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Sharing Your Strengths with Families

If you are a small nonprofit organization, it can be difficult to be a vendor in the network. You must compete with other vendors in the same code to capture the attention of families about your services. Marketing your services in this environment is unlike typical marketing campaigns; so, here is a three-step process to help you be more successful.

1) Reflect

Before you create any marketing material, answer the question, "What's in it for **them**?" In other words, try to understand how valuable your services are to those in need. Ask yourself, if I'm a family in need, what advantages do families have in

using my service? How will families benefit? You have a powerful foundation to create any marketing material if you can answer those questions.

There are many ways to receive answers to these questions.

"You must compete with other vendors in the same code to capture the attention of families about your services."

Design a survey to send to care coordinators asking them what traits they see in quality vendors. Attend a family advocate's meeting to ask them about what's important to families when choosing a vendor in the code(s) you serve. Finally, ask the people who already receive your services what they value

about your organization.

2) Create

Using the information you've gathered from above, you can create marketing materials with an emphasis on how you best serve those in need. You want to

not only be viewed as a quality organization, but also a provider of quality services; so, it's important to focus on the codes where you're

able to provide both or you'll spread yourself too thin. Quality not quantity is the key. Make sure that the messages that you've received from the various groups in the first step are emphasized.

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Dr. Rine at U.B. Alumni Day

Dr. Christine Rine, Quality Improvement Specialist for Adult Mental Health at CCNY, presented a workshop for the University of Buffalo's School of Social Work Alumni Day.

how neighborhoods impact client systems, and in turn, social work practitioners. Christine indicated that, "Neighborhood factors experienced by clients have been overlooked as a component to consider in culturally competent practice. Social Workers are accustomed to assessing clients for mental health disorders, substance abuse, medical needs, disabilities, involvement with the justice system, eligibility for programs and services as well as many other dimensions.

However, they don't tend to ask clients about what it is like to live where they live."

Dr. Rine's presentation addressed the importance of assessing neighborhood in much the same manner as one would other areas of client concern. Economic and racial segregation in Buffalo neighborhoods served as a real world example for developing professional cognizance of how neighborhood can affect positive

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You

- What does neighborhood mean to you as a social worker?



The presentation focused on

New CCNY Office Manager Takes Lead

Even in today's increasingly difficult economy, CCNY was very recently challenged to find a qualified and experienced

Office Manager. Without this key team member, interruptions to a timely and consistent invoicing and payment process to the Vendor Network could

have potentially occurred. After an exhaustive search, however, CCNY welcomed Amy Hecht to the team in early April.

Amy comes to CCNY with much administrative experience, having worked her way through to achieving an M.A. in Forensic Psychology at John Jay College of Criminal Justice. This background experience, added to her years of involvement in the Mental Health system in New Jersey as a child and adolescent outpatient clinician, Individual

and Group therapy provider, made Amy a perfect match for our own System of Care here in Erie County.

Amy will be available to respond to questions regarding billing and invoicing, as well as most contractual questions, on Mondays, Tuesdays, Thursdays, and Fridays, from 9am – 2pm, and can be reached at 430-3316, or by email at ahocht@comconnectionsny.org



Surprisingly, this strategy didn't work. Credit: [Pawel Niewiadomski](#). (CC)

Share Strengths (Cont.)

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3) Track

Of course, we wouldn't be CCNY if we didn't emphasize the need to track your impact. It is important to know quickly if what you're doing is successful, then change or adapt your message based on its effectiveness. After your marketing materials have

been released, you should not only track the number of calls or emails received about this service, but also how many new requests for this vendor service you've received.

All three steps will enhance your ability to compete by highlighting your value to families.

The Family25 continues to offer a variety of structured, safe recreational activities. Please refer to the insert regarding their current summer activities.



What are the building blocks of effective Q.I. Teams? Credit [Mrs. Maze](#) (CC)

Q.I. Corner: "Creating Successful QI Teams"

What are the building blocks of effective QI Teams? Quality improvement teams require certain behaviors and traits to succeed, such as mutual respect, good communication skills, and paying attention to details. At their very core, members of effective Change Teams believe in one another

and praise their success. As a team, they communicate well and pay attention to details, moving forward with enthusiasm – not cynicism.

Paying Attention to Details:

Clear and measurable objectives provide direction for the Team, and are essential for getting things done on time. It's important for objectives to be specific and concrete as opposed to vague and abstract.

The task of defining strategic, realistic goals, as well as establishing a sense of urgency to meet them is set into motion by Change Leaders. Being detail-oriented implies the pursuit of excellence and, over time, shows Program success.

QI teams consistently ask themselves what (QI areas defined), how (measurable objectives), and by when (target

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Evaluation at Work

Evaluation and Quality Improvement can stir up negative emotions in people. It might remind you of traumatic experiences such as calculating statistics in a class on research methods, decoding a report you swear was written in another language, or working with a consultant that made you feel like you were under the microscope. The fact is that many human service professionals stop listening when the conversation turns to “evaluation”. The key to success in evaluation and quality improvement is involving stakeholders in the process.

As an example, Erie County Department Of Mental Health, care coordination and

vendor agencies, and CCNY worked together to decrease the amount of time it was taking for vendor workers to complete

“The fact is that many human service professionals stop listening when the conversation turns to “evaluation”. The key to success in evaluation and quality improvement is involving stakeholders in the process.”

progress notes. We explored the data by first looking at three months of progress notes to understand if it was a problem across the system, which it was. Though the

average days until progress note completion for the system began at 13 days, it fluctuated by agency. Some vendor agencies had an average of over 40 days!

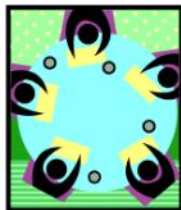
By reporting our findings to all parties involved on a monthly basis, the average number of days until progress note completion from 13 days in July 2008 to 4 days in March 2008. This remarkable shift towards more timely completion of notes resulted in a more accurate record of client progress and all parties should be celebrating this accomplishment.

SAVE THE DATE

Community Connections of New York

Invites you to attend our quarterly

“Supervisor Roundtable Meeting”



- WHEN:** Wednesday, May 13, 2009
- TIME:** 11:30 a.m. – 1:30 p.m. (LUNCH will be provided!)
- PLACE:** Family Resource Center (347 East Ferry Street)
- WHO:** Care Coordinator Supervisors & Vendor Supervisors

AGENDA TOPICS INCLUDE:

1. Vendor CAFAS Explanation
2. Progress Notes: language/terms
3. Re-visit requesting and accepting hours for unplanned actions
4. Update: Development of System Resources
5. “Family First”: Update/Check-in
6. Other

RSVP: Email Amy Hecht at ahect@comconnectionsny.org by May 8, 2009



“Connecting Communities...Focused on Quality”

Alumni Day (Cont.)

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outcomes for both client and practitioner.

CCNY videotaped this presentation and will make it available online later this month.

Q.I. Corner (Cont.)

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dates). By using this framework, Change teams focus on the details and, as a result, see measurable improvement over time.

By recognizing and valuing each other’s time and effort to the details, Program success is certain, and Team conviction for ongoing QI is assured.

Vendor Spotlight

This issue spotlights two excellent vendor organizations to the System of Care: Samaritan Pastoral Counseling Center and Hispanics United of Buffalo.

Samaritan Pastoral Counseling

Center (SPCC) provides faith-based, professional, pastoral counseling services to individuals and families. Because families are located throughout Erie County, in addition to 4 Buffalo locations, they provide services in Akron, Arcade, Cheektowaga, Clarence, Hamburg, Lockport, North Tonawanda, Springville, West Seneca, Wheatfield, and Williamsville. Children and youth having difficulty with their school, family, social life or self-image can receive individual or family counseling. Parents, in need of support from the stresses of parenting, can receive assistance as well.

SPCC is involved in numerous partnerships to provide a counseling component to the community. This year, they will be working with Parents Encouraging Accountability and Closure of Everyone (PEACE) to provide one-on-one grief counseling to parents who have lost a child to gun violence. In addition, they have partnered with the City of Buffalo's Public School system to counsel students who

have been incarcerated and their families. Finally, as part of SPCC's Post Traumatic Stress Program for Buffalo Sudanese Refugee Population there will be a train-the-trainer workshop for local refugees.

If you are interested in more information or to schedule an appointment, please call 743-9117 or email spccbflo@verizon.net.

SPCC offers the following vendor codes:

4656 - Skill Building
4657 - Intensive In-Home Hourly
5000 - Outpatient Diagnostic Assessment
5100 - Individual Therapy
5160 - In-Home Community Behavioral Services
5206 - Direct Care Worker - Mentoring
5207 - Direct Care Worker - Recreation
5208 - Direct Care Worker - Supported Work
5240 - Behavioral Management Services
5523 - Tutoring
5526 - Life Coach
5530 - Community Supervision

Hispanics United of Buffalo (HUB) is a bilingual/bicultural agency with 20 years of trusted, quality service. Because of their consistent neighborhood presence, HUB provides community based support to families on the west side of Buffalo and to the growing

Hispanic communities of Buffalo and Erie County. To ensure consistent availability, they have recently restructured their Wraparound services. Carmen Gallardo, the current Vendor Services coordinator, has administrative support from Rosemary Estronza for those times she is unavailable.

In addition to their vendor work, they provide housing, health, family, and preventative services to a range of audiences: children and youth, parents, seniors, landlords and tenants, and the homeless. Because of their diversity of programs, they are and will continue to be a natural support to families who are connected with them during the Wrap around process.

If a family is in need of their services, please call 348-4624 or email hubdv@hotmail.com.

HUB offers the following vendor codes:

5205 - Parent Aide;
5206 - Mentoring;
5207 - Recreation;
5208 - Supported Work;
5537 - Community Interpreter;
5570 - Transportation.

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