# Defining Outreach

Outreach is defined differently by health centers. The Outreach Business Value Project assumes outreach to be a set of tasks that can include: contacting new and established patients in the community, enrolling patients in health insurance products, conducting health education, performing case management and care coordination, and/or contacting patients about coming to the health center for medical screenings. The project also assumes outreach tasks can be performed by a range of staff from lay-person promotoras, to RNs and LCSWs, to physicians.  For the purposes of this project, we defined outreach as:

> *The process of improving people's quality of life by facilitating access to quality health care and social services, providing health education, bringing linguistically and culturally responsive health care directly to the community, helping people to become equal partners in their health care, and increasing the community's awareness of the presence of underserved populations.  Outreach is defined predominantly as the above activities provided outside the clinic walls to both patients and non-patients with a focus on those with barriers to care.*

The What is (and isn't) outreach?  Table shows the widest range of outreach tasks that health centers are defining as outreach. Grey areas indicate services that some health centers considered to be a part of their outreach program but others did not. This set of tools takes the broadest definition of outreach and allows health centers to flexibly use the tools depending on local definitions.

| | OUTSIDE THE CLINIC WALLS | | | INSIDE THE CLINIC WALLS |
|---|---|---|---|---|
| | Active patient | Inactive patient | Non-patient | Patient |
| Enabling services | | | | |
| Eligibility assistance | Y | Y | Y | Y |
| Transportation | Y | Y | Y | Y |
| Interpretation | Y | Y | Y | Y |
| Health education | Y | Y | Y | Y/N |
| Case management | Y | Y | Y | Y/N |
| Clinical services | | | | |
| Care coordination | Y | Y | Y | Y/N |
| Medical services | Y | Y | Y | N |
| Community level interventions | | | | |
| Community education | Y | Y | Y | N/A |
| Enviro. health risk reduction | Y | Y | Y | N/A |