count the number of families in this group that remained in services over specified periods of time (six months, 12 months, two years or more, etc.);
4. Divide this number by the total number of families that received a first home visit during the time period.
5. For accuracy, a time period must be selected that ended at least one year ago for one year retention rate**,** two years ago for two year retention rate, three years ago for three year retention rate, and so on. This is to ensure that all families beginning services during the specified time period have had the opportunity to stay for the full retention period being measured. For example, a family enrolled in December 2012 could not be counted as retained for one year until December 2013.

The HFA National Office has a spreadsheet available that will calculate retention rates using HFA methodology.

NOTE: To improve measurement of retention rate, HFA requires that retention calculations use first and last home visit dates, even if sites define enrollment and termination differently. The *retention rate* is impacted by the way sites measure from the beginning to the end of services. For example, if retention is measured from initial screening/assessment date to termination date, retention will calculate lower than it does for sites that define acceptance later in the recruitment process (e.g., first home visit). Also, at the end of services, the termination date is often assigned after a period of creative outreach, which artificially extends the period of time a family was considered to be receiving home visiting services.

For information on retention rates across HFA, please see the fact sheet from the HFA Implementation Study at
http://www.healthyfamiliesamerica.org/downloads/hfa_impl_family_retention.pdf.

Using PIMS to Provide Evidence of Compliance

Configuring the Retention Calculation

HFA requires retention to be measured as the time of active service, i.e. the time between the first and last home visits. If you haven't already done so, you must set your site definitions to comply with this requirement. To do this:

1. Go to the **Service Definitions** menu.
2. Click on **Enrollment Definition**.
3. In the drop-down box for "Service Start (enrollment)", select **Date of First Home Visit**.
4. In the drop-down box for "Service End", select **Date of Final Home Visit.**
5. At the bottom of the screen, click on **Save** and **Close**.

Analyzing Retention

While HFA credentialing provides an Excel spreadsheet to help you calculate retention, there is no need to use this spreadsheet if you have been actively using PIMS. The most relevant report for **Standard 3-4** is **PIMS40: Retention Analysis Summary**. This report demonstrates that you are measuring retention in compliance with **Standard 3-4A**, and also may help you analyze trends in terminating participants, in compliance with **Standard 3-4B**.

To run the report:

- In **Standard Reports**, select **Category** "Retention" and **Report** "Retention Analysis: Retained vs. Ended Services".
- In **Report Parameters**, choose your cutoff date (usually today).
- In **Date Range**, choose a one-year period for "Participants starting services between". This one-year period is called the "volume year". It can be a calendar year, fiscal year, or grant year, as needed.
- In **Other Filters** "*Retention Period (months)*", select the time period which you want to analyze (6-month retention, 12-month retention, etc.). Next to "*HV Lapse Allowed (months)*", select the maximum duration of time since the latest home visit before you consider a participant to be inactive. It is recommended that you set this at 3.

Note: It is the combination of cutoff date, date range ("volume year"), and retention period + home visit lapse period that allows you to run this report successfully. Choosing a volume year too close to the cutoff date will give you a warning like "Maximum retention period for the cohort enrolling before 12/31/2013 with "Cutoff Date' 8/1/2014 and 'HV lapse allowed' 3 months is 4 months."

Example:

Today is 8/1/2014. I want to calculate 6-month and 12-month retention rates for families enrolling in 2012 and 2013.

The first volume year is 2012.

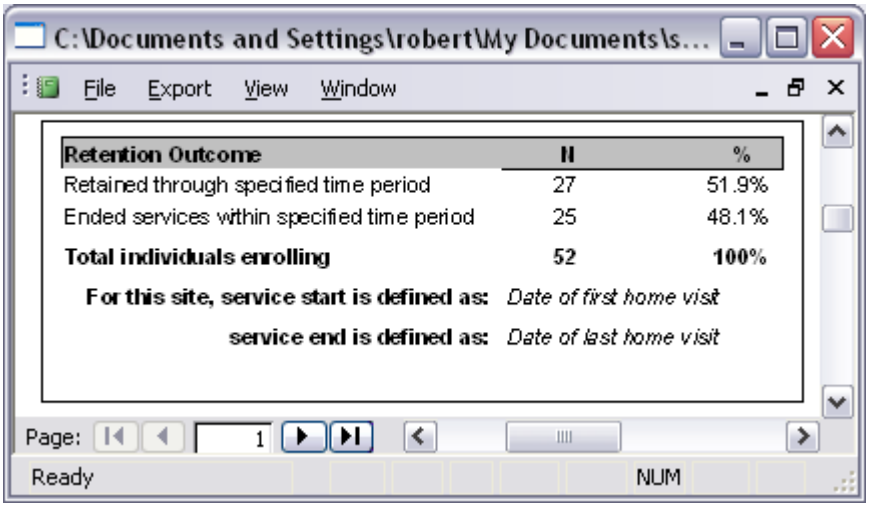
1. Choose a date range of 1/1/2012 to 12/31/2012.
2. Choose a retention period of 6 months and HV lapse of 3 months.
3. The report runs successfully because everyone who enrolled in 2012 has had an opportunity to participate at least 6 months, plus a HV lapse of 3 months (6 + 3 = 9 months; today's date of 8/1/2014 is at least 9 months later than 12/31/2012).
4. The report can also be run successfully for 12-month retention, because everyone who enrolled in 2012 has also had an opportunity to participate at least 12 months, plus a HV lapse of 3 months. Today's date of 8/1/2014 is at least 15 months later than 12/31/2012.

The second volume year is 2013.

1. Choose a date range of 1/1/2013 to 12/31/2013.
2. Choose a retention period of 6 months and HV lapse of 3 months.
3. The report **does not** run successfully because not everyone who enrolled in 2013 has had an opportunity to participate at least 6 months, plus a HV lapse of 3 months (6 + 3 = 9 months). Today's date of 8/1/2014 is only 7 months later than 12/31/2013. I cannot run the 6-month retention report for 2013 until 10/1/2014.

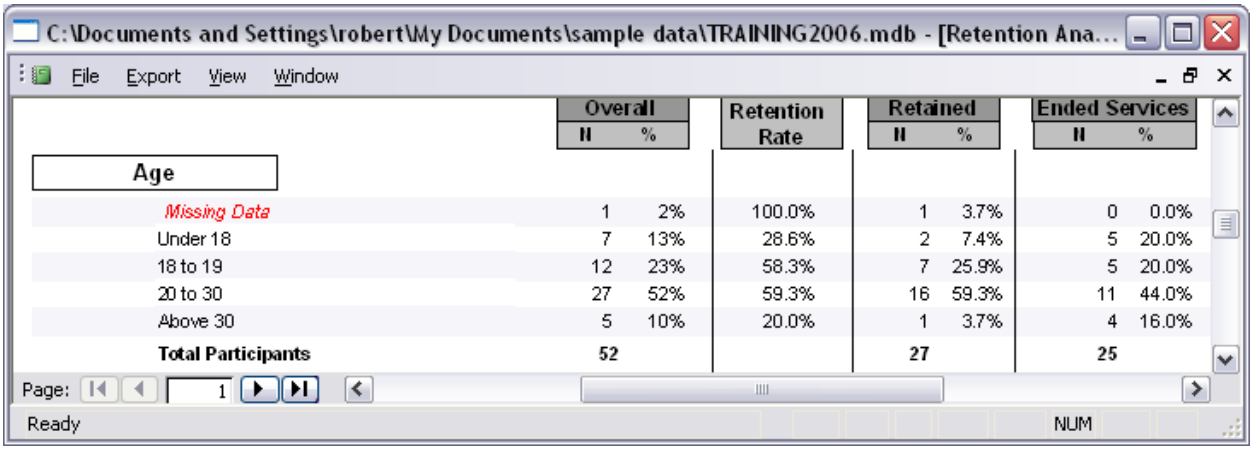
To interpret the report:

The retention summary is provided in a box at the upper left-hand side of the report.



In this example, the summary notes that of the 52 participants who enrolled in the specified cohort, 27 (or 51.9%) were retained through the specified time period. Note that the summary also affirms that the report was run using the HFA standard definition of retention- service start is the date of the first home visit, and service end is the date of the last home visit.

The remainder of the report compares characteristics of those participants who stayed in the program vs. those who dropped out over the specified time interval. This analysis is critical in supporting **standard 3-4B**.



The first characteristic studied in this report is Age, though this analysis is consistent with all other analyses in this report. Note the following in the above example:

- As in the summary box, 27 total participants were retained, of a group of 52.
- Under the **Overall** column, you see a breakdown of demographics for everyone in the cohort, regardless of whether they were retained. In this example, 13% of the participants reflected in this report are Under 18.
- Under the **Retention Rate** column, you the retention rate for the subcategory of your cohort defined in each row. In this example, 29% of participants in the cohort who were under 18 were retained in the program over the specified time period.

- Under the **Retained** column, you see a breakdown of demographics for participants who were active throughout the specified time period. In this example, 7% of those retained were Under 18.
- Under the **Ended Services** column, you see a breakdown of demographics for participants who became inactive during the specified time period. In this example, 20% of those ending services were Under 18.

The importance of sample size

While studying these trends can often be meaningful, **it is important not to overanalyze your data** or draw conclusions too hastily. In the above example, you may have thought that a 29% retention rate for participants Under 18 is a problem that should be addressed. In this example, only 7 participants in the cohort are Under 18. Since this sample size is small, there is a very good chance that the seemingly low retention rate (29%) occurred simply by chance and is not a real trend. To try to understand this:

- Flip a coin 7 times, and count how many times you get heads.
- Do this ten or more times.
- Did you ever get heads 2 or fewer times (=29%)? If so, can you say with confidence that you are bad at flipping coins?
- Did you ever get heads 5 or more times (=71%)? If so, can you say with confidence that you are good at flipping coins?

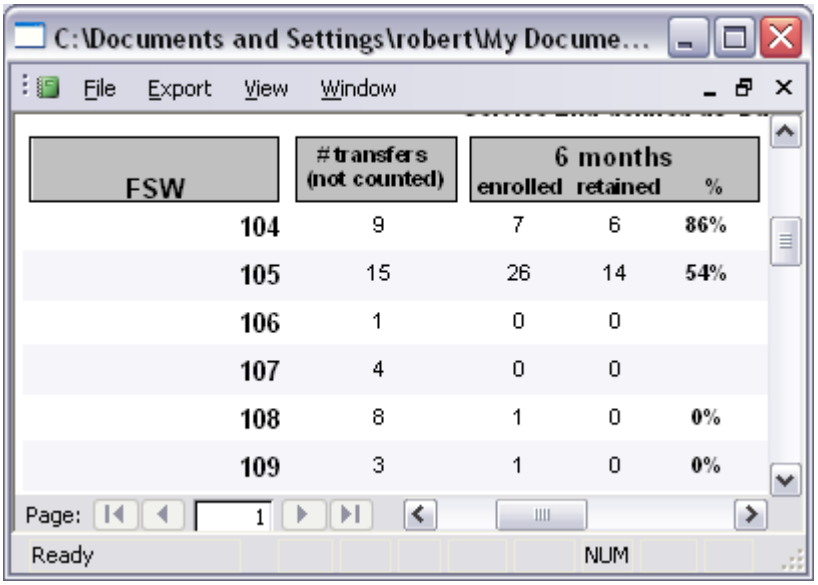
Note that the larger the sample size, the more likely it is that a particularly high or low percentage is a meaningful trend, rather than the result of chance.

Other Useful Retention Reports

Other PIMS reports can help facilitate a site's analysis of retention.

Retention by FSW

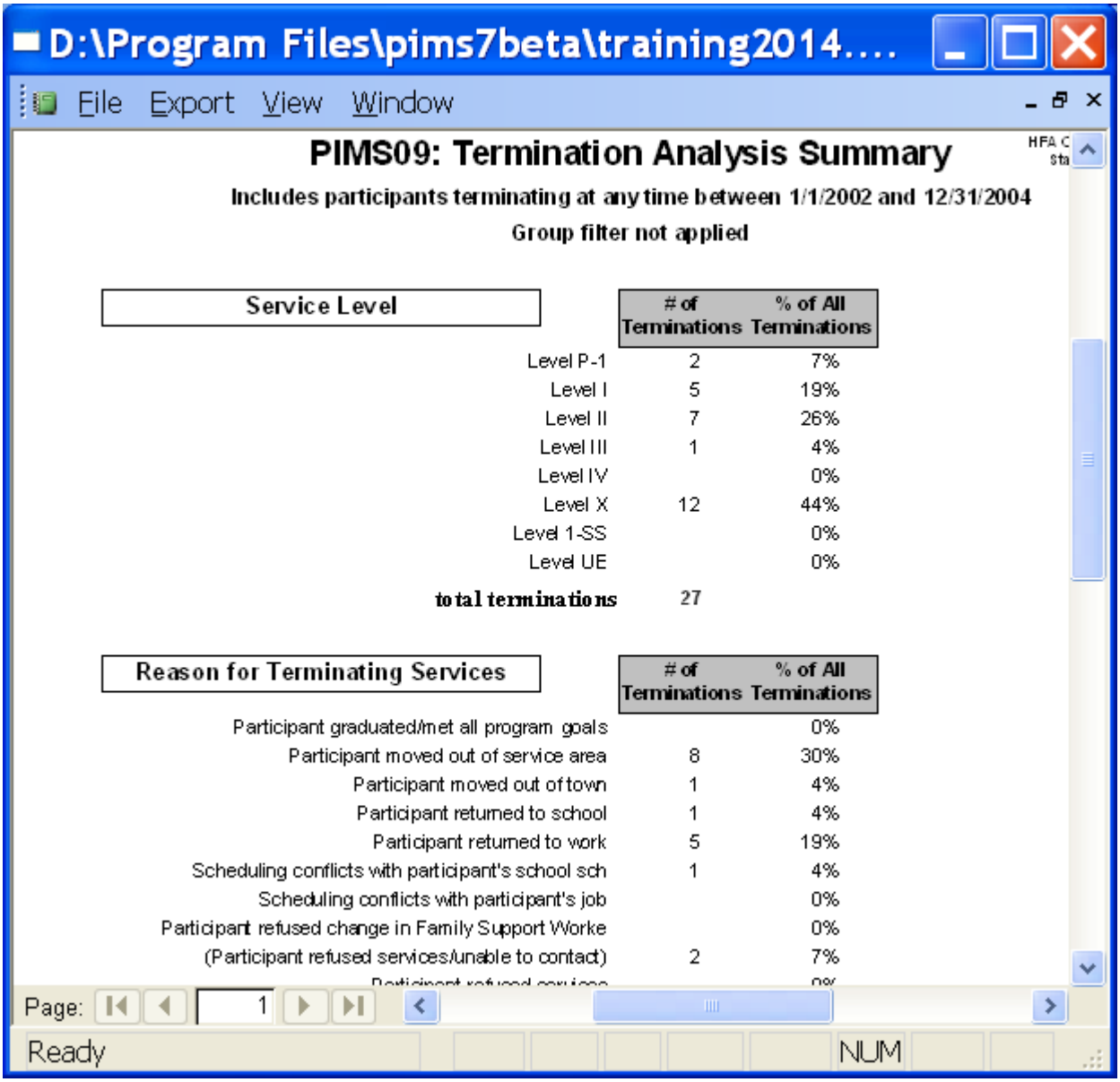
While not explicitly required by the accreditation standards, an analysis of retention by FSW may be meaningful. The report **PIMS44: Retention by FSW** is configured the same way as the retention analysis report and may be helpful.



In the above example, note that FSW 105 retains 54% of participants through six months. This analysis can be confounded by the fact that participants often transfer between FSWs for a variety of reasons. Note that FSW 105 had 15 participants who either transferred into or out of her caseload. It is important to interpret this information in context.

Termination Analysis

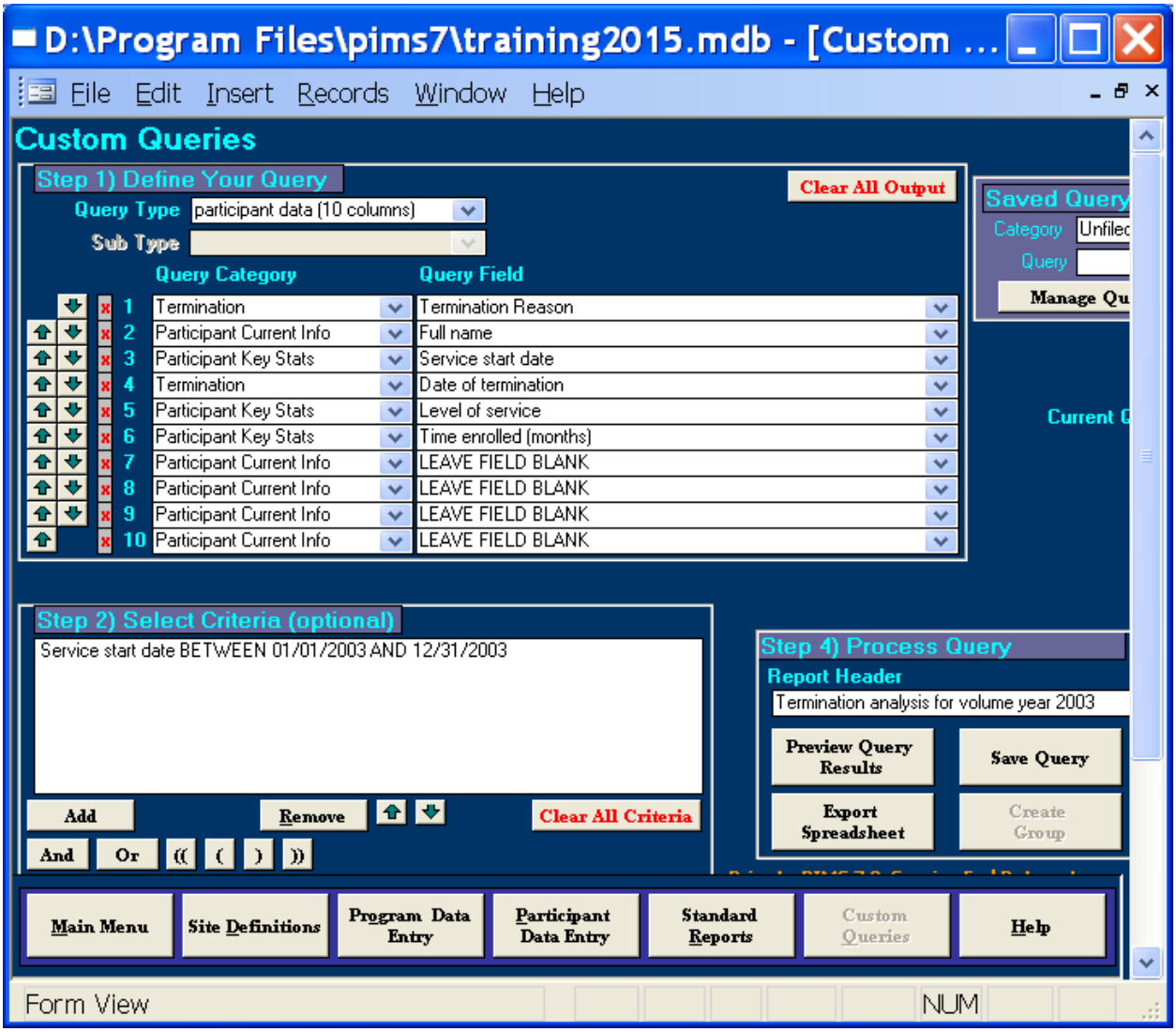
The report **PIMS09: Termination Analysis** summarizes service level at time of termination (which is now automatically calculated via each participant's service level history) as well as reasons for terminating.

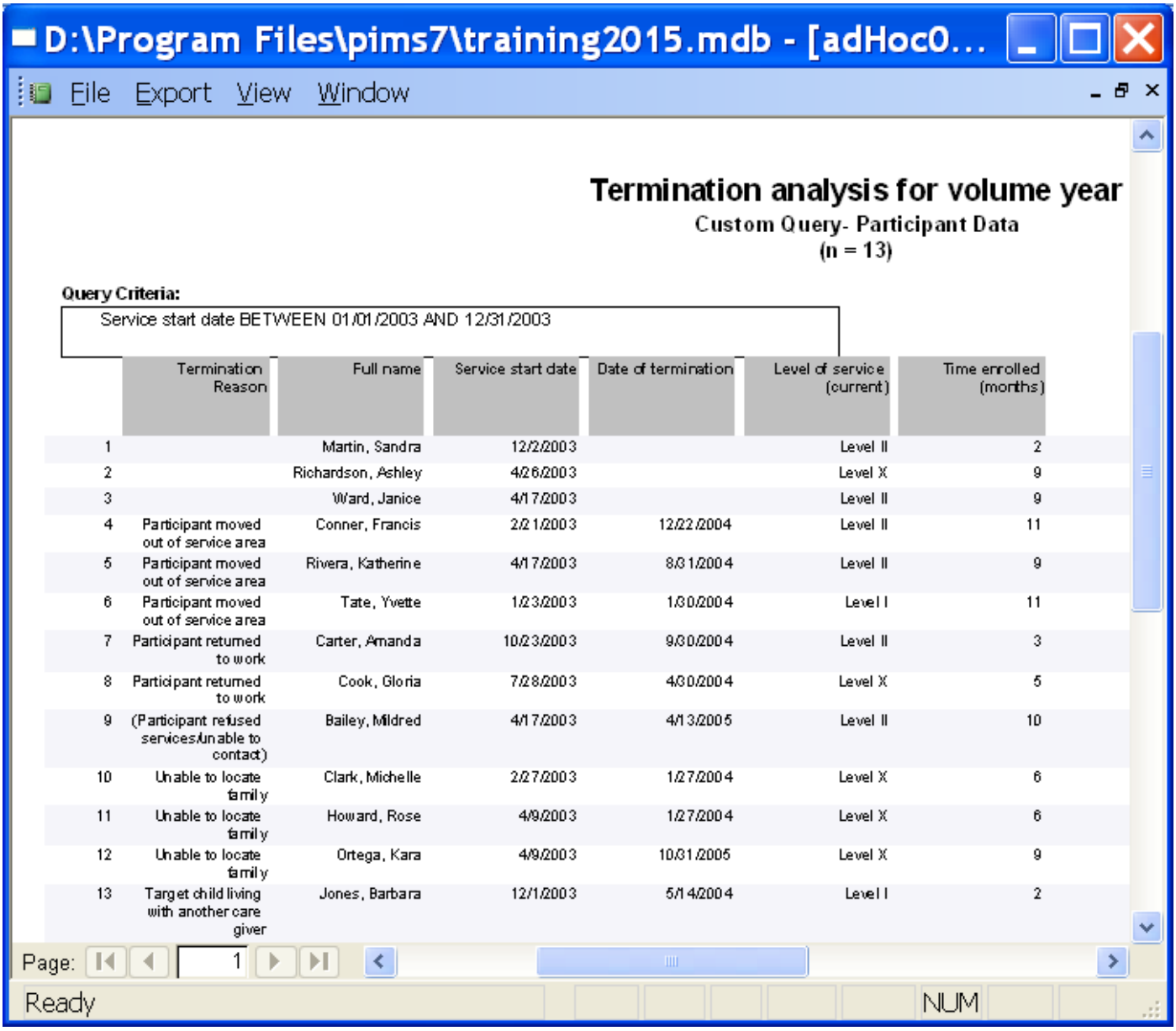


Service Level	# of Terminations	% of All Terminations
Level P-1	2	7%
Level I	5	19%
Level II	7	26%
Level III	1	4%
Level IV		0%
Level X	12	44%
Level 1-SS		0%
Level UE		0%
total terminations	27	

Reason for Terminating Services	# of Terminations	% of All Terminations
Participant graduated/met all program goals		0%
Participant moved out of service area	8	30%
Participant moved out of town	1	4%
Participant returned to school	1	4%
Participant returned to work	5	19%
Scheduling conflicts with participant's school sch	1	4%
Scheduling conflicts with participant's job		0%
Participant refused change in Family Support Worke		0%
(Participant refused services/unable to contact)	2	7%

The standard report above looks at participants terminating within a date range. However, to analyze **terminations for the volume year only**, you will need to run a custom report, as shown below:


D:\Program Files\pims7\training2015.mdb - [Custom ...
File Edit Insert Records Window Help
Custom Queries
Step 1) Define Your Query
Clear All Output
Query Type participant data (10 columns)
Sub Type
Query Category
Query Field
1 Termination Termination Reason
2 Participant Current Info Full name
3 Participant Key Stats Service start date
4 Termination Date of termination
5 Participant Key Stats Level of service
6 Participant Key Stats Time enrolled (months)
7 Participant Current Info LEAVE FIELD BLANK
8 Participant Current Info LEAVE FIELD BLANK
9 Participant Current Info LEAVE FIELD BLANK
10 Participant Current Info LEAVE FIELD BLANK
Saved Query
Category
Query
Manage Qu
Current
Step 2) Select Criteria (optional)
Service start date BETWEEN 01/01/2003 AND 12/31/2003
Add
Remove
Clear All Criteria
And
Or
Step 4) Process Query
Report Header
Termination analysis for volume year 2003
Preview Query Results
Save Query
Export Spreadsheet
Create Group
Main Menu
Site Definitions
Program Data Entry
Participant Data Entry
Standard Reports
Custom Queries
Help
Form View
NUM



Termination analysis for volume year

Custom Query- Participant Data
(n = 13)

Query Criteria:

Service start date BETWEEN 01/01/2003 AND 12/31/2003

	Termination Reason	Full name	Service start date	Date of termination	Level of service (current)	Time enrolled (months)
1		Martin, Sandra	12/2/2003		Level II	2
2		Richardson, Ashley	4/26/2003		Level X	9
3		Ward, Janice	4/17/2003		Level II	9
4	Participant moved out of service area	Conner, Francis	2/21/2003	12/22/2004	Level II	11
5	Participant moved out of service area	Rivera, Katherine	4/17/2003	8/31/2004	Level II	9
6	Participant moved out of service area	Tate, Yvette	1/23/2003	1/30/2004	Level I	11
7	Participant returned to work	Carter, Amanda	10/23/2003	9/30/2004	Level II	3
8	Participant returned to work	Cook, Gloria	7/28/2003	4/30/2004	Level X	5
9	(Participant refused services/unable to contact)	Bailey, Mildred	4/17/2003	4/13/2005	Level II	10
10	Unable to locate family	Clark, Michelle	2/27/2003	1/27/2004	Level X	6
11	Unable to locate family	Howard, Rose	4/9/2003	1/27/2004	Level X	6
12	Unable to locate family	Ortega, Kara	4/9/2003	10/31/2005	Level X	9
13	Target child living with another care giver	Jones, Barbara	12/1/2003	5/14/2004	Level I	2