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Standard 3-3B.

(from Best Practices Standards 2018-2021 effective through 12/31/21)

3-3.B The site places families on creative outreach 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 appropriately, 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, moved from the area, or other allowable reasons (parent no longer has custody, pregnancy ended in miscarriage, target child or primary care provider is deceased, significant staff safety issues, or transferred to another program) or permanent staff assignment has been (re)established. |
| 2 | - Past instances may have occurred when families were not placed on outreach appropriately; however, recent practice indicates the site places families on creative outreach, 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, moved from the area, or other allowable reasons (parent no longer has custody, pregnancy ended in miscarriage, target child or primary care provider is deceased, significant staff safety issues, or transferred to another program) or permanent staff assignment has been (re)established. |
| 1 | - Any of the following: the site does not yet place families on creative outreach appropriately; does not yet conduct the activities to be carried out during the course of creative outreach; or does not yet continue creative outreach services for at least three months. |

Using PIMS to Provide Evidence of Compliance

No pre-site evidence is required for this standard; however, you can use the report **PIMS39B: Service Level History for Creative Outreach Recipients** to monitor the timing and duration of creative outreach for each participant.

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.

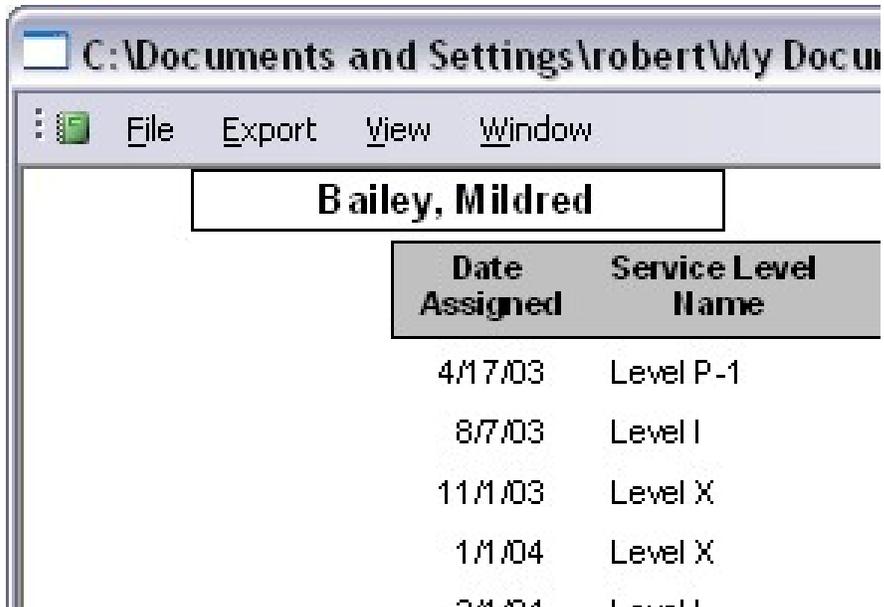
How to Run this Report

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.

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.



The image shows a screenshot of a document window titled "C:\Documents and Settings\robert\My Docu...". The window contains a table with the following data:

| Bailey, Mildred | |
|-----------------|--------------------|
| Date Assigned | Service Level Name |
| 4/17/03 | Level P-1 |
| 8/7/03 | Level I |
| 11/1/03 | Level X |
| 1/1/04 | Level X |
| 2/1/04 | Level I |

Mildred Bailey's case is also in compliance. She stayed on **Level X** for 90 days (60 days with FSW 104 and 30 days with FSW 107) and then re-engaged in services.

Standard 3-4

(from Best Practice Standards 2018-2021 effective through 12/31/2021)

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](#) of all who enrolled in a particular calendar or fiscal year – (please see [measuring retention rates](#)). Other methodologies may be used in addition. [3-4 Retention Worksheet](#)

*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. Comparing retention rates across different cohort groups (e.g. all families enrolled in 2015 with all families enrolled in 2016) allows sites to determine if improvement strategies employed one year are having impact the next, or if there have been significant demographic or programmatic shifts that have impacted retention from year to year. **Please Note: New sites without 2 full years since home visiting services began will complete an annual measurement of retention based on 6-month retention data.***

| 3-4.A | RATING INDICATORS |
|-------|---|
| 3 | - The site measures the retention rate of families in services using HFA methodology at various intervals (e.g. 6 month, 12 month and 24 month, etc.) across multiple cohort groups (e.g. families enrolled in 2015 and 2016) and retention rates for each group are being measured at least annually. |
| 2 | - The site measures its retention rate using HFA methodology at various intervals (e.g. 6 month and 12 month, etc.) for one cohort group (e.g. 2015 only) and retention rates are measured at least annually. |
| 1 | - The site is not yet measuring its retention rate using HFA methodology at least annually. |

3-4.B Average and large sites with more than 50 active families at any one time over the last two years, will comprehensively analyze at least once every two years (i.e., both formally through data collection of demographic, programmatic and social factors, and informally through discussions with staff and others involved in site services) families no longer receiving services in comparison to families remaining in services. Please see [common terms associated with analyses](#). Sites can use [3-4 Retention Worksheet](#)

Intent: Sites are required to measure family retention annually and conduct a thorough analysis once every two years to determine patterns or trends, comparing families who remain enrolled with those who are no longer enrolled 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.

For smaller sites with 50 or fewer active families in services at any one time over a two year period, the site is required at a minimum to collect informal data and

reasons why families are leaving services, and to do a more comprehensive analysis when active families at any one time exceeds 50 or more over a two year period.

Please note: *While sites will measure retention (3-4.A) over various intervals (6 months, 12 months, 24 months, 36 months, etc.) and across different cohort groups (e.g. those who enroll in 2015, in 2016, in 2017, etc.), the analysis of families who stay compared to those who leave (3-4.B and C) needs only to be based on one cohort group of families who enrolled in services within a defined year. In addition, sites should choose just one interval (suggested interval: 12 months) in order to clearly distinguish similarities and differences between those who were retained vs those who leave services (e.g. How are families that were enrolled in 2016 and retained for at least 12 months similar and different from families that enrolled in 2016 and left services before the 12 month mark?).*

When a site is only able to run this analysis every other year, sites may choose to widen their cohort group to include two years of families (e.g. instead of choosing to analyze families that enroll in 2016 only, sites could choose to analyze families that enroll in 2015 AND 2016). In this case, the measurement (3-4.A) and the analysis (3-4.B) will in all likelihood reflect different data sets and this is perfectly acceptable.

Please Note: *Sites or multi-site systems with capacity and desire to conduct a more rigorous retention analysis are welcome to do so.*

Please Note: *New sites without 2 full years since home visiting services began will complete a first analysis with one year of data instead of two. If the site is both new and small (25 active families or fewer over one year, or 50 or fewer over two years), they will report on informal data and reasons why for families who have left services.*

3-4.B RATING INDICATORS

- | | |
|---|---|
| 3 | The site uses both formal and informal data to analyze, at least once every two years, families who leave services and reasons why. This analysis is comprehensive, addressing multiple factors within each of the 3 categories , 1) programmatic, 2) demographic, and 3) social, and compares these factors for those who remain in services with those who left services during the same time period; OR no families have left services prior to service completion in the past two years. |
| 2 | - The site uses both formal and informal data to analyze, at least once every two years, families who leave services and reasons why. This analysis compares those who remained in service with those who dropped out during the same time period, and addresses at least one factor within each of the 3 categories , 1) programmatic, 2) demographic, and 3) social. For smaller sites with 50 or fewer families active in services at any one time over a two year period (or for new sites without two years of data, fewer than 25 active families over one year), the site has at a minimum collected informal data and reasons why families have left services. |
| 1 | - Any of the following: <ol style="list-style-type: none"> 1) the site does not yet have an analysis of families who dropped out of services and reasons why; 2) does not yet include both informal and formal data; |

- 3) the analysis does not yet include at least one factor from each of the three categories, programmatic, demographic, or social;
- 4) the analysis does not yet include a comparison of those who remained in service with those who dropped out during the same time period;
- 5) the analysis is not yet conducted at least once every two years, or
- 6) if a smaller site, the site has not yet, at a minimum, collected informal data and reasons why families have left services.

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.

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 3-4.A**, and also may help you analyze trends in terminating participants, in compliance with **Standard 3-4.B**.

To run the report:

- In **Site Cutoff Date**, choose your cutoff date (usually today).
- In **Standard Reports**, select **Category** “Retention” and **Report** “Retention Analysis: Retained vs. Ended Services”.
- In **Enrolled Between**, choose a one-year period, 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.).

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 is 4 months.”

Example:

Today is 6/1/2014. 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. Set site cutoff date to 6/1/2014.
2. Choose a date range of 1/1/2012 to 12/31/2012.
3. Choose a retention period of 6 months.
4. The report runs successfully because everyone who enrolled in 2012 has had an opportunity to participate at least 6 months (today’s date of 6/1/2014 is at least 6 months later than 12/31/2012).
5. 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; today’s date of 6/1/2014 is at least 12 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.
3. The report **does not** run successfully because not everyone who enrolled in 2013 has had an opportunity to participate at least 6 months; today’s date of 6/1/2014 is only 5 months later than 12/31/2013. I cannot run the 6-month retention report for 2013 until 7/1/2014.

To interpret the report:

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

The screenshot shows a software window titled "C:\Documents and Settings\robert\My Documents". The window contains a table with the following data:

| Retention Outcome | # |
|---|-----------|
| Retained through specified time period | 27 |
| Ended services within specified time period | 25 |
| Total individuals enrolling | 52 |

Below the table, it states: "For this site, service start is defined as: Date of service end is defined as: Date of"

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 3-4.B**.

The screenshot shows a software window titled "C:\Documents and Settings\robert\My Documents\sample data\TRAINING20". The window displays a table with the following data:

| Age | Overall | | Retention Rate |
|---------------------|---------|-----|----------------|
| | # | % | |
| <i>Missing Data</i> | 1 | 2% | 100.0% |
| Under 18 | 7 | 13% | 28.6% |
| 18 to 19 | 12 | 23% | 58.3% |
| 20 to 30 | 27 | 52% | 59.3% |

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 see 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?

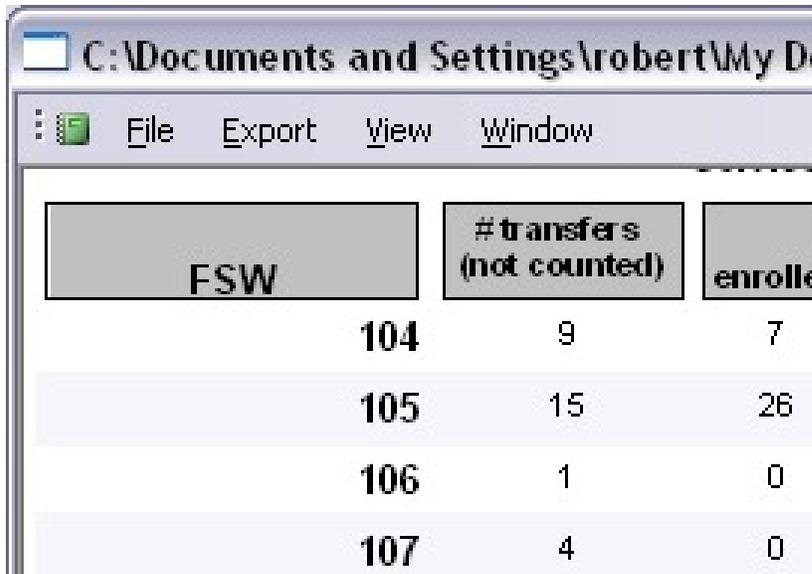
Note that the larger the sample size, the more likely it is that a particularly high or low percentage is a meaningful trend, rather than the result of chance.

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.



| FSW | #transfers (not counted) | enrolls |
|-----|-----------------------------|---------|
| 104 | 9 | 7 |
| 105 | 15 | 26 |
| 106 | 1 | 0 |
| 107 | 4 | 0 |

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. You can set parameters to look at the volume year you are analyzing; that is, for participants enrolling in a particular year timeframe. In the example below, the volume year is 2013, and is looking at terminations from that cohort up to three years after enrollment. This captures 10 of the 13 participants from the cohort.

rpt09_Termination_Analysis - Microsoft Access

File Print Preview Add-Ins

Healthy Families ('IL000')

PIMS09: Termination Analysis \$

Includes participants enrolling at any time between 1/1/

Includes participants terminating at any time between 1/1/

Group filter not applied

| Service Level | # of Terminations | % of All Terminations |
|---------------------------|-------------------|-----------------------|
| Level P-1 | | 0% |
| Level I | 2 | 20% |
| Level II | 4 | 40% |
| Level III | | 0% |
| Level IV | | 0% |
| Level X | 4 | 40% |
| Level 1-SS | | 0% |
| Level UE | | 0% |
| total terminations | 10 | |

| Reason for Termination Service | # of | % of All |
|--------------------------------|------|----------|
|--------------------------------|------|----------|

To list the individuals in the cohort, including their termination reasons and length of services, you can construct a custom report, as shown below:

D:\Program Files\pims7\training2015.mdb

File Edit Insert Records Window Help

Custom Queries

Step 1) Define Your Query

Query Type: participant data (10 columns)

Sub Type:

| | | | Query Category | Query Field |
|----------------------------------|--------------------------|----|--------------------------|------------------------|
| <input type="button" value="v"/> | <input type="checkbox"/> | 1 | Termination | Termination Reason |
| <input type="button" value="u"/> | <input type="checkbox"/> | 2 | Participant Current Info | Full name |
| <input type="button" value="u"/> | <input type="checkbox"/> | 3 | Participant Key Stats | Service start date |
| <input type="button" value="u"/> | <input type="checkbox"/> | 4 | Termination | Date of termination |
| <input type="button" value="u"/> | <input type="checkbox"/> | 5 | Participant Key Stats | Level of service |
| <input type="button" value="u"/> | <input type="checkbox"/> | 6 | Participant Key Stats | Time enrolled (months) |
| <input type="button" value="u"/> | <input type="checkbox"/> | 7 | Participant Current Info | LEAVE FIELD BLANK |
| <input type="button" value="u"/> | <input type="checkbox"/> | 8 | Participant Current Info | LEAVE FIELD BLANK |
| <input type="button" value="u"/> | <input type="checkbox"/> | 9 | Participant Current Info | LEAVE FIELD BLANK |
| <input type="button" value="u"/> | <input type="checkbox"/> | 10 | Participant Current Info | LEAVE FIELD BLANK |

Step 2) Select Criteria (optional)

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

St
R