

Welcome to today's RETAIN TA Webinar!

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- Selecting this option will ensure that you are able to fully participate in today's discussion.



Please feel free to ask questions!

- Attendees can click the Raise Hand button to ask their question.
- Attendees can enter their questions in the Chat box
- All attendees may be unmuted occasionally to interact verbally.
- Please make sure you are muted when not speaking.



RETAIN Community of Practice

December 12, 2019

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Retaining Employment and Talent After
Injury/Illness Network

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ODEP
Office of Disability
Employment Policy

Getting to Yes and Getting Past No: Preventing and Reversing Potential Participant Refusals

Julie Jacobson Vann, PhD, MS, RN

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Welcome and Introductions

Please state

Your Name:

Your State:

Role:

Share one key area of interest regarding preventing and reversing potential participant refusals

Retain Community of Practice Objectives

- **Build a shared understanding of requirements, national context, and common challenges** related to implementation of RETAIN Initiative.
- **Identify promising practices, innovative solutions, and tools and resources** from peer states and technical assistance providers to support States in implementation of RETAIN Stay at Work and Return to Work objectives.
- **Support states in defining specific action steps** to address challenges and needs discussed during the CoP sessions.
- **Develop peer to peer networking, support and inform RETAIN TA** activities and resource development.

Norms for Interaction

- Be Present
- Share the Air
- Assume Goodwill
- Respect What Is Shared
- Embrace Productive Disequilibrium
- Learning Culture



*“Coming together is a beginning.
Keeping together is progress.
Working together is success.”*

- Edward Everett Hale

*“Communities of practice
are groups of people who share a
common interest, concern or a passion
for something they do
and learn how to do it better
as they interact regularly.”*

– adapted from Etienne and Beverly Wenger-Trayner, 2015[1]

¹Wenger, E and Trayner, B. (2015). Introduction to communities of practice: A brief overview of the concept and its uses. Retrieved from <https://wenger-trayner.com/introduction-to-communities-of-practice/>

Community of Practice Agenda

1. Preventing participant refusals and re-engaging potential participants after an initial refusal.
2. Focus Questions
3. Participant discussion
4. Resource sharing
5. Debrief and next steps

Meet Today's Presenter: Julie Jacobson Vann, Ph.D., M.S., R.N

- Dr. Jacobson Vann is a Senior Researcher at the American Institutes for Research and is a faculty member at the University of North Carolina Chapel Hill School of Nursing.
- She has 40 years of experience in health services that spans the planning and delivery of public health and patient care services, research and evaluation, and managed care organizations. In her research and evaluation leadership roles, Dr. Jacobson Vann has directed and engaged in participant recruitment and refusal conversion for projects involving mailed surveys, telephonic questionnaires, and clinical studies.
- She has developed and evaluated community-based care management initiatives for children and adults with chronic conditions and medical complexity for a State Medicaid demonstration program.
- Dr. Jacobson Vann received a Bachelor of Science in Nursing from the University of Wisconsin – Eau Claire, and a Masters' of Science in Health Care Management from the School of Business at the University of Wisconsin – Milwaukee. Her Ph.D. in Health Policy and Administration with a minor in Epidemiology is from the University of North Carolina at Chapel Hill, School of Public Health.

Getting to Yes and Getting Past No

Overview

- Refusal avoidance
- Refusal avoidance training
- Refusal conversion

Refusal Avoidance – Getting to “Yes”

- Introductions
- Use trusted affiliation
- Use credentials
- Develop rapport
- Active listening
- Messaging
- Tailored approaches
- Outreach approach
- Minimize participant burden
- Employ true believers
- Comparisons not Controls
- Intervention not Treatment
- Don't be apologetic ... for research

Refusal Avoidance Training

- Study purpose, procedures, and roles
- Human subjects training
- Practice – practice – practice
- Triads: observer, worker, RTW coordinator
- Recruitment pitch
- Addressing questions
- Active listening skills
- Tailoring communication

Refusal Conversion

- Document refusals thoroughly
- Track reasons for refusals
- New person or “refusal conversion expert”
- Match demographic factors
- Use credentials
- Make changes, as needed
- Outreach mode
- Messaging
- Incentives
- Research processes
- Participant burden

Preventing and Reversing Potential Participant Refusals

Focus Questions

Focus Questions

- What strategies have worked for your project in preventing refusals?
- What content have you incorporated into your trainings on refusal prevention and refusal conversion?
- How do you determine who to approach for refusal conversion?
- What strategies have worked for your project in converting initial refusals to “yes”?

Key Takeaways

- What did you hear that provoked your thinking?
- What might you consider acting upon?
- What are the next steps you will take?
- Any remaining questions or needs that you would like follow-up on?



Your feedback is important to us!

Please take 2 minutes to complete the following survey:

<https://www.surveymonkey.com/r/MXQLNHJ>

Please contact your State TA Liaison
if you have any unanswered questions.

Thank You!

Join Us!

ODEP and SSA invite you to an upcoming webinar -
“Reflecting, Refining, and Refreshing RETAIN”
presented by
ODEP, SSA, AIR, and Mathematica.
Monday, December 16, 2019 at 2:30 – 3:30 p.m. ET

Please contact your State TA Liaison if you have any questions.

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