

## Amplifying Perspectives: Collin Ranney Leads Quality Improvement through Patient Partnership

The Center for Quality Improvement & Innovation (CQII) congratulates Collin Ranney of Evergreen Health for outstanding work in Quality Improvement (QI). CQII is honored to present Collin with the 2025 Quality Award in the category of Leadership in QI due to his leadership in strengthening systems for data-driven feedback, elevating the patient perspective, and embedding patient-centered QI into Evergreen Health's work.

Evergreen Health is a Ryan White HIV/AIDS Program (RWHAP) Parts B and C funded community



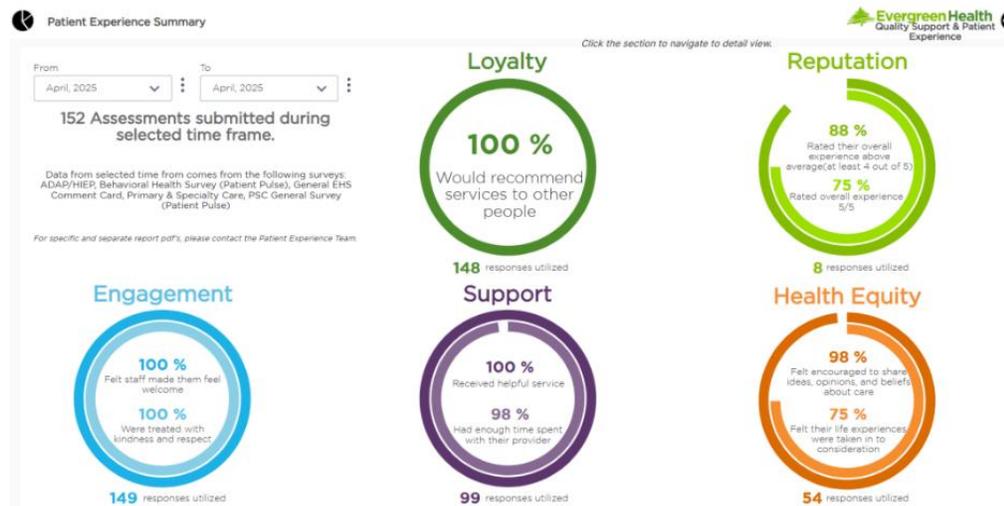
Collin Ranney, Patient Experience Manager of Evergreen Health

health center that provides medical, supportive, and behavioral health services to more than 1,700 people with HIV in Buffalo, New York. Services are designed to meet the needs of the whole person and emphasize access, patient engagement, and continuity of care. Collin has served as Evergreen Health's Patient Experience Manager since November 2022, evolving what was originally a role for addressing patient complaints into a QI leadership position. In just three years, he has built a robust program that elevates and amplifies the needs of people with HIV. Collin's work is focused on patient-centered QI, where he translates his experiences into leading operational change and introducing systems, tools, and leadership pathways to strengthen QI.

One of Collin's most significant achievements has been revitalizing Evergreen Health's Partners Group, the agency's patient advisory board. The group participates in QI by co-designing change ideas, reviewing results of testing those change ideas, and giving input on whether change ideas should be adapted, adopted, or abandoned. The group also plays a crucial role in patient experience and barrier mapping by providing their perspective on the care journey (from intake to follow-up) and identifying opportunities for QI projects. Under his leadership, the group now operates with sustained recruitment, staggered two-year terms of service for committee members, and resources to support participation. Importantly, Collin pushed for the Partners Group to meet monthly on the executive floor of Evergreen Health's headquarters, the only patient body that does so. This is a symbolic and practical step that reinforces direct access of people with HIV to leadership. Collin has also worked to engage younger patients to participate in the group, bringing fresh perspectives into the conversation and connecting them to statewide meetings and advisory bodies. These efforts ensure that the patient's perspective is not only heard but also respected and integrated into agency and state-level decisions and QI.

Collin co-founded the Patient and Family Learning Collaborative (PFLC), which equips patients, families, caregivers, and staff with tools to strengthen health literacy, shared decision-making, and engagement in care, all essential components of patient satisfaction and retention. The PFLC helps identify barriers to care and co-create solutions to improve measurable outcomes such as viral suppression, retention in care, and patient satisfaction which are then tested through QI projects. His efforts to build structures for collaboration extend beyond Evergreen Health, he also actively represents patients through the New York State AIDS Institute Consumer Advisory Committee and HIV Advisory Body, where he contributes insights on gaps in care, mental health, burnout, and wellness among providers, which are addressed by testing statewide change ideas such as educational material, a hotline, a needs assessment, and a toolkit, among others. Through these roles, Collin champions patient perspectives at higher levels of leadership, ensuring that local experiences inform statewide QI initiatives.

Collin has also driven major advancements in Evergreen’s patient experience data systems, which informs the organization’s QI work. He redesigned the survey process to ensure accessibility, making surveys available online, through comment cards, and across digital platforms and promoting surveys through messaging software, QR codes, social media, email campaigns, and direct patient portal messaging. This increased patient feedback by 69% from



Above is a screenshot of the Patient Experience Dashboard, with five key performance indicators (KPIs) for patient experience, designed by Collin to ensure feedback is transparent and accessible.

2022 to 2024, with results from 2025 pending. Collin collaborated with the Information Systems team to develop an interactive Patient Experience Dashboard, which integrates

multiple feedback streams into one platform, reducing manual tracking and enabling continuous performance monitoring. By presenting key performance indicators in graphs and dashboards, Collin ensures that feedback is both accessible and actionable for leadership. Departments receive tailored summaries that are used to address service gaps through QI, while executive leadership uses the dashboard to inform strategic decisions. Collin shares

quarterly updates with patients and staff through social media, patient newsletters, and posters in waiting areas, reinforcing transparency and closing the loop on feedback.

Collin's leadership is also evident in how he engages multiple layers of Evergreen's leadership structure to champion QI. He works directly with department heads to co-design interventions, provides executive leadership with strategic insights from patient data, and ensures that feedback from patients reaches decision-makers without delay. By nominating patient representatives to statewide advisory committees and inviting executives to participate in patient forums, Collin has created a two-way exchange between leadership and the community. This inclusive approach strengthens accountability, builds trust, and ensures that QI initiatives are grounded in patient perspectives while being supported at the highest levels of the organization.

Collin's supervisor, Andrew Kiener, noted that what sets Collin apart as a leader is his visibility, trust, and presence across Evergreen Health's sites. Collin makes a point of connecting with front desk staff, providers, and patients directly, building trust through action rather than words and translating feedback into systemic change. Patients and staff recognize that he is not there to "get" their data, but to listen, validate, and work on their behalf.

When asked about the most rewarding part of his work, Collin pointed to "the opportunity to elevate and amplify the patient perspectives". Collin offered his words of wisdom for those just starting in QI, "Focus on elevating the patient perspectives and being visible and accessible to staff and patients".

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