

RYAN NETWORK

William F. Ryan Community Health Network

**Starting from the Bottom, Now we are Here:
Technology and the Future of HIV Prevention**

Women as the Face of AIDS

10th Annual Summit

May 4th, 2015

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Agenda

- Who is the Ryan Network?
- Our story
 - Chapter 1: Why we are telling you our story
 - Chapter 2: Facebooking, Twittering, and Ryan's other Social Media
 - Chapter 3: The Patient Portal
 - Chapter 4: We ♥ Data
- The (love) story between Ryan and Technology
- What Ryan is doing now
- Questions and Discussion



Who is the Ryan Network?

- **“Health care is a right, not a privilege.”** Since 1967 this has been the guiding mission for the Ryan Center.
- The Ryan Network has grown to include four main sites:
 - Ryan Thelma-Adair (Harlem)
 - The William F. Ryan Community Health Center (Upper West Side)
 - Ryan/Chelsea-Clinton Community Health Center (Chelsea)
 - Ryan-NENA Community Health Center (Lower East Side)
 - Ryan/Chelsea-Clinton Community Health Center

Additionally, Ryan operates twelve satellite sites.

- All of the sites are dedicated to providing high quality, affordable, comprehensive, linguistically and culturally competent health care services to medically underserved populations.

Who is the Ryan Network?

A timeline

- 1967: The William F. Ryan Community Health Center is established in response to local demand for community-run healthcare services.
- 1977: Ryan becomes a freestanding health center (under the name, Mid-West Side Neighborhood Health Council, Inc.), and a community-controlled Board of Directors is formed.
- 1978: The Center is renamed William F. Ryan Community Health Center after the late Congressman, William Fitts Ryan.
- 1995: NENA formally merges with Ryan, and is renamed the Ryan-NENA Community Health Center, a formal satellite site of the Ryan Center.
- 2001: Ryan/Chelsea-Canton Community Health Center, an affiliate, opens its doors to the public.
- 2009: The Thelma C. Davidson Adair/William F. Ryan Community Health Center opens in July to provide services to Central Harlem.
- 2010: In June 2010, Ryan opened the new Women and Children's Center in northern Manhattan.

Chapter 1:

Why we are telling you our story

- To show how using technology (including social media and patient-centered telehealth resources) and data-focused tools can:
 - Enhance patient care
 - Increase productivity of HIV prevention activities within a community health setting
- To discuss ways in which healthcare teams can build technology and data into the infrastructure of their agencies to ensure uptake and commitment to the initiatives

Chapter 2: Facebooking, Twittering, and Ryan's other Social Media

- Ryan is taking a “Better Late Than Never” approach to Social Media

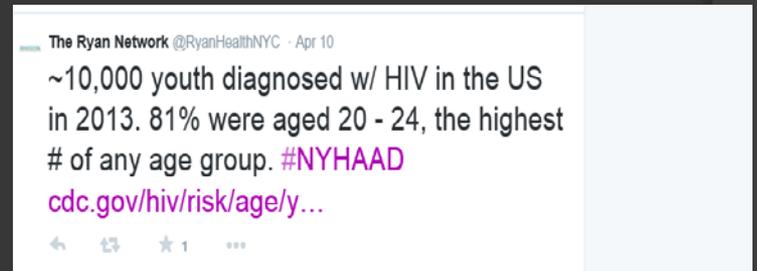
- Facebook-ing (2014)

www.facebook.com/theyryannetwork



- Twitter-ing (2014)

www.twitter.com/RyanHealthNYC



- Currently finalizing plans for two (2) mobile apps (2015?)

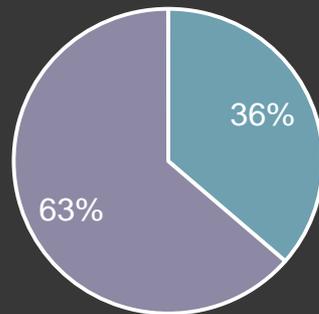


Chapter 2: Facebooking, Twittering, and Ryan's other Social Media

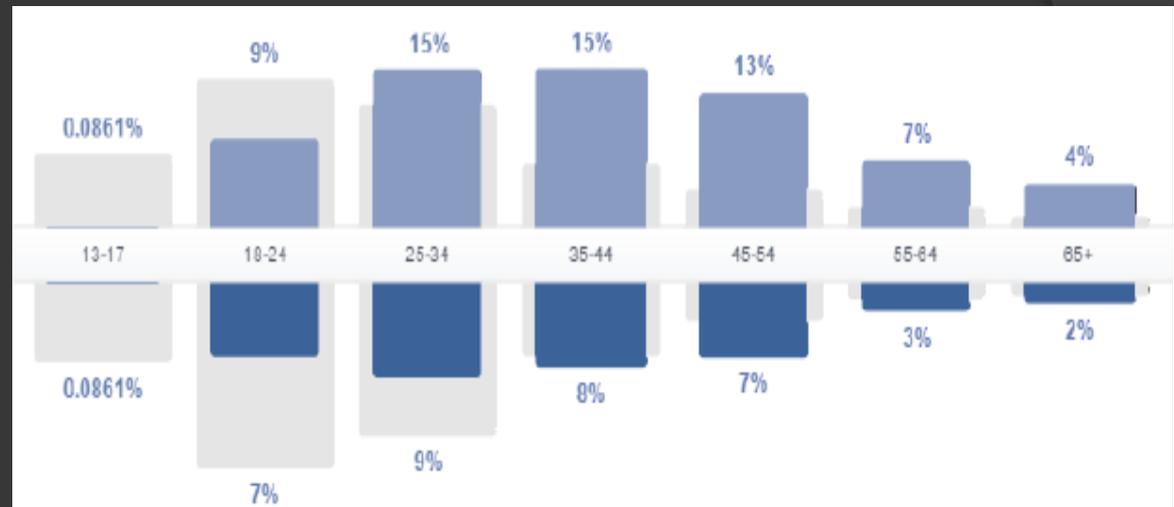
- What are we doing with Social Media?
 - Advertising events
 - Promoting HIV testing opportunities in the community
 - Sharing healthcare messaging
 - Reminders for medications (ART & PrEP)*
 - Self-assessment of sexual risk behavior*

Chapter 2: Facebooking, Twittering, and Ryan's other Social Media

Fan Gender



Male Female



Facebook reach:

2,322 followers

Daily Reach = 240 individuals

Weekly Reach = 1,558 individuals

Twitter reach:

177 followers

3,151 Tweet impressions (Past Month)

143 Profile views (Past Month)

Chapter 3:

The Patient Portal

- Why the Portal?
 - Increases Ryan's accessibility to its patients
 - Creates more accessibility for Ryan's patients to their providers and their healthcare information
 - Meaningful Use
- What does the Portal do?
 - Communication between patients and providers
 - Appointment management
 - Review of select healthcare information



Chapter 3:

The Patient Portal

PATIENT PORTAL ACTIVE USERS



- Who is using the Portal?
 - 27,888 patients are enabled (15%)
 - 6,165 have logged in
 - 35,054 successful logins
- What are they doing?
 - Reviewing lab results
 - Requesting/Rescheduling appointments
 - Submitting for prescription refills
 - Providing and Updating Demographics

Chapter 4:

We ♥ Data

- What is “I ♥ Data”?
 - Campaign to familiarize staff with Ryan’s data
- Why do we ♥ Data?
 - Buy-in
 - Making decisions that make sense
 - Helping our employees to grow
- What does ♥-ing Data mean?
 - Walks through Ryan’s data sources
 - Reviews how data is utilized by Ryan
 - Discusses how each participant interacts with data

The (love) story between Ryan and Technology

Staff recognized the need to be active participants in the ever-evolving “Cyber World” of healthcare

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Lack of buy-in from Administration about using social media to promote the Network

- Concerned about potential back lash against Ryan via social media
- Concerned about added costs associated with an active social media presence

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However, new funding opportunities were coming out to develop a social media presence

Technology was advancing, but Ryan was not keeping up.

What Ryan is doing now

- Ryan is entering the “Cyber World” of healthcare by building Social Media/Technology and Data into the Network’s infrastructure



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What Ryan is doing now

- Ryan & Social Media/Technology
 - Training for current staff – Patient Engagement with the Portal
 - To date, 340 unique employees have been trained
 - Grant Writing
 - Active search for Social Media support staff
 - Ryan's PM group tracking utilization of Portal
- Ryan & Data
 - Training for current staff – I ♥ Data
 - To date, 165 unique employees have been trained
 - PI Newsletter
 - 621 employees have read at least 1 monthly PI Newsletter
 - Revision of the Ryan HIV QI Plan

What does this mean for Ryan's vision?

- Social Media works if you let it
 - More interactivity with patients
 - Ability to keep up with trends
- Better data = Better decisions
 - Who are we reaching? Who do we want to reach?
 - What media are working for us? What aren't?
- Increased collaboration between Ryan and our community partners
- Social Media, Technology, and Data **must** be integrated into our infrastructure



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**Questions
&
Discussion**

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Thank You!

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