



Wisconsin Initiative to Promote Healthy Lifestyles
330 East Lakeside Street
Madison, Wisconsin 53715



Dear Prospective WIPHL Partner:

Thank you for your interest in WIPHL. I'm grateful that you're considering whether to partner with WIPHL to enhance delivery of evidence-based, cost-saving alcohol and drug screening, brief intervention, referral, and treatment (SBIRT) services in your clinical setting.

Your interest is well-founded.

- Wisconsin leads the nation in many measures of risky or problem drinking. **Drinking and drug use are the fourth most common cause of death and hospitalization in our state.** There are many detrimental effects on health, children, families, and communities.
- **Screening and brief intervention are clearly effective** in reducing risky and problem drinking and drug use, hospitalizations, emergency room visits, car crashes, involvement with the criminal justice system, and related costs. **Savings are estimated between \$947 and \$2,220 per patient in the first year, largely because of averted hospitalizations, emergency department visits, car crashes, and involvement with the criminal justice system.**
- Our work in over 20 clinics around the state has shown that our model – in which health educators deliver assessment, intervention, and referral services – is effective with **minimal to no disruption of patient flow.**
- Through large-scale government funding of demonstration projects, establishment of billing codes, employer recognition of the business case for SBIRT, and movement toward developing quality standards, it is clear that **systematic delivery of SBIRT services will soon be the standard of care.**

We are now able to expand into 5 or 6 additional sites, including primary care clinics, emergency departments, inpatient units of general hospitals, or combinations.

Partnership with WIPHL will involve:

- Establishing contracts and business associate agreements
- Obtaining IRB exemption, if applicable (the UW-Madison IRB has declared WIPHL exempt, as it is a service delivery project with required federal evaluation, not research)
- Setting up systems for delivering and documenting SBIRT services
- Meeting service delivery targets and gathering patient satisfaction data
- Establishing a quality improvement team to implement SBIRT services and conduct quality improvement cycles
- Participating in semi-annual site visits and two-day statewide project meetings
- Committing to deliver certain volumes of services and to gather patient feedback
- Participating in federally required evaluation

Benefits will include:

- Assistance in hiring an appropriate health educator
- Funding for a health educator position, including salary, benefits, and travel to project meetings
- A complete training and support package for your health educator, including a computer tablet system that will guide your health educator in delivering evidence-based services
- Monthly feedback on service delivery
- Ongoing consultation from the experienced WIPHL staff
- Funding for patients who need alcohol or drug treatment but cannot otherwise afford it
- Funding for other staff to attend semi-annual meetings

There has been lots of interest in partnering with us. We will select partners with the following criteria in mind:

- Adequate numbers of unduplicated patients and visits (small settings may qualify for a half-time health educator)
- Commitment and involvement of one or more clinical or administrative champions
- Supportive administration, management, clinicians, and other staff
- Planned involvement of key staff groups in program implementation and improvement
- Involvement and effectiveness in prior quality improvement efforts
- Feasibility of initial systematic plan to conduct universal screening (all eligible patients are to be screened) and ensure that patients with positive screens receive intervention or referral services from the health educator
- Absence of stresses, changes, and other initiatives that would hinder WIPHL implementation
- Geographic location and patient socioeconomic status, race, and ethnicity that, with other participating sites, will help WIPHL serve diverse individuals and communities throughout Wisconsin
- Ability to hire a health educator in time for the next training, which we have tentatively planned to start in mid- to late January

On our website, please find a copy of our “Clinic Guide and Checklist.” This document will guide you through the process of answering the questions we’ve found must be addressed to effectively plan for SBIRT service delivery. A completed “Clinic Guide and Checklist” will serve as your application to join WIPHL.

As you go through the checklist, please contact us if you have any questions. The WIPHL staff and I will be glad to work with you to help you plan how your clinical setting could be most effective in delivering SBIRT services.

Sincerely,



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