Using the By Name List to Target:
Who and How to Target

2018 Rapid Rehousing Institute

WELCOME

Session Goals and Agenda

- Review Dynamic Prioritization (DyPri)
- Discuss the key system and client-level uses of a functional By Name List (BNL)
- Clarify how privacy and security concerns must be balanced with the need for data sharing and open dialogue
- Learn about promising practices of utilizing a dynamic, client-centered referral process

Polls

POLL #1

- How many are using a BNL as a part of your Coordinated Entry System?

- Which Populations do you have a BNL for?
    - Veterans?
    - Single Adults?
    - People who are Chronically homeless?
    - Families?
    - TAY Youth?

Additional Polls

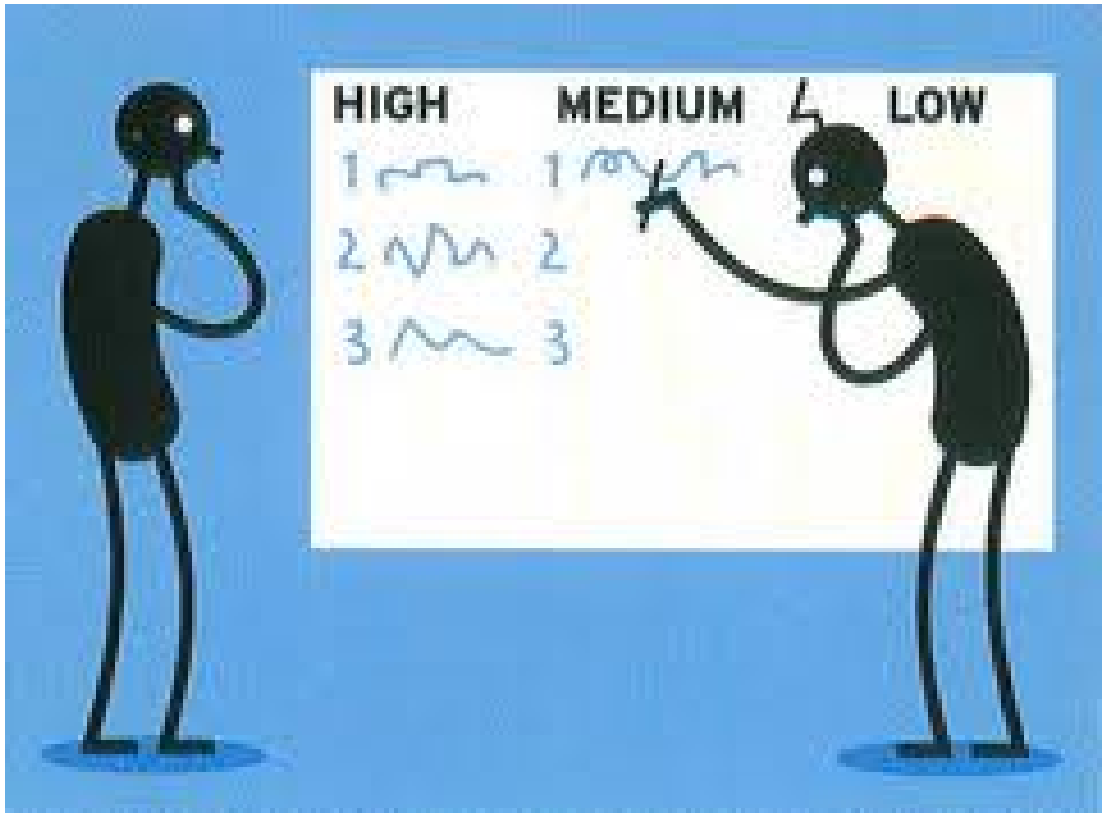
POLL #2: Are you using Case Conferencing as a referral tool?

POLL #3: Do you use, or have you implemented, privacy and security protocols for client data?

POLL #4: What is your position in your local Coordinated Entry System?

- Provider?
- CES Lead?
- Access Point?

Prioritization and Use of By Name Lists

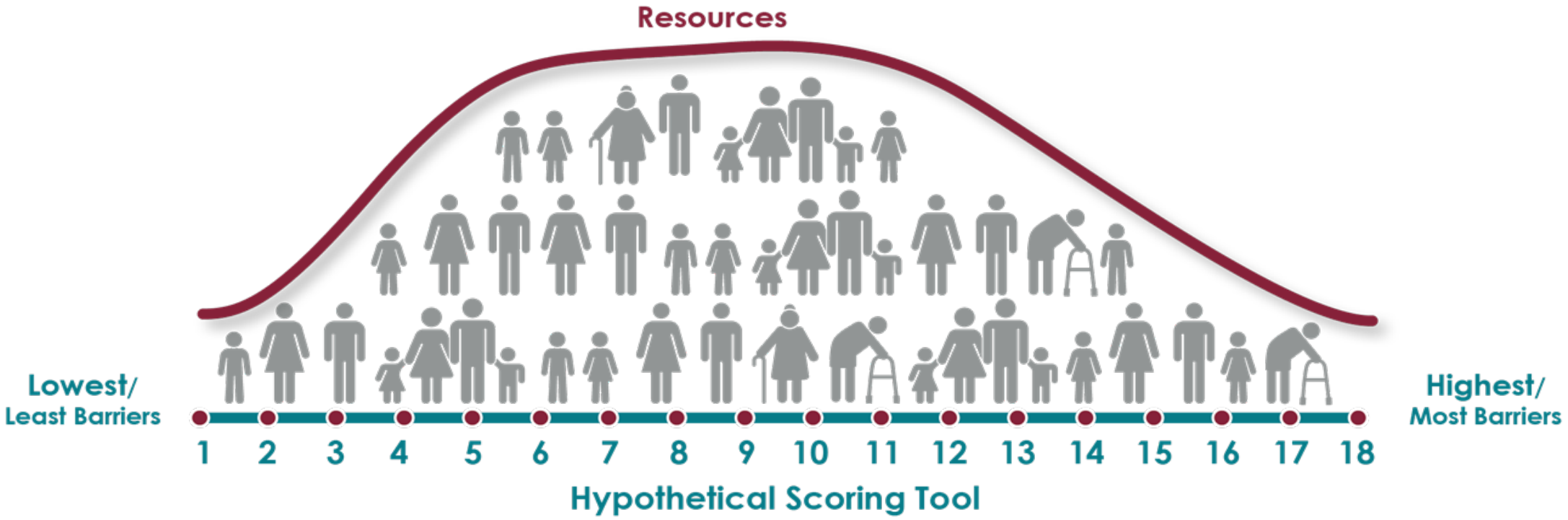


Dynamic Prioritization (DyPri)

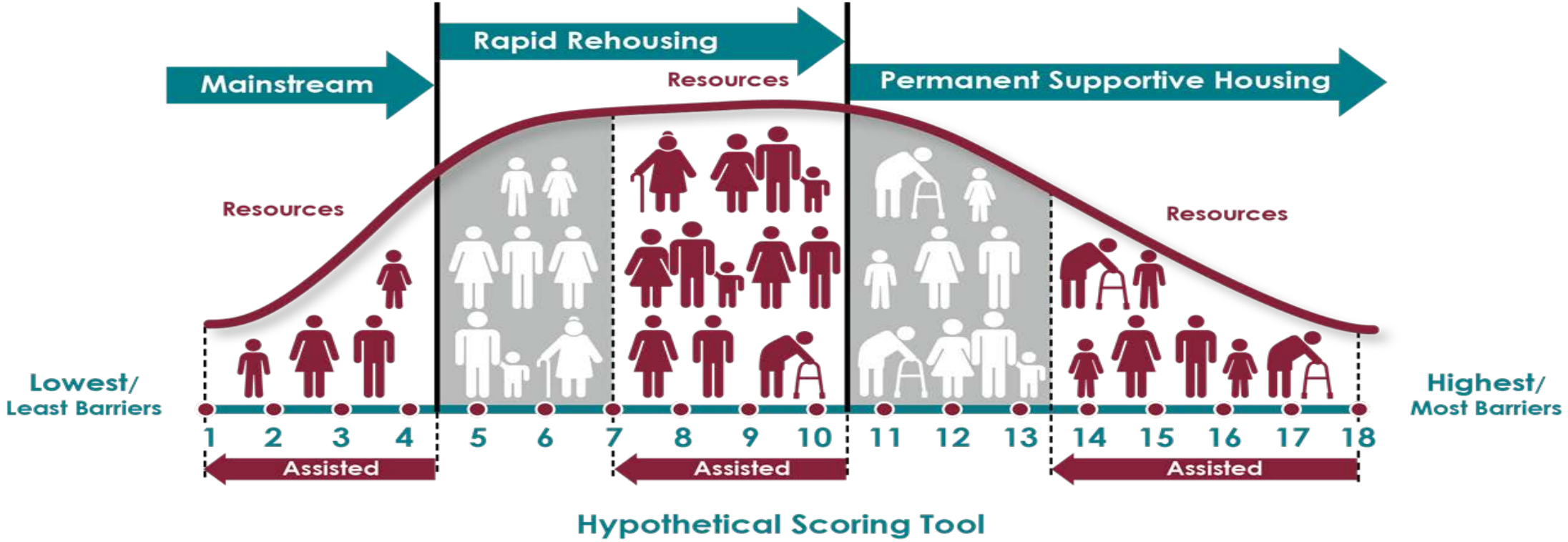
Dynamic Prioritization continually adjusts a CoCs prioritization list to achieve all of the following system objectives:

1. Most vulnerable persons are prioritized
2. Housing placements occur within 60 days
3. All available CoC resources are leveraged in most flexible manner possible
4. CoC is working towards continuous improvement of system improvement measures

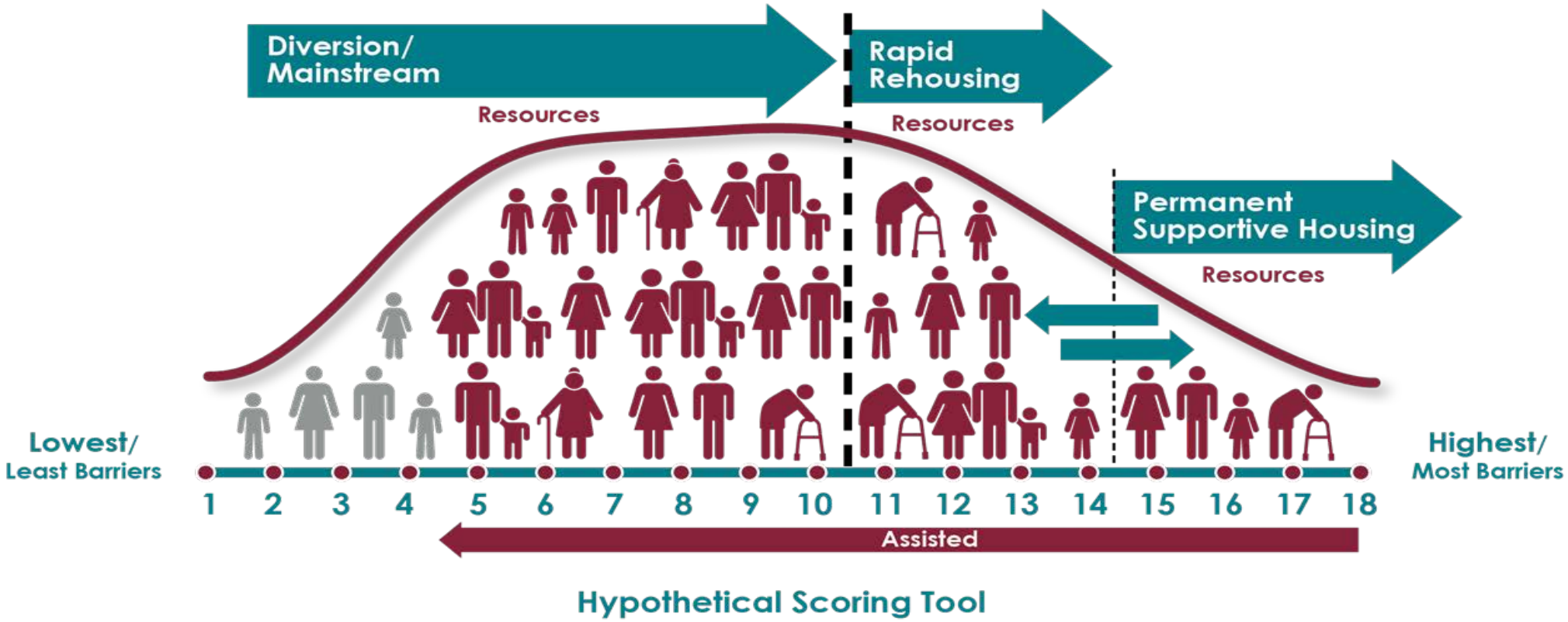
Example of Static Prioritization with Scores



Example of Static Prioritization with Scores and Referrals



Result of Dynamic Prioritization



Why BNL and Case Conferencing?

1. Ensure **all people experiencing homelessness within a community are identified and their housing needs are known**;
2. **Track the status and progress toward permanent housing** of each of these persons;
3. **Coordinate housing and services** for each household between all community providers;
4. **Identify key barriers** to goal attainment and opportunities to resolve them.

BNL Core Features

1. Data for the List is generated ***using existing data systems.***
2. The List is comprehensive, meaning it ***captures all people or specific groups of people experiencing homelessness*** in the community.
3. The List is ***dynamic and updated frequently***, preferably daily or weekly, and at least monthly.
4. The List includes ***basic elements*** needed to track shelter, housing and assistance offered and used, as well as when the household exits homelessness.

BNL Core Features (Cont.)

5. The List can help ***facilitate the coordinated entry process*** and real-time decisions around who to prioritize for more intensive and costly assistance.
6. Information from the List is ***used in case conferencing to support thoughtful decisions*** about how to best assist each household in achieving permanent housing as quickly as possible.
7. The List is used to ***measure progress toward community goals,*** such as permanent housing placement rates and average time from identification to permanent housing, as well as to ***identify systemic bottlenecks and barriers*** in the housing placement process to inform process improvements and reduce inefficiencies.

Putting it together: DyPri and the BNL

- BNL are not static – someone could be encountered in your system tomorrow who would go to the top of the BNL.
- Every week or two weeks as housing resources are available, refer highest priority people to housing projects. Case conferencing should support the engagement of these people with the housing projects and connection of lower priority people to other resources for housing.
- CoCs need to implement diversion and rapid exit approaches and build strong connections to mainstream resources to support people who will not be prioritized for RRH or PSH.

Q&A

PRIVACY

ALWAYS KEY!

Privacy and Client-Level Data for Referrals

- It is critically important for us to be able to share information about the people experiencing homelessness within our systems to ensure that we are reaching everyone as effectively and efficiently as possible.

- Likewise, we need to ensure that our HMIS privacy policies are not so tight that we can't share appropriate information among all of our providers. Without sharing, it makes referrals extremely difficult and prevents us from discussing the best ways to serve people.

- If you have stakeholders participating in your CES system who are ***not*** utilizing HMIS, find a way to be able to share information with them—provide them with privacy training, how to use your Release of Information, and include them in your meetings.

- If the VA is participating in case conferencing they have been issued guidance about how to participate and share information with the CES system. (See Routine Use #30)

VA Guidance on Sharing Information

Routine Use #30 states that VA may disclose relevant healthcare and demographic information to health and welfare agencies, housing resources, and community providers, consistent with good medical-ethical practices, for Veterans assessed by or engaged in VA Homeless Programs for purposes of:

- Coordinating care;
- Expediting access to housing;
- Providing medical and related services;
- Participating in coordinated entry processes;
- Reducing Veteran homelessness;
- Identifying homeless individuals in need of immediate assistance; and
- Ensuring program accountability by assigning and tracking responsibility for urgently-required care.

This routine use provides legal authority for VHA Homeless Program staff to disclose pertinent Veteran information, excluding 38 U.S.C. 7332-protected information **without a formal data sharing agreement or prior signed, written authorization** from the Veteran **if** the requirements of the legal authority are followed."

Q&A

Key Takeaways

1. BNL are the best way to keep our community's "eyes on the prize" by knowing all our neighbors who are experiencing homelessness and be able to track their progress toward permanent housing.
2. Case Conferencing with the BNL allows us to have conversations about referrals and prioritization without being tied to some artificially imposed "score".
3. None of us have enough resources, and none of us have found the "perfect way" to identify the most vulnerable people in our communities. By keeping a list and discussing what we know about them in Case Conferencing, we are able to implement "Dynamic Prioritization".
3. Dynamic Prioritization prevents us from being stuck with people on long waiting lists and ensures that we are filling our limited housing resources with people who are indeed the most vulnerable.
4. Privacy is important, ***and*** we must be able to share what we know in order to accomplish the work of ending homelessness. There are many tools to do this.