



Module 1: Red Carpet Entry (RCE) Referrals and Outreach and Reengagement

Module Overview

1. Learning Objectives
2. Red Carpet Entry
3. RCE Referrals
4. RCE Outreach and Reengagement
5. Next Steps





Learning Objectives



After taking this training module, you should be able to...

1. Identify the **core components** of RCE
2. Understand how to **refer someone** to RCE
3. Recognize what makes a **warm handoff**
4. Understand how to conduct **RCE Outreach and Reengagement**



Who Should Take This Training Module?



RCE
Champions



RCE
Concierges



CTR
Counselors
Internal & External



Organization
Staff
who want to learn
more about RCE



Red Carpet Entry



What is Red Carpet Entry?

Red Carpet Entry links newly HIV diagnosed and returning-to-care clients to HIV primary care at your clinic.

RCE clients should feel that...

They are welcomed by staff

They are a top priority

They have the support and resources they need

Accessing HIV care is easy and efficient



Benefits of RCE



- Access additional resources to support your clients' needs



- Increase access to resources your clients need to get into and stay in care
- Improve your clients' health through antiretroviral therapy (ART) and consistent care



- Improve the rates of linkage to care and retention in care



- Increase the rate of viral suppression
- Reduce the incidence of new HIV infections
- Increase the number of people with an HIV diagnosis who are receiving care



The RCE Client Journey

After receiving an HIV diagnosis...

Clients may feel...

- Afraid
- Overwhelmed
- Stigmatized
- Hopeless
- Uncertain
- Denial
- Ashamed or guilty

Clients may need...

- Reassurance
- Hope
- Understanding
- Information
- To feel in control
- To know their HIV diagnosis doesn't define them



The RCE Client Journey (cont.)

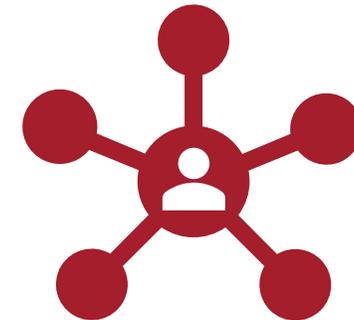
RCE helps address these challenges by:



Empowering clients to manage their HIV and stay in care



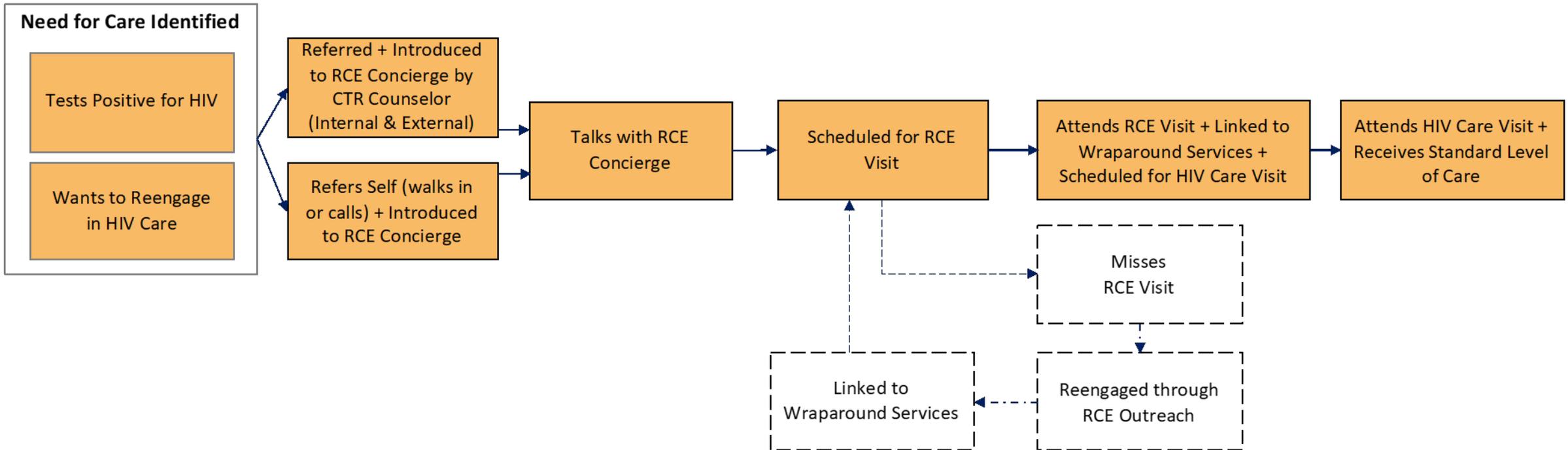
Opening the door to care, facilitating personal connections with the care team, and demonstrating how easy and supportive care can be



Connecting patients to wraparound services to support their entry into care and their ability to stay in treatment



The RCE Client Journey (cont.)





RCE's Patient-Centered Approach

Active Client Engagement (ACE)

ACE is a patient-centered approach to care that...

- Shows the client that **they matter**
- **Empowers** the client to take control of their health by staying engaged in care
- Can be practiced and applied outside of RCE

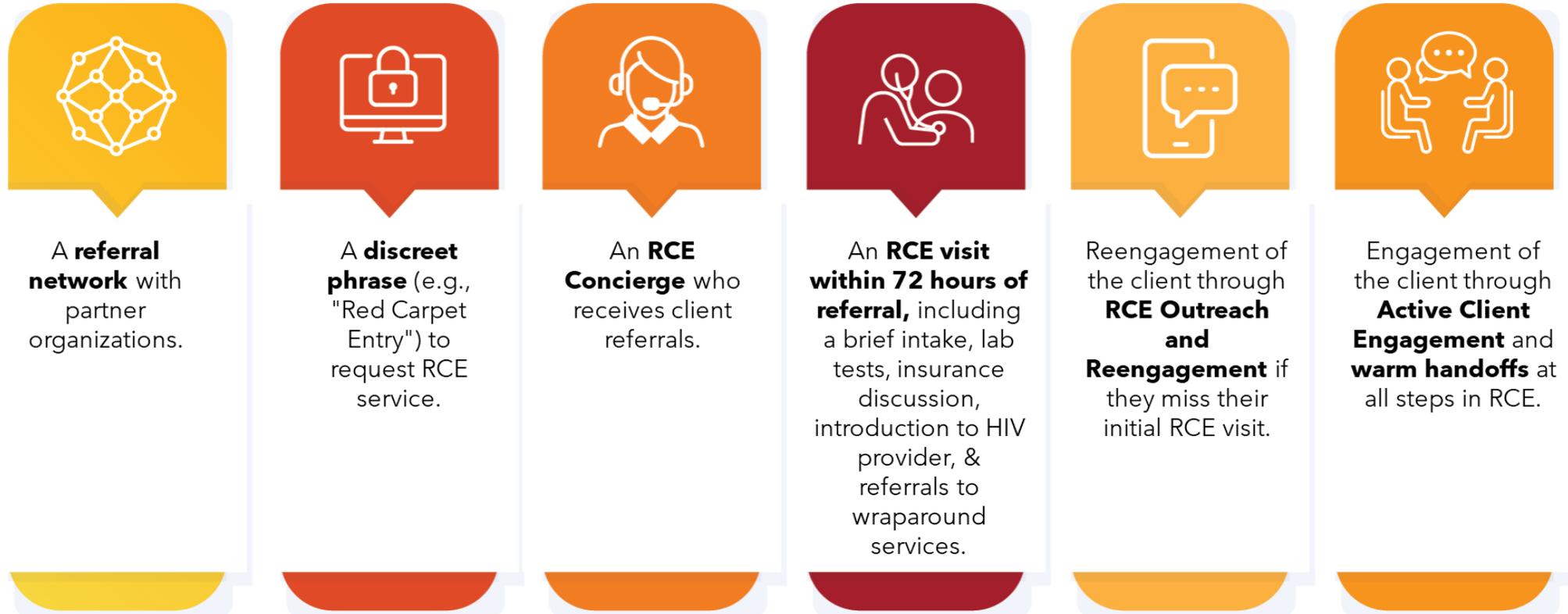
Warm Handoffs

A warm handoff is a purposeful exchange between staff members and the client to...

- Support the client as an active participant in their care
- Establish a connection between client and staff
- Lay a foundation for trust
- Allow the client to ask questions



RCE Core Components





Pop Quiz

What are the six core components of RCE?

Write down your answer

1.

2.

3.

4.

5.

6.



Check Your Answer

What are the six core components of RCE?

Answers

1. A referral network with partner organizations

2. A discreet phrase to request RCE service

3. An RCE Concierge who receives referrals

4. An RCE Visit within 72 hours of the client's referral

5. RCE Outreach and Reengagement

6. ACE and warm handoffs



Reflect

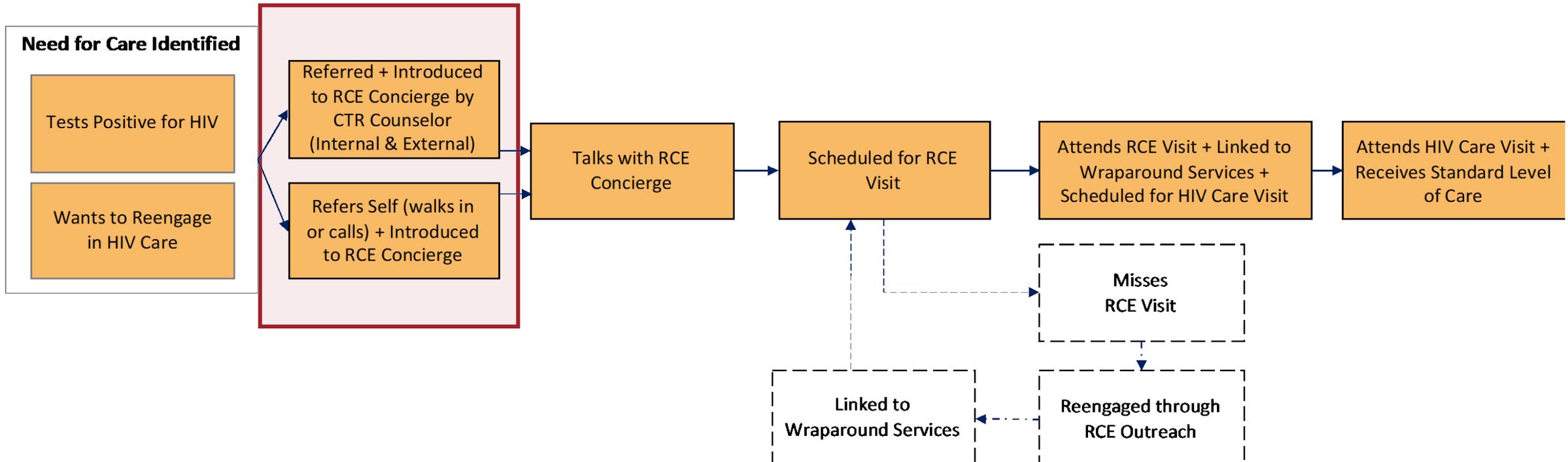
1. In your community, what are the characteristics of people with HIV who have been recently diagnosed or out of care for more than 12 months?
2. What barriers do people have to entering HIV care or staying in care?
3. What motivates you to implement RCE?
4. How might your organization benefit from RCE?



RCE Referrals



RCE Referrals





Definition of CTR Counselor

Staff who routinely connect clients to or provide clients with HIV services.

Internal CTR Counselors are...

Housed within your clinic system such as in a sexually transmitted disease clinic or emergency room.

External CTR Counselors are...

Housed in community-based organizations such as mental and behavioral health service organizations, shelters, or LGBTQ+ centers.



CTR Counselor Referrals

CTR Counselors can refer clients to RCE by:

- Calling the RCE Concierge with the client (together in-person)
- Calling the RCE Concierge without the client
- Walking the client to the RCE Concierge [*Internal only*]

Ideally, contact with the RCE Concierge should be initiated while the client is onsite.

Once a client leaves, there is always a possibility that the RCE Concierge may not be able to get in contact with them.



CTR Counselor Referrals (cont.)

When to call the RCE Concierge **with the client:**

- If there is a private space to call the RCE Concierge with the client.
- If the client is ready and willing to connect with the RCE Concierge.
- If it is within callable hours (set by the RCE Concierge).
- If the client does not have a reliable way for the RCE Concierge to contact them.



CTR Counselor Referrals (cont.)

When to call the Concierge **without the client:**

- If there is no private space available to make the call.
- If the client is not ready or willing to connect with the RCE Concierge.
- If it is outside of callable hours (set by the RCE Concierge).



CTR Counselor Referrals (cont.)

When to **walk the client to meet the RCE concierge** (*for internal CTR Counselors only*):

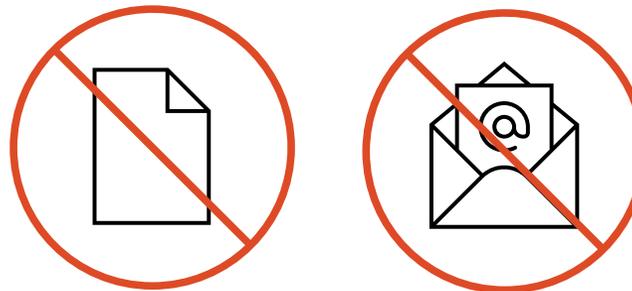
- If the clinic is currently open.
- If the client is willing to attend an RCE Visit that day.



CTR Counselor Referrals (cont.)

All referrals should be completed by phone or in person.

Referrals should never be sent by email or paper.





Pop Quiz

Which of the following methods can be used to refer clients to RCE?

Select all that apply.

A. In Person

D. Phone Call

B. Email

E. Paper Referrals

C. Text Message



Check Your Answer

Which of the following methods can be used to refer clients to RCE?

Answers

A. In Person

D. Phone Call



CTR Counselor Referral Scenario 1

Call with the Client

1

The CTR Counselor introduces the clinic and the benefits of RCE to the client, mentioning the RCE Concierge by name.

2

The CTR Counselor answers any questions the client may have.

3

The CTR Counselor asks the client if it is okay if they call the RCE Concierge now to set up an appointment.

4

The CTR Counselor calls the RCE Concierge with the client, and the Concierge schedules an RCE Visit within 72 hours.

5

The CTR Counselor gives the client an RCE palm card with the RCE Concierge's contact information.



CTR Counselor Referral Scenario 2

Call without the Client

1

Prior to the client leaving, the CTR counselor introduces the clinic and RCE to the client, mentioning the RCE Concierge by name.

2

The CTR Counselor answers any questions the client may have and describes the referral process.

3

The CTR Counselor asks for the best contact information for the client.

4

The CTR Counselor gives the client an RCE palm card and tells the client to call the RCE Concierge if they aren't called in 24 hours.

5

After the client leaves, the CTR Counselor calls the RCE Concierge and gives them the client's name and contact information.



CTR Counselor Referral Scenario 3

Walk the Client to the Clinic

(for internal CTR Counselors only)

1

The CTR Counselor introduces the clinic and RCE to the client, mentioning the RCE Concierge by name.

2

The CTR Counselor answers any questions the client may have.

3

The CTR Counselor asks the client if it is okay if they walk together to the clinic to start care.

4

The CTR Counselor informs the RCE Concierge they are on their way to the clinic.

5

The CTR Counselor walks the client to the clinic and conducts a warm handoff to the RCE Concierge.



Self-Referrals

Potential clients can self-refer to RCE by:

- Walking into the clinic and requesting “Red Carpet Entry”
- Calling the clinic and requesting “Red Carpet Entry”

Clients may learn of the RCE program through social media or a palm card distributed by a local partner.



Self-Referral Scenario 1

Call-in

1

The client calls the clinic and requests "Red Carpet Entry."

2

The front desk staff recognizes the discreet RCE phrase and forwards the call to the RCE Concierge.

3

The RCE Concierge answers the call and introduces themselves.

4

The RCE Concierge confirms the client's eligibility and schedules the RCE Visit.



Self-Referral Scenario 2

Walk-in

1

The client walks into the clinic and requests "Red Carpet Entry" at the front desk.

2

The front desk staff recognizes the discreet RCE phrase and calls the RCE Concierge.

3

The RCE Concierge informs the necessary staff that a client is waiting.

4

The RCE Concierge confirms client eligibility and begins the RCE Visit.



Incorporating Warm Handoffs into RCE Referrals

A warm handoff should be used whenever you introduce the client to another staff member.

A warm handoff includes...

- A caring greeting (such as a smile and a handshake)
- Exchanging names
- A description of the staff member's role at the clinic
- An overview of how the staff member will assist the client and interact with the client in the future
- The current status of the client's care and information on what will happen next

Try it!

You are a CTR Counselor, and your client asks how they can enroll in RCE.

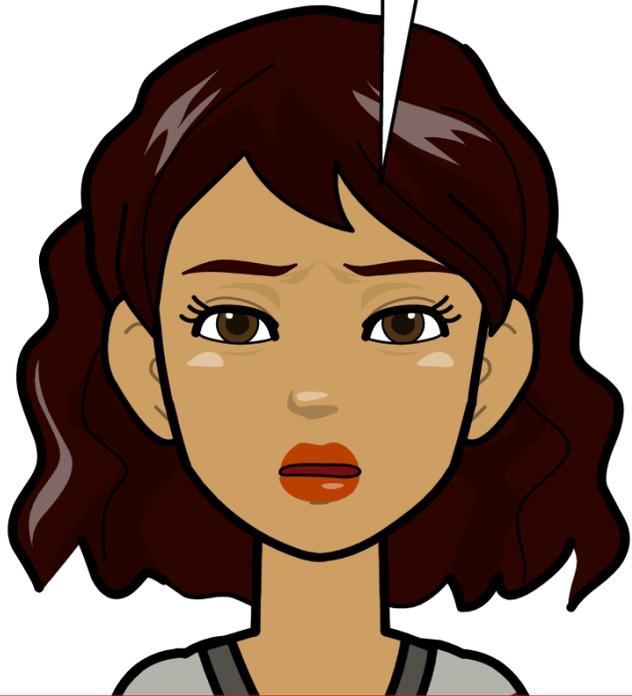
What do you say to your client to conduct a warm handoff to the RCE Concierge?

Write down your answer.





Someone from University Infectious Disease Clinic will call you in a few days.



University Infectious Disease Clinic has a wonderful team that will help you with insurance and other things that you might need to get in care. Through Red Carpet Entry, you can be seen in just a few days. I'm going to send Roberta, the Red Carpet Entry Concierge, your name and telephone number. She will call you tomorrow to answer any other questions that you may have and to set up a time for you to come into the clinic.



Questions about Medical Care

If a client has a question about their HIV medical care at any point in the referral process, CTR Counselors should direct the client to ask the question at their RCE Visit.



Client: Can I start medication when I go to my appointment?

CTR Counselor:
You can ask your provider any questions that you have about your care at your RCE visit.





Summary of Roles and Responsibilities for Making RCE Referrals

CTR Counselor

- **Identifies** eligible clients
- **Introduces** client to the clinic and RCE
- **Refers** the client to the RCE Concierge
- Incorporates **warm handoffs**
- **Provides a client palm card** in case of loss of contact

RCE Concierge

- **Receives referrals** from CTR Counselor and self-referrals
- **Contacts** the client (if referred without client present)
- **Schedules** the RCE Visit



Reflect

For CTR Counselors:

1. Is there a private space at your organization that the CTR Counselor can use to connect clients with the RCE Concierge?
2. What client concerns might you need to address about the referral process? How can you address them?

For Clinic Staff:

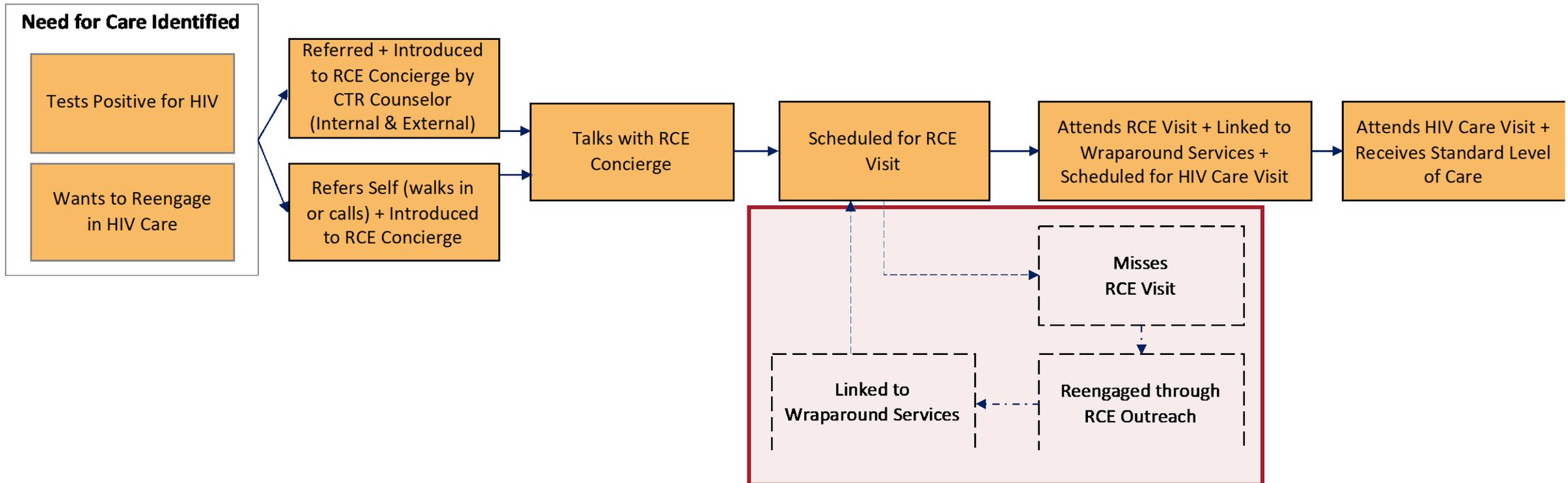
1. How can your clinic accommodate walk-in RCE referrals?
2. How can the clinic ensure that the RCE Concierge or a backup is always available to receive a referral call?



RCE Outreach and Reengagement



RCE Outreach and Reengagement





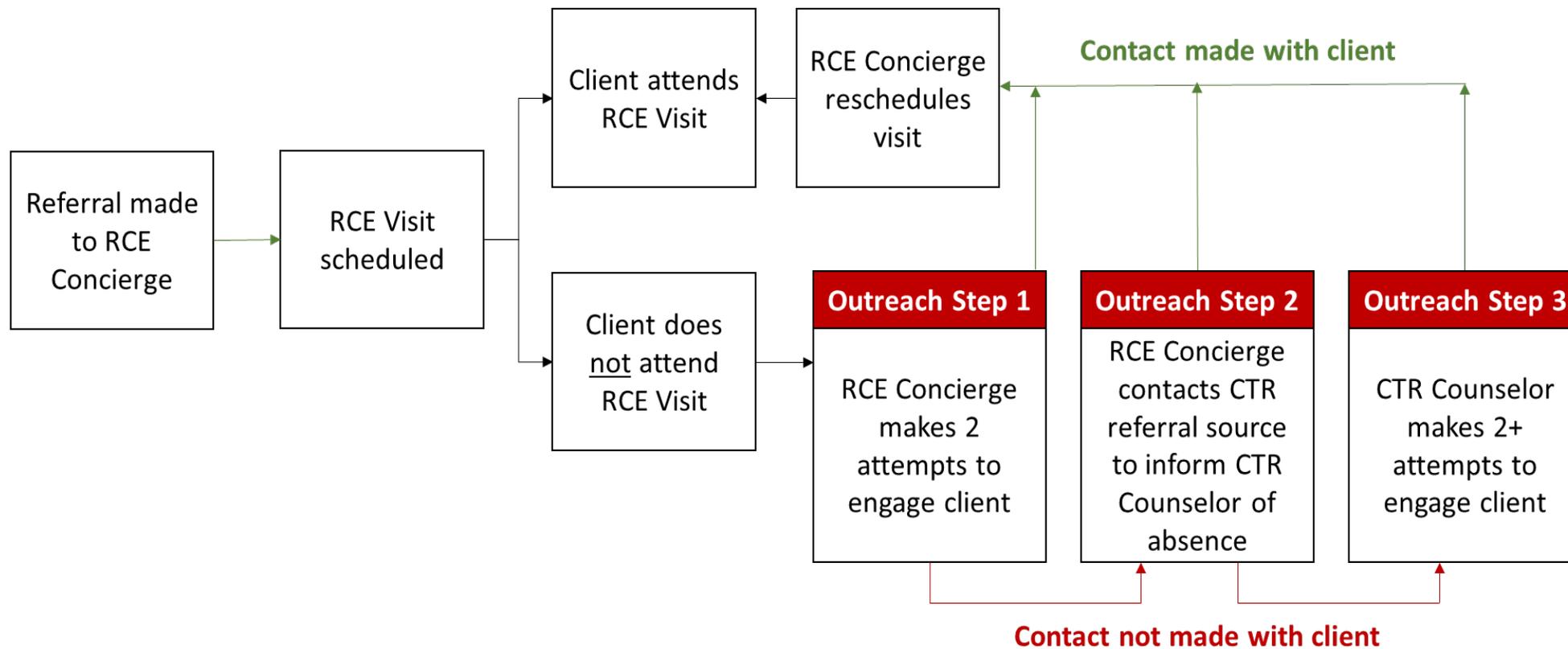
When to Initiate Outreach for RCE Clients

RCE Outreach is initiated when:

- The RCE Concierge is **unable to establish contact with a referred client**
- A client **does not attend their scheduled RCE Visit** with the RCE Concierge



RCE Outreach Process





Pop Quiz

When should RCE Outreach and Reengagement be used to contact an RCE Client?

Select all that apply.

- A. If the RCE client does not come back to the clinic after their RCE Visit.
- B. If the RCE client does not attend their RCE Visit.
- C. If the RCE Concierge cannot reach a referred client to schedule an RCE Visit.



Check Your Answer

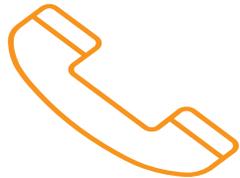
When should RCE Outreach and Reengagement be used to contact an RCE Client?

Answers

B. If the RCE Client does not attend their RCE Visit.

C. If the RCE Concierge cannot reach a referred client to schedule an RCE Visit.

Engagement Attempts



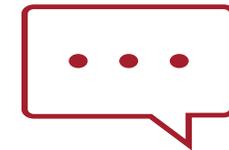
Phone



Email



**Patient
portal**



**Text
message**



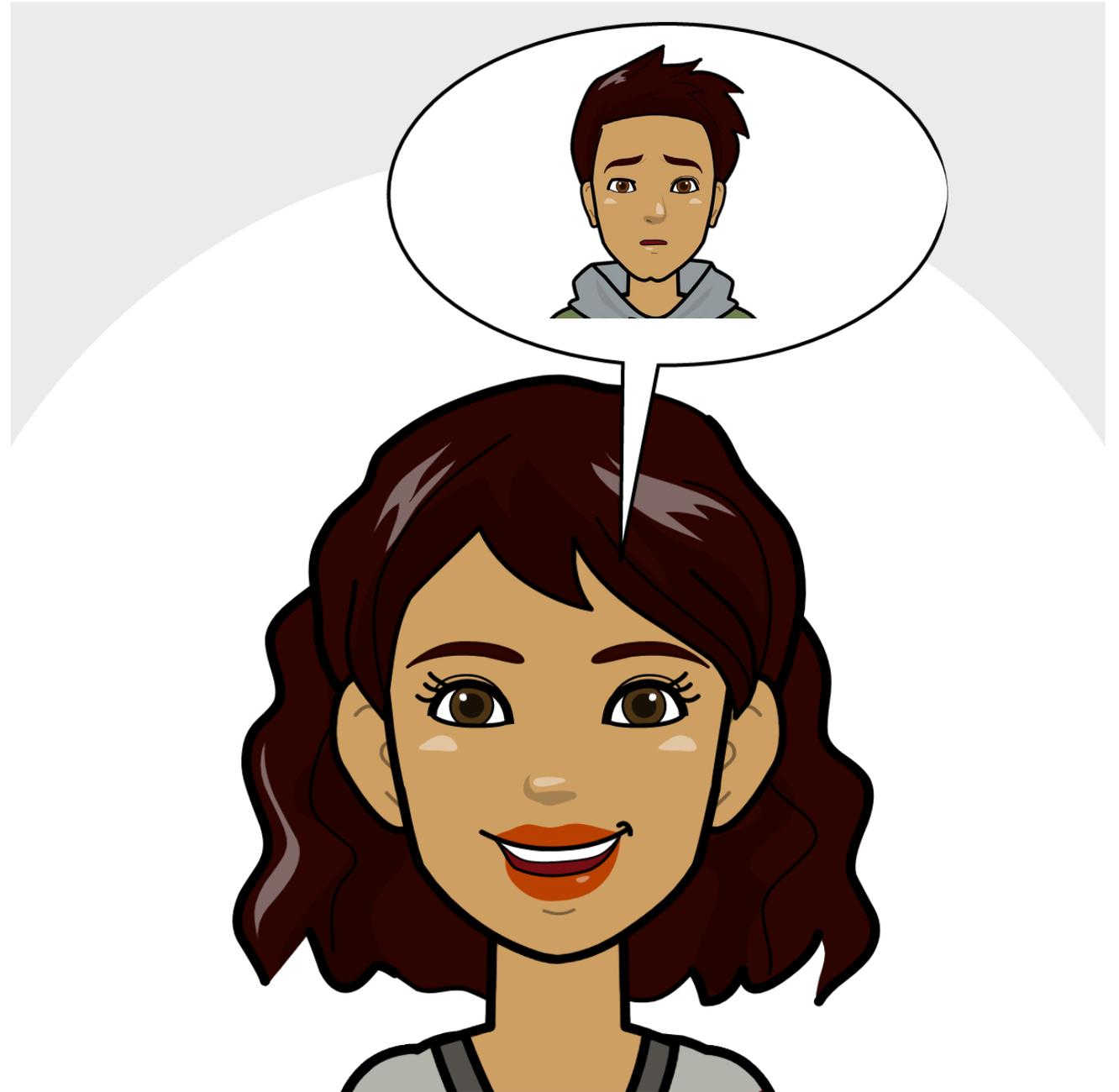
If Contact Is Made

- Attempt to schedule/reschedule the RCE Visit.
 - *For CTR Counselors:* Attempt to conference in the RCE Concierge or forward the call to the RCE Concierge so that the client can reschedule as soon as possible.
- Ask the client why they missed their appointment.
- Attempt to address any barriers, such as transportation challenges, to attending the RCE Visit.

Try it!

You are a CTR Counselor trying to connect with Shawn, a newly diagnosed client who did not attend his RCE Visit. On your second attempt, you reach him by phone. What do you say?

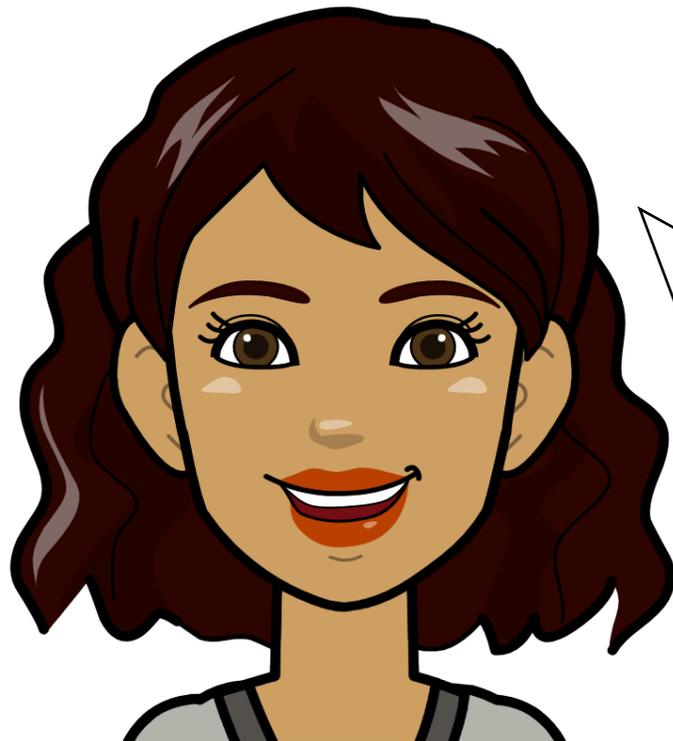
Write down your answer.





Hi Shawn. This is Maureen from University Hospital. Is now an okay time to talk? I only need a few minutes of your time.

Great! Roberta, the RCE Concierge at University Infectious Disease Clinic, hasn't been able to reach you about your RCE Visit. I want to see if there's anything I can do to help you get to your appointment. ***May I ask why you missed your RCE Visit? ...***



...It sounds like transportation might be a challenge. I'm going to connect you with Medical Transportation Provider. They offer free rides in your area. *[Provide contact information.]*

Is now a good time to connect you with the RCE Concierge to reschedule your visit?

Great! Let me conference Roberta in, and she will get you rescheduled. Hold on just a moment.



Summary of Roles and Responsibilities for RCE Outreach

RCE Concierge

- **Identifies** clients who are eligible for RCE Outreach
- **Makes two attempts** to engage the client:
 - If contact is established, reschedule the client's appointment and address barriers that led to the missed appointment
 - If attempts are unsuccessful, **inform the CTR Counselor**

CTR Counselor

- **Makes two or more attempts** to engage clients who the RCE Concierge has identified
 - If contact is established, coordinate with the RCE Concierge as needed to reschedule the client's appointment and address any barriers that led to the missed appointment



Reflect

1. What existing outreach services at your organization can you use as part of RCE Outreach?
2. What resources can you refer clients to if there are barriers to attending the RCE Visit?



Summary



Core Components of RCE

1. A referral network with partner organizations
2. A discreet phrase to request RCE service
3. An RCE Concierge who receives referrals
4. An RCE Visit within 72 hours of the client's referral
5. RCE Outreach and Reengagement
6. ACE and warm handoffs



Referrals to RCE

- Clients can be referred to RCE by the internal or external CTR Counselor or through self-referral.
- Referrals can be made **in person** or by **calling the RCE Concierge**.



Warm Handoffs

Warm handoffs should be used throughout RCE to introduce clients to staff members, whether the staff member is present or not.

They include:

- A caring greeting (such as a smile and a handshake)
- Exchanging names
- A description of the staff member's role at the clinic
- An overview of how the staff member will assist the client and interact with the client in the future
- The current status of the client's care and what will happen next



RCE Outreach and Reengagement

The RCE Concierge should attempt to engage clients through RCE Outreach and Reengagement if:

- The client was referred to RCE but the RCE Concierge cannot make contact
- The client was scheduled for an RCE Visit but did not attend



Next Steps



More Information

For more information about the RCE program, making referrals, or conducting RCE Outreach, refer to Chapter 3 of the **RCE Implementation Manual**.

Begin working on the **Readiness Worksheet** to help your organization prepare to implement RCE. The reflection questions in this training will help guide you.



Questions