

# CLINICAL OUTREACH

## OUTREACH REFERENCE MANUAL



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# TABLE OF CONTENTS

**Introduction** ..... 2

**1. What is Clinical Outreach?** ..... 4  
 This section begins with the definition and purpose of clinical outreach, followed by a description of which populations are best served through clinical outreach. It continues by laying out the benefits of clinical outreach for those served and for organizations conducting clinical outreach activities.

**2. Assessing the Need for Clinical Outreach** ..... 8  
 This section presents how to determine the need for clinical outreach and its feasibility for your organization. It demonstrates the importance of gathering and using data, and offers examples to aid the process.

**3. Designing Your Clinical Outreach** ..... 11  
 This section provides practical information on planning and implementing clinical outreach activities. It delineates the key areas that need to be considered, ranging from determining the types of services to provide and forming your team to developing protocols and keeping track of health information.

# INTRODUCTION

Clinical outreach is defined as the coordination and provision of clinical services in an outreach setting. It aims to bring primary health care directly to communities that may otherwise face barriers in seeking and accessing care at fixed health center sites. In essence, clinical outreach is an approach to meet individuals and communities where they are and to extend care in settings that best fit their needs and the context of their lives.

## About the Chapter

The purpose of this chapter is to support health centers by providing a practical framework and guidance on undertaking clinical outreach efforts. It explores the different facets of clinical outreach and how it can be planned and implemented. The first section provides a foundation for and basic understanding of clinical outreach. The second section will help you determine if clinical outreach is needed for your community and feasible for your health center. The final section details the various elements needed to plan and implement your clinical outreach efforts. Whether your health center is starting from scratch with clinical outreach or looking to strengthen or expand your existing efforts, this chapter serves as a comprehensive resource for your organization.



This chapter of the Outreach Reference Manual is based on the Person-Focused Guideline: Clinical Outreach of HOP’s National Outreach Guidelines for Underserved Populations. The guideline states, “The Outreach Program will coordinate and participate in clinical outreach to meet the basic health needs of underserved populations.” Your health center can include clinical outreach as part of an effective outreach plan by incorporating the following strategies:

- **Gathering relevant health information:** This will help target your outreach and might include cultural aspects, occupation, environment, living conditions, behaviors, and migration patterns. plan.
- **Working with partners and clinicians:** Organize outreach activities where clinical services can be provided. Coordinate with clinicians to provide these services.
- **Providing supportive services:** With proper training, outreach workers may be able to assist clinicians in providing basic health screenings and preventative care.
- **Following-up:** When needed, help coordinate follow-up care to those served via clinical outreach.

## NATIONAL OUTREACH GUIDELINES FOR UNDERSERVED POPULATIONS

The Outreach Reference Manual uses Health Outreach Partners’ National Outreach Guidelines as a key framework. The ten guidelines and accompanying strategies are intended to provide direction on using outreach most effectively to increase access to and utilization of comprehensive primary health care services in underserved communities. See “The National Outreach Guidelines” in the Appendix to learn more.

## HOW CAN HOP ASSIST YOU FURTHER?

If you would like further assistance with designing, planning, improving, or expanding your clinical outreach services, please visit [www.outreach-partners.org](http://www.outreach-partners.org) and click on “contact us.” Specifically, HOP can help you:

- Develop goals and objectives for clinical outreach
- Create a work plan for your clinical outreach activities
- Focus activities to align with broader health center goals
- Plan or conduct a community health needs assessment
- Train staff on cultural competence
- Create a clinical outreach evaluation plan
- Determine how to use your clinical outreach evaluation findings



**HOP Tip:** “HOP Tips” are a key feature of the Outreach Reference Manual. They are indicated by a light bulb and are brief implementation tips that point out additional resources or provide suggestions.