Women as the Face of AIDS
10th Annual Summit
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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-Clinton 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/theryannetwork](http://www.facebook.com/theryannetwork)
  - Twitter-ing (2014) [www.twitter.com/RyanHealthNYC](http://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: 63%
- Female: 36%

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

- 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

+ Lack of buy-in from Administration about using social media to promote the Network
  - Concerned about potential backlash against Ryan via social media
  - Concerned about added costs associated with an active social media presence

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

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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
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
Questions & Discussion
Thank You!

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