

## Referral System

During the Preparation Phase, it will be determined how the existing system will be altered to ensure adequate referrals to the new or expanded program.

### **What is the current referral system?**

1. Self-referral by service recipient:
  - a. Update client brochures to ensure that the new program is included in any materials given to clients.
  - b. Update websites and any resources materials with current program information.
  - c. Conduct outreach to workers and local organizations to ensure awareness of the new service.
  - d. Update or create new presentations, brochures, etc.
2. Direct referral from workers:
  - a. Provide training for workers about the new program and how it contributes to the service array.
  - b. Provide information on how clients should be transitioned from existing services to the new program, if applicable.
  - c. Provide referral materials – brochures, flyers, etc. – for use with clients when making referral.
  - d. Develop a referral pathway that clearly indicates when a referral to the program is appropriate and should be made.
  - e. Invite workers to any kick-off/grand opening/open house event for the new program.
  - f. Send reminder email message to staff the day before the new program begins to remind them of the changes, and resend shortly after opening.
3. Referral form submitted to centralized unit/worker who makes the referral:
  - a. Provide training for referral staff about the new program and how it contributes to the service array.
  - b. Provide referral materials – brochures, flyers, etc. – for use with clients when making referral.
  - c. Invite workers to any kick-off/grand opening/open house event for the new program.
  - d. Send reminder email message to staff approximately 1 week before the new program begins to remind them of the changes, and resend shortly after opening.
4. Other method?

After the program begins, track referrals closely to ensure that sufficient numbers are being received. If referral numbers are low, additional outreach may need to be conducted:

- Have program staff make phone calls or visits to worker or referral staff to increase awareness and put a face on the new program.
- Send thank you messages (phone or email) for referrals received to date.
- Provide additional outreach in the community – community fairs, religious groups, etc.