



Building Partnerships with Primary Care

The sample resources in this document are meant to be adapted by your programs. You don't have to use all or any of them. They are here to support you in initiating partnerships with primary care providers. Primary care is a team sport, and it's important to find the member of the team who is most responsive and engaged by what home visiting has to offer. Sometimes it will be a provider or a medical director. Those individuals need to be part of the relationship, but they may be the least active in early phases of relationship building, and if you have a strong clinic administrator, that is perfectly okay and might be more effective. Clinics vary; finding the right person in each clinic to open the door to a relationship is key.

Prompts to help you identify clinics and providers for potential partnerships

When thinking about which clinics or providers to start connecting with, consider:

Start with Who You Already Know

- Are there any clinics, pediatricians, or providers the families in your home visiting program already mention working with?
- Do you or your teammates have personal connections to local clinics, like your own child's pediatrician or a provider you know from the community?
- Have you had to call or fax paperwork to a clinic before? That's a connection to build on!

Look for Clinics that Serve Lots of Your Families

- Are there clinics that come up over and over again when you're talking with families? Consider looking at your program's data around families' usual source of medical care.
- Is there a community health center, pediatric office, OB practice, or family medicine clinic that seems to be a common place your families go?
- Do you serve a lot of families in a specific neighborhood or ZIP code? What clinics are nearby?
- If you don't know, consider doing a 1-week informal survey, ask all home visitors to ask their clients which pediatrician they use and report back at the next team meeting.

Ask for Ideas from Your State or Program Leads

- Has your state home visiting program already worked with certain clinics or provider networks?
- Are there care coordination groups, family resource centers, or early childhood coalitions in your area that are already connected to providers?

Consider Clinics with Extra Interest in Family Support

- Are there clinics that already offer care coordination, social work, or behavioral health services?
- Are there clinics that serve a lot of patients with social needs or in priority populations (like Medicaid patients, or first-time parents)?

Bottom Line → Start Where It's Warm!

If you already have a connection, even a small one, that's a great place to start.

Building relationships takes time, so focus first on:

- Clinics where you know families go
- Providers you or your team already know
- Clinics that seem open to community partnerships

Outreach Materials

In this section, you will find phone scripts, email and letter templates, and a draft agenda to lead your first meetings with primary care partners.

Sample phone script

Purpose: To introduce yourself, explain home visiting in simple terms, reinforce that your program complements clinical care and aims to advance WCV completion, and explore interest in partnering to support shared families.

Introduction

Hi, this is [Your Name], and I'm a home visitor with [Your Program Name]. I'm hoping to speak with someone about how we might connect and work together to support families in our community. Specifically, we recognize the importance of pediatric care, and this year we aim to improve well-child visit completion.

Brief explanation of home visiting

I'm not sure if you're familiar with home visiting. We're a free, voluntary program that supports pregnant women and families with young children. We visit families in their homes or meet with them in the community one or more times a month from pregnancy until the child is 2-3 years old. We help with things like parenting, child development, health education, and connecting to resources.

Why you are calling

I know we are serving some of the same families, and I'd love to explore ways we might be able to stay connected or partner, whether that's sharing information, helping families navigate care, or just making sure families feel supported by both their medical home and our program. We'd also be interested in supporting more of your families who might benefit from home visiting services. Would you be open to a quick conversation to learn a little more about what we do and how we might work together? Who might be the best person to talk with about this?

If interested:

Great! I'd love to set up a 30-45 minute meeting. What works best for you?

If they ask for materials:

Absolutely, I'm happy to send along a flyer or short overview about our program. What's the best email address to use?

Thank you so much for your time today. I really appreciate it, and I hope we can stay in touch as we all work to support families in our community.

Follow-up email (after a call or voicemail)

Subject: Following up – Home Visiting program interested in partnering to support families

Hi [Clinic Contact Name],

Thank you so much for taking a few minutes to connect by phone today. I wanted to follow up on the voicemail I left for you.

As I mentioned, I'm a home visitor with [Your Program Name], and we work closely with pregnant women and families with young children in [Your Community/Region]. We visit families in their homes or meet with them in the community one or more times a month from pregnancy until the child is 2-3 years old or until the family wishes to stop services. We use an evidence-based curriculum that supports families in parenting, child development, health education, and connecting to resources.

I'd love to talk with someone in your clinic to explore ways we might partner — whether that's sharing materials for families, coordinating care for shared clients, or just making sure families feel supported by both our program and their medical home.

Attached is a quick overview of our program. Please let me know if you'd like to set up a time to talk more or if there's someone else on your team I should reach out to.

Thank you again for your time!

Warmly,

[Your Full Name]

[Your Role, Program Name]

[Phone Number]

[Email Address]

Initial outreach: email template

Subject: Home Visiting program interested in partnering to support families

Hi [Clinic Contact Name or "there"],

My name is [Your Name], and I'm a home visitor with [Your Program Name], a free, voluntary program that works with pregnant women and families with young children in [Your Community/Region]. We visit families in their homes or meet with them in the community one or times a month from pregnancy until the child is 2-3 years old. We help with things like parenting, child development, health education, and connecting to resources. This year, we are aiming to improve completion of well-child visits among families in our program.

We know that primary care providers like you play such an important role in the lives of families, and we're often working with the same parents and children, just in different ways. I'd love to connect briefly to share a little about what we offer and explore how we might partner or stay in touch in support of shared families. I'm attaching some program materials here.

Would you be open to a quick phone call or meeting? I'd love to talk with someone in your clinic to explore ways we might partner — whether that's coordinating care for shared clients, sharing materials for families, enrolling more of your patients in our program, or just making sure families feel supported by both our program and their medical home.

Thank you for your time, and I look forward to connecting!

Best,

[Your Full Name]

[Your Role, Program Name]

[Phone Number]

[Email Address]

Formal draft letter to engage pediatric care providers

Dear [Primary Health Care Partner / Dr. ____ / Practice Name],

I'm reaching out from [Agency Name] because we serve some of the same families, and we share a common goal: ensuring that all children and families in our community have the support they need to thrive, starting from the very earliest years. We know that families do better, and children stay healthier, when their care teams are connected and coordinated. That's why we're reaching out to explore a partnership with you.

We are an evidence-based home visiting program that works directly with pregnant women and families with young children, providing in-home, relationship-based support tailored to each family's needs. We visit families in their homes or meet with them in the community one or more times a month from pregnancy until the child is 2-3 years old. We offer free, voluntary home visiting services focused on:

- Promoting maternal and child health
- Supporting healthy child development and school readiness
- Strengthening parent-child relationships
- Connecting families to resources and services they might need

One area where our work naturally aligns is in supporting timely and consistent well-child visits (WCVs), following the American Academy of Pediatrics (AAP) schedule. Home visitors often help families navigate barriers like transportation, scheduling, or confusion about the medical system — but we know that coordination with primary care providers like you can make that support even stronger.

To deepen our efforts, we are participating in the Home Visiting Collaborative Improvement & Innovation Network (HV CoIIN), a national, federally supported learning collaborative focused on improving well-child visit rates for young children in home visiting programs.

We would love to partner with your practice as part of this work. Specifically, we're inviting one or more members of your team to join our local quality improvement (QI) team. Your insight — especially around how WCVs are scheduled, completed, and followed up — would be invaluable in helping us better support shared families and close gaps in care. We see this as the beginning of a relationship and welcome the chance to learn from your team, understand your priorities, and explore small, practical ways we can work together to improve the health and well-being of the families we both serve.

Thank you for the essential care you provide to children and families in our community. I would love the opportunity to connect, share more about this collaborative effort, and hear your thoughts.

Warmly,

[Your Name]

[Your Title]

[Your Program Name]

[Phone Number]

[Email Address]

Sample Agenda: First meeting between home visitors and primary care providers

Goal: Build connection, learn about each other's work, and explore opportunities to partner in support of shared families.

1. Welcome & Introductions (5 minutes)

- Quick round of introductions — who's in the room and their role
- Share why this meeting feels important or exciting to you
Example: "We know we're all working with the same families, just in different ways and this felt like a great chance to connect."

2. What Home Visiting Is & How It Can Help (10 minutes)

- Brief overview of your home visiting program:
 - Free, voluntary, relationship-based
 - Supporting families prenatally through early childhood (include ages)
 - In the home or community — where families are most comfortable
 - Focus on:
 - Parenting support
 - Child development & developmental screenings
 - Connecting to resources (like housing, food, mental health)
 - Navigating systems like health care, early intervention, or child care

Frame: "We often see things that providers may not — because we're with families in their day-to-day lives."

3. Centering Our Shared "Why" — What Families Experience (5 minutes)

- Reflect together on what it's like for families navigating pregnancy, early parenting, and health care systems.
- What are their experiences in providing care for families with young children? What are their challenges? What are their priorities and pressures related to caring for families with young children? Where does WCV completion fit? (i.e., is this a priority need for them? If not, what is?)
Prompt: "We often hear from families that..."
 - It's hard to get appointments
 - They feel alone figuring out parenting challenges
 - They're managing stress, transportation, or basic needs
 - They're getting advice from many places, but no one sees the full picture

Frame: "We both want families to feel connected, supported, and not have to tell their story over and over again."

4. Learn About the Clinic's Work & Families (10 minutes)

- Ask the provider(s):
 - What do you love most about working with families?
 - What are some common challenges or gaps you see for families of young children?
 - Are there supports or resources you wish you had more easily available for families?

5. Explore Opportunities to Stay Connected (10 minutes)

- What might partnership look like?
 - Warm handoffs or referrals
 - Sharing materials about home visiting with families
 - Staying in touch about shared families (with consent)
 - Brainstorming new ideas together

Frame: "We're not here to create more work for you — we hope we can be a resource and support to your team too."

6. Next Steps & Thank You (5 minutes)

- Summarize key takeaways
- Decide on any next steps:
 - Who to stay in touch with
 - Materials to share
 - Future touchpoints

End with gratitude: "We're so glad to be in conversation with you. We know families do best when their care team is connected."