

RITa[®]

Virtual Health Coach

Since the late 1990s Intimate Partner Violence (IPV) has been recognized by the Centers for Disease Control, the National Institutes of Health, and the World Health Organization as a public health crisis that directly contributes to an array of negative health outcomes that span physical, mental, behavioral, and reproductive health. Yet, in spite of the evidence and increasing regulatory pressures, health care providers have been slow to incorporate potentially lifesaving IPV screening protocols or other interventions to assist patients involved or at risk for IPV.

Introducing RITa[®]: Virtual Health Coach

Innovative solution fosters collaboration with health care providers by offering on-demand IPV expertise

The complexity of domestic violence makes responding to it in a primary health setting particularly challenging; as there are so many factors that must be considered for an informed response, many of which are outside the traditional realm of health.

RITa, the virtual health coach app, was developed in partnership with the Rochester Institute of Technology School of Behavioral Health Sciences in response to concerns raised by primary care physicians who recognized the importance of IPV intervention to promote health; and wanted to provide an informed, consistent response to IPV disclosure amidst a myriad of other demands. Technology to assist with domestic violence safety assessment in general community settings has already been validated in several studies at Johns Hopkins University; but RITa is the first app designed specifically for use in a health care setting.



A patient uses RITa during a routine visit to primary care provider.

RITa, the virtual health coach:

- ✓ Creates a consistent system level response to IPV in health care that promotes timely referral
- ✓ Delivers IPV education that helps patients understand healthy, unhealthy and abusive relationships and how their relationship may be impacting their health
- ✓ Positions health care providers as allies to patients who may not engage with other systems for help

Domestic violence programs can leverage RITa as a tool to promote greater partnership and collaboration with health care providers in their communities.

About Resolve of Greater Rochester, Inc.

For 20 years, RESOLVE has been delivering on our mission to develop innovative solutions that empower people and communities to break the cycle of intimate partner violence.

In addition to delivering direct services, we aim to foster collaboration across historically siloed systems of care so that communities are equipped to improve systemic responses to IPV -- a preventable problem that plagues families regardless of socioeconomic status, race or religion and has consequences that span generations.

RESOLVE

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