



IMPROVECARENOW™

CIRCLE Sign-up Toolkit

Patients and their families live with IBD for 8,760 hours a year. The time spent in clinic is only a small fraction of that. They have questions and need resources, tools, and connections to improve their quality of life. On the flip side, they also have ideas, experiences, and information that, if given the opportunity to share, could help improve someone else's quality of life. In this day and age, we know patients and families find and share much of their information online and ImproveCareNow can offer trusted resources and opportunities to share.

ImproveCareNow has answers to the questions patients and families ask, clinician-reviewed resources developed by patients and families, and opportunities to connect to other patients and families across the country. CIRCLE eNewsletter offers a consistent way to learn about those things and a doorway to greater connection if they choose.

Our Ask: Please review the CIRCLE Sign-up interventions listed below and determine which one(s) you and your team have the capacity to implement at your center.

☐ **1. Introduce CIRCLE during patient visits: We know this is the most effective method for getting sign ups!**

During an office visit, clinic visit, or telehealth visit, encourage patients and parents to sign up to join our CIRCLE verbally (see Appendix A for sample scripts and additional details)

- ☐ **A. Use an infographic with QR code** to guide the discussions and access the sign-up site
- ☐ **B. Use a tablet or computer** to guide the discussion and access the sign-up site
- ☐ **C. Use a sign-up card** to collect a patient's or parent's information to sign them up after the visit

☐ **2. Include CIRCLE Sign-up Link in after-visit summaries:** Work with your clinical team to incorporate the CIRCLE sign-up link in after-visit summary communications, for both in-office and telehealth visits (see Appendix B for details)

☐ **3. Connect with patients and parents through email communications:** Send an email about ICN and CIRCLE sign-up to all patients and parents in your center's contact list (see Appendix C for sample email language)

☐ **4. Post the ICN "Join Our CIRCLE" flyer in the office waiting room or clinic:** Print the "[Join Our CIRCLE](#)" and/or "[Find Your Community](#)" flyer to hang it in your office waiting room or other clinic location (see Appendix D for details)

Appendix A: Introduce CIRCLE during patient visits

Sample Script:

We believe when patients and their families have access to trusted resources, are involved in their treatment, and can share what they've learned, outcomes improve faster. We are part of a network with more than 100 Pediatric GI clinics called ImproveCareNow. ICN is a network of patients, families, and medical professionals, like doctors, nurses, social workers, psychologists, and dietitians. Those experts have created and shared resources that have helped them and may be able to help you. Resources include information about research, patient or family stories, and toolkits (like the College & IDB toolkit that outlines best practices and advice from fellow patients for transitioning to college, or the Travel Toolkit that highlights tips and techniques to make travelling with IBD easier, safer, and more comfortable)

What I'm here to provide you with is an opportunity to get connected with the ICN CIRCLE which regularly shares those tools. CIRCLE is the newsletter for ICN sent by email every other week and includes things like snapshots of the latest research, toolkits, resources, and testimonials from patients and families. You can choose your own level of involvement in the network, but this is a great way to get updates on how we are working to improve care.

Is this something any of you would be interested in receiving?

(If yes, ask them to navigate to the CIRCLE sign-up page - <https://www.improvecarenow.org/join-circle>)

Use an infographic with QR code to guide the discussions and access the sign-up site

Work with your clinical team to have the following half-sheet infographic on hand as a reference while you talk to patients about CIRCLE sign-up and the ICN Network. Patients and parents can use the QR code to access the sign-up site while you discuss it.

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ImproveCareNow (ICN) is a network of pediatric care centers that collaborate on improving IBD care together.

Patients and their families live with IBD for 8,760 hours a year, the time spent in clinic is only a very small fraction of that. We know that you may find much of the information you need online and **we offer trusted resources** – You have questions, you need resources, and you need connections to improve your quality of life!

Use this QR Code to sign up to receive the bi-weekly CIRCLE email and connect with other patients and parents in the community!

We're Better Together! Join ImproveCareNow's CIRCLE!

To ensure sure you get the most relevant information, be sure to:

- Provide your role on the form (e.g., patient, parent, family member, friend)
- Pick your care center from the list in the sign-up form!

SCAN ME!



How to get to the ICN CIRCLE Sign-up Page (detailed instructions):

1. Open the Google Chrome Browser
2. Open a "New Incognito Tab" by clicking on the three dots (⋮) in the upper right-hand corner and selecting "New incognito tab"
3. Navigate to www.improvecarenow.org/join-circle
 - You can bookmark a page for future reference by clicking on the star symbol (☆) on the right side of the web address bar
 - Bookmarks can be accessed by clicking on the three dots (⋮) in the upper right corner and selecting "Bookmarks"
4. Select your center on the form before doing anything else
5. Hand the tablet to the patient or family member to complete the sign-up form

When the sign up process is complete, they will be automatically directed to a page with more information about ICN's social media, signing up for the LOOP blog email list, and research opportunity updates.

Recommended Bookmarks

- ICN CIRCLE Sign-up Page: www.improvecarenow.org/join-circle
- ICN Resources: www.improvecarenow.org/tools
- Patient Advisory Council and Parent Working Group Information: www.improvecarenow.org/patients-parents
- Events & Opportunities: www.improvecarenow.org/events_opportunities

Tablet Reference: *Cut along the dashed lines below, for a reference to keep with the tablet*



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How to Get to the ICN CIRCLE Sign-up Page

1. Open the Google Chrome Browser
2. Open a "New Incognito Tab" by clicking on the three dots (⋮) in the upper right-hand corner
3. Navigate to www.improvecarenow.org/join-circle (use the web address bar or your bookmarks)
4. Select your center on the form (Please note: If you type your center name into the box, it should appear, so you do not need to scroll)
5. Hand the tablet to the patient or family member to complete the sign-up form

When the sign-up process is complete, they will be automatically directed to a page with more information about ICN's social media, signing up for the LOOP blog email list, and research opportunity updates.

Troubleshooting

- If the page does not load, always check your Wi-Fi connection.
- If the page does load, but there are no spaces for someone to sign up, close the current tab and open a "New Incognito Tab" by clicking on the three dots (⋮) in the upper right-hand corner (the ICN site uses cookies. By not using the incognito tab to enable "private" browsing, it will think you have already signed up).

Essential Resources

- ICN CIRCLE Sign-up Page: www.improvecarenow.org/join-circle
- ICN Resources: www.improvecarenow.org/tools
- Patient Advisory Council and Parent Working Group Info: www.improvecarenow.org/patients-parents
- Events & Opportunities: www.improvecarenow.org/events_opportunities

About ICN

- ICN is working to improve the lives of patients with IBD.
- We believe that when patients and parents are true partners, we can get better outcomes.
- ICN is a collaborative of over 100 centers across the world, including 44 of the top 50 children's GI centers, and 9 of the top 10.
- ICN's CIRCLE eNewsletter is sent via email every other week. Patients and families who sign up will receive previews of new resources, tools, research updates, stories of other patients/families, and opportunities to participate in improving care.

Use a sign-up card to collect a patient's or parent's information to sign them up after the visit

Work with your clinical team to have the following sign-up form available while you talk to patients about CIRCLE sign-up and the ICN Network. Patients and parents can use the form to provide all their information so that you can enter it into the CIRCLE sign-up form online after their appointment, at www.improvecarenow.org/submit_circle_signups.

----- Cut along line -----



IMPROVECARENOW™

You are not alone. ImproveCareNow (ICN) has created a global collaborative community where patients, parents, clinicians, and researchers are empowered to learn and continuously improve to bring about more reliable, proactive IBD care for healthier children and youth.

We're better together! Over the past decade we have grown our community of parents, patients, and clinicians who share resources, ideas, offer support, and improve outcomes. More children are now in remission than when we started, and you have access to the same support that they receive.

Join the ImproveCareNow Community! Our community members are involved in lots of ways. Some simply access information and materials on our website. Others get involved with research or by organizing events. Below please provide the following information so that we can keep in touch. It's all up to you to decide how ICN can best support you and your family.

Yes! I would like to become a part of the ICN CIRCLE community!

First Name:

Last Name:

Email:

Phone:

I am a (select role):

- ☐ I am a parent or caregiver
- ☐ I am a patient
- ☐ I am family or friend
- ☐ I prefer not to answer

Signature:

Date:

By completing this form, you agree that your information above may be shared with ImproveCareNow staff, care centers, and volunteers working within the mission of ImproveCareNow. We use this information to help connect you with resources, community members, and opportunities to be involved in collaborative learning. We will never sell your data or share it with groups other than what is listed above. To read our full privacy policy please visit www.improvecarenow.org/privacy_policy

Appendix B: Include CIRCLE Sign-Up Link in after-visit summaries

Work with your clinical team to incorporate the following in patient's after-visit summary for both in-office and telehealth visits.

ImproveCareNow (ICN) is a network through which our care center collaborates with other centers working on improving IBD care together. The ICN website has helpful information and tools for families. ICN also sends a bi-weekly newsletter with helpful information. We're Better Together - [Click here](https://www.improvecarenow.org/join-circle) <<https://www.improvecarenow.org/join-circle>> to join ImproveCareNow's CIRCLE.

Appendix C: Email language for connecting with patients and parents

We ask you to send this email at least once, whether using an internal email system, third party contact management system, or in-house contact list. Please use the language below:

Email Subject: We're better together! Join ImproveCareNow's CIRCLE.

Email Content:

Hello,

In this time of social distancing and limited contact, we wanted to reach out to remind you about a helpful source for Inflammatory Bowel Disease (IBD) resources that you can access from home.

ImproveCareNow (ICN) is a network through which our care center collaborates with other centers working on improving IBD care together. The ICN website has helpful information and tools for families.

ICN also sends out a bi-weekly newsletter with helpful information - You can [click here](https://www.improvecarenow.org/join-circle) <<https://www.improvecarenow.org/join-circle>> to join the ICN CIRCLE.

- When you sign up, be sure to select our center if you would like to receive emails from our team or from our parent group with information for planned parent group activities
- By signing up, you'll get:
 - A bi-weekly email where you can read stories about how patients, parents, clinicians & researchers are working together to improve care for kids with IBD
 - Opportunities to play a direct role in improving care & outcomes by participating in quality improvement projects
 - Opportunities to preview new IBD tools & resources, as well as stay up-to-date with research updates

To learn more about ImproveCareNow, [bookmark this page](#) and take the next step when you're ready. You can also check out [LOOP](#) blog for #myICN stories and connect with us on [Facebook](#) and [Twitter](#).

Please don't hesitate to call if we can help you!

Signature

Appendix D: Post the ICN “Join Our CIRCLE” flyer in the office waiting room or clinic:

Print the “Join Our CIRCLE” and/or “Find Your Community” flyer to hang it in your office waiting room or other clinic location for patients and parents to view, and take action on their own. Both can be found on our public website, with other Media & Branding materials, here: https://www.improvecarenow.org/media_branding

[Join Our CIRCLE](#)



IMPROVERS WANTED!
improvecarenow.org

JOIN IMPROVECARENOW

Why join? When you sign up to be a member, you get easy access to:

- stories of how patients, parents, clinicians & researchers are **working together to improve health & care** for kids with IBD
- select opportunities to **play a direct role** in improving health & care by participating in quality improvement projects
- preview **new IBD tools & resources**, as well as updates on ImproveCareNow research

JOIN US AT [IMPROVECARENOW.ORG/#SIGNUP](https://www.improvecarenow.org/#SIGNUP)



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ImproveCareNow respects your privacy. We will not share your information inappropriately. In the future, ImproveCareNow may contact you with information specific to your area of care center. ImproveCareNow email lists are managed through HublistHub. You may unsubscribe at any time if you do not wish to hear from ImproveCareNow in the future. If you have questions please contact us at info@improvecarenow.org. This document is not intended to be used for research purposes.

[Find Your Community](#)



Find Your Community in ImproveCareNow
improvecarenow.org



Join our ImproveCareNow CIRCLE Community:
[improvecarenow.org/join-circle](https://www.improvecarenow.org/join-circle)

Stay in the LOOP with ImproveCareNow blog updates:
[improvecarenow.org/loop](https://www.improvecarenow.org/loop)

Parents:
Sign up for the Parent Working Group
[improvecarenow.org/connecting-parents](https://www.improvecarenow.org/connecting-parents)
Questions? Contact parents@improvecarenow.org

Patients:
Sign up for the Patient Advisory Council
[improvecarenow.org/patients](https://www.improvecarenow.org/patients)
Questions? Contact pac@improvecarenow.org



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