



Increasing Client Group Attendance Lincoln St OTP

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AIM (Plan)

- To increase group attendance.
- Baseline data: There were 2029 group attendees in March 2015. This included phase 2 and phase 3 groups only using the current contingency management incentive which is to give clients a gift card for 12 weeks of group attendance with no absences.
- Change team identified that the 12 weeks may be too difficult of a time frame for clients to achieve and be less motivated to attend without any absences.



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CHANGE (Do)

- Issue clients a gift card at 6 weeks of consistent group attendance with no absences instead of the current timeline of 12 weeks.



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RESULTS (Study)

- Implemented 6 week time frame in April.
- Review of the April data indicated that there was a 17% increase in the number of group attendees and a total of 130 gift card incentives issued.

Group Attendees



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NEXT STEPS (Act)

- Review cost analysis with leadership.
- Advocate to implement change.



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IMPACT (Business Case, Lessons Learned)

- Cost Analysis: A 17% increase in the number of group attendees brought in \$10,290.00 in revenue (at the average \$30.00 reimbursement rate per client group attendance). The cost of 130 gift cards issued (\$5.00 value) was \$650.00 easily justifiable by the revenue raised with piloted change.
- Client feedback to group leaders was that the 6 week timeframe was more motivating to be consistent with group attendance.



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