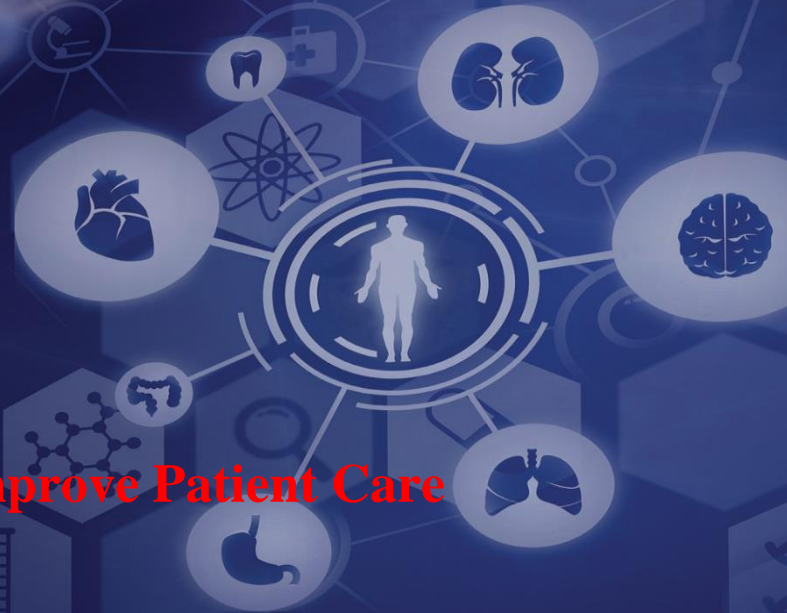




NEW JERSEY
HEALTH CARE
QUALITY
INSTITUTE



Breakout Session 1A

Using a Social Service Referral Tool to Improve Patient Care
Erine Gray

For CE Credits: Sign In at Registration

Fill Out the Survey Within 2 Business Days:

<https://www.surveymonkey.com/r/XD7PLTT>

CE Credit Disclosure

The sponsoring organization, speakers and those involved in the planning of this activity have disclosed they do not have any relevant financial interest or relationship with any manufacturer of commercial products or services discussed in this education activity.

Accredited status does not imply endorsement by HRET, the American Nurses Credentialing Center's COA or the New Jersey State Nurses Association of any commercial products or services in conjunction with an activity.



An outsider's approach to reducing the cost of healthcare in the US.

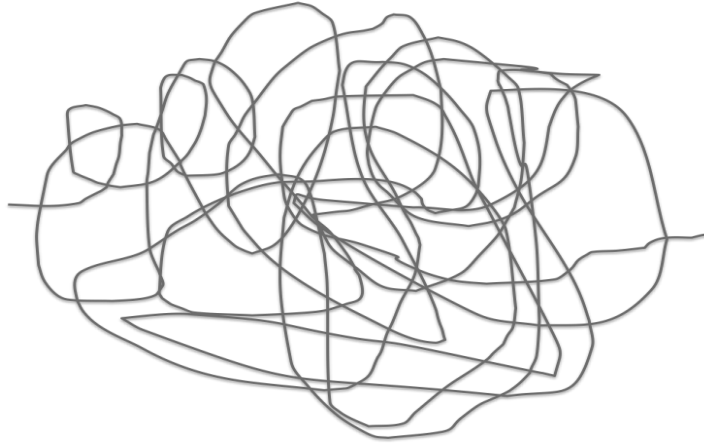
Erine Gray
egray@auntbertha.com
512-795-4864

Seeker





Seeker



Programs



Seeker



1. Find

2. Apply



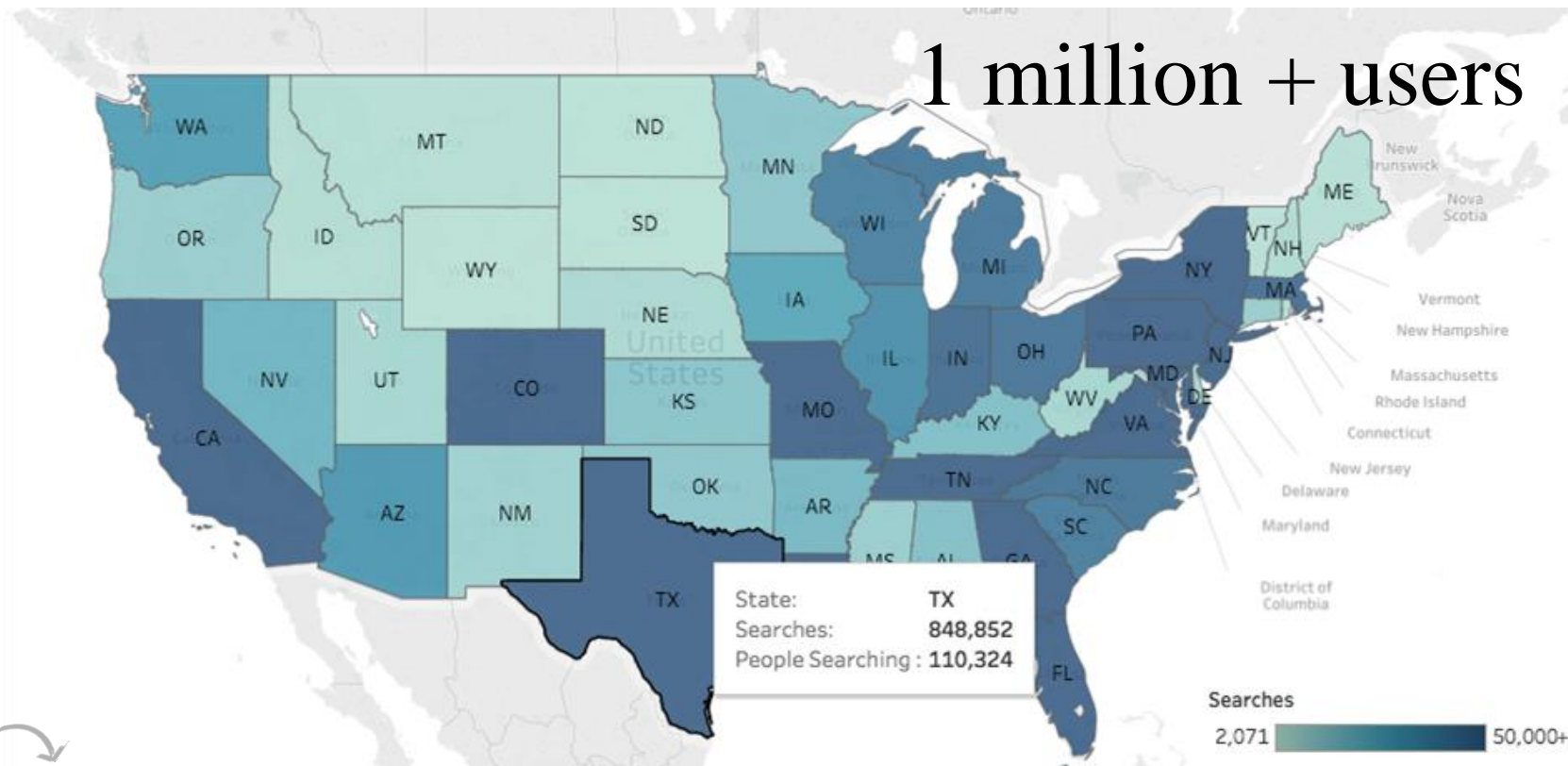
Programs



Problem 1: Find



1 million + users



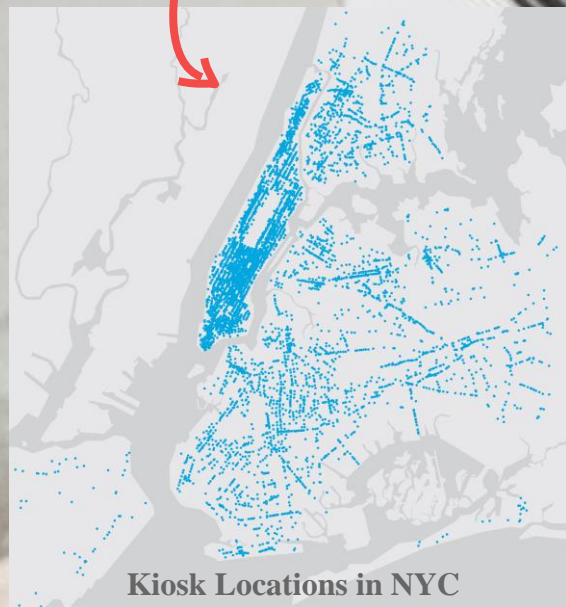
Seeker





New York City replaced phone booths with high-tech kiosks.

**Aunt Bertha is the 4th most popular app
on these kiosks**





Anonymous Visitor 20

On your site 2 hours ago



04/14/2017 at 4:46 AM

Transitional Housing - Volunteers of America
Greater New York | LinkNYC Help Services



Anonymous Visitor 63

On your site 6 hours ago



04/14/2017 at 12:45 AM

Temporary Shelter - Bronx, NY | LinkNYC Help
Services



Anonymous Visitor 27

On your site 3 hours ago



04/14/2017 at 3:39 AM

Financial Assistance - Bronx, NY | LinkNYC Help
Services



Anonymous Visitor 76

On your site 7 hours ago



04/14/2017 at 12:03 AM

Daytime Care - New York, NY | LinkNYC Help
Services

Problem 2: Operationalize

We surveyed hospital executives to better understand how SDoH programs were currently being managed.

Survey Details

Conducted in partnership with **GLG Social Impact**, participants included:

- CEO's, CFO's, COO's, CMO's, Medical Directors;
- Facility Sizes:
 - 55% worked in 250 bed + facilities, 30% 100-250 bed facilities, the remainder in facilities less than 100 beds

Common Challenges

94%

believe it is important or very important to connect patients to social programs.

83%

stated that this will become more important or critical for long term success.

Common Challenges

5%

Only 5% reported no problems with tracking and measuring social program referrals.

Majority of responders stated that data is not tracked at all or is tracked poorly and is decentralized.

Common Challenges: Quotes from Care Teams

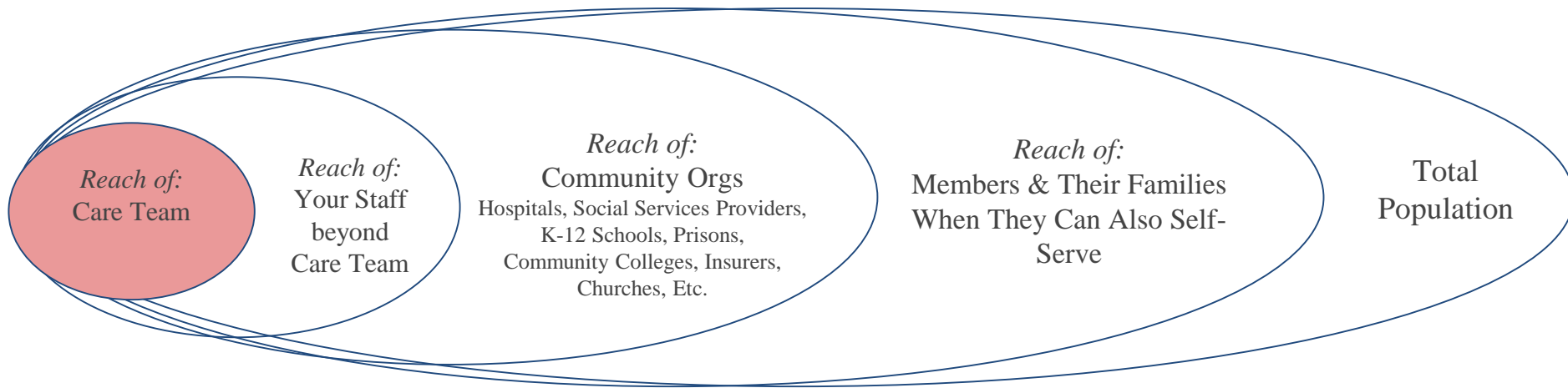
“Dependent on who knows what”

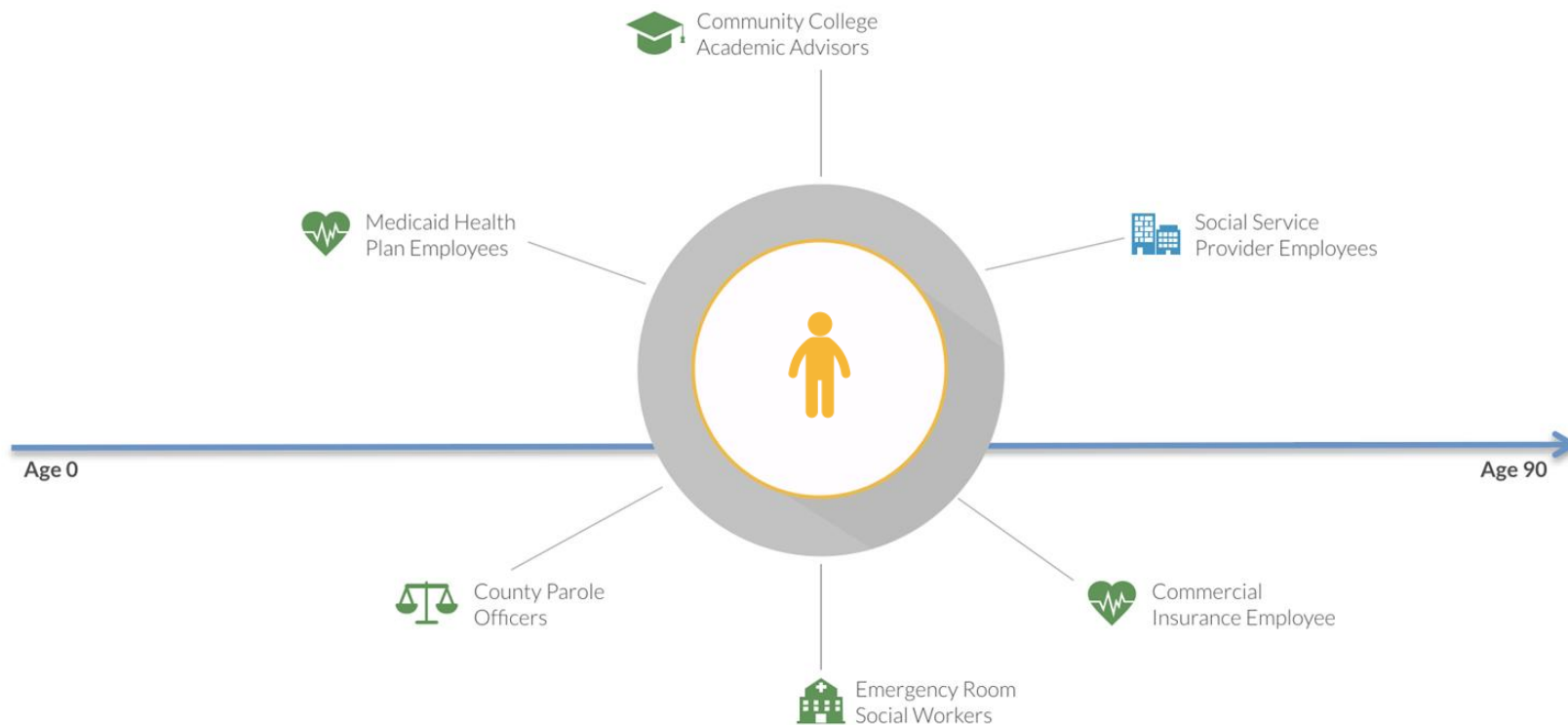
“Updating our own resources is questionable”

“Different departments use different systems and don’t coordinate”

“Need to offer resources in absence of a case manager”

How can we get different organizations to help the people they serve simply **find** available programs?





“It is amazing what you can accomplish if you do not care who gets the credit.”

- Harry Truman

Food Pantry & Resources

+ About

Resources

Find Community Resources By Zipcode:

This free search tool is offered through our partnership with Aunt Bertha. Aunt Bertha uses help people find and connect to social services across the United States like food pantries, housing, training, credit counseling, and more. Just type in your zip code to start searching!

Need help? Search free and reduced cost services like medical care, food, housing, and more in your area.

Enter your zip code

SEARCH

Powered by **Aunt BERTHA**

GET COVERED CONNECT TO THE RIGHT CARE RESOURCES EVENTS

SACRAMENTO
COVERED
YOUR HEALTH OUR PASSION

PARTNERSHIPS ABOUT US CONTACT US

HEALTH RESOURCES

Our MY NAVIGATOR resource list makes it easy to access health-related programs and services near you. Type in your zip code to search in your neighborhood.

Enter your zip code

SEARCH

The Food Bank Network

To strengthen and fill in gaps in the hunger safety net under the Washington metro area, the Capital Area Food Bank is committed to connecting its partners and neighbors in need with healthy food. The Food Bank Network creates links to the CAPB's network of food assistance partners and programs while providing real time access to services such as affordable housing and job training.

Find Help with Food and Other Services in Seconds.

Enter your zip code

SEARCH

ONECONNECT
HEALTH

POWERED BY
1 Regional One Health

Search for free or reduced cost services throughout the Mid-South like medical care, food, job training and more.

Enter your zip code

SEARCH

helpfinder



Enter your zip code

SEARCH

Search for free or reduced cost services to help transform your community.

connect2affect

ABOUT ISOLATION

STORIES

LEARN MORE

FIND HELP

GET INVOLVED

ABOUT US



Find Help
Search our directory to find programs and services near you.

Find resources by location, zip

02155

SEARCH

Aunt BERTHA

Problem 3: Close the Loop



Seeker



1. Find

2. Apply

Connect



Programs



Appointment Referrals

Zip code

80020

Radius

25 Miles

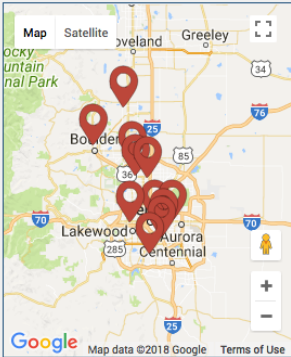
Language

Any language

Date range

Any time

Q Search



Map Satellite Greeley 34 76 25 85 36 70 285 25 Lakewood Aurora Centennial

Google Map data ©2018 Google Terms of Use

Servicios de la Raza

303-953-5940
[Program Website](#)
3 locations available

View all Locations

Nearest location:
4.95 miles away
11860 North Pecos Street

Schedule Here

GLBT Community Center of Colorado

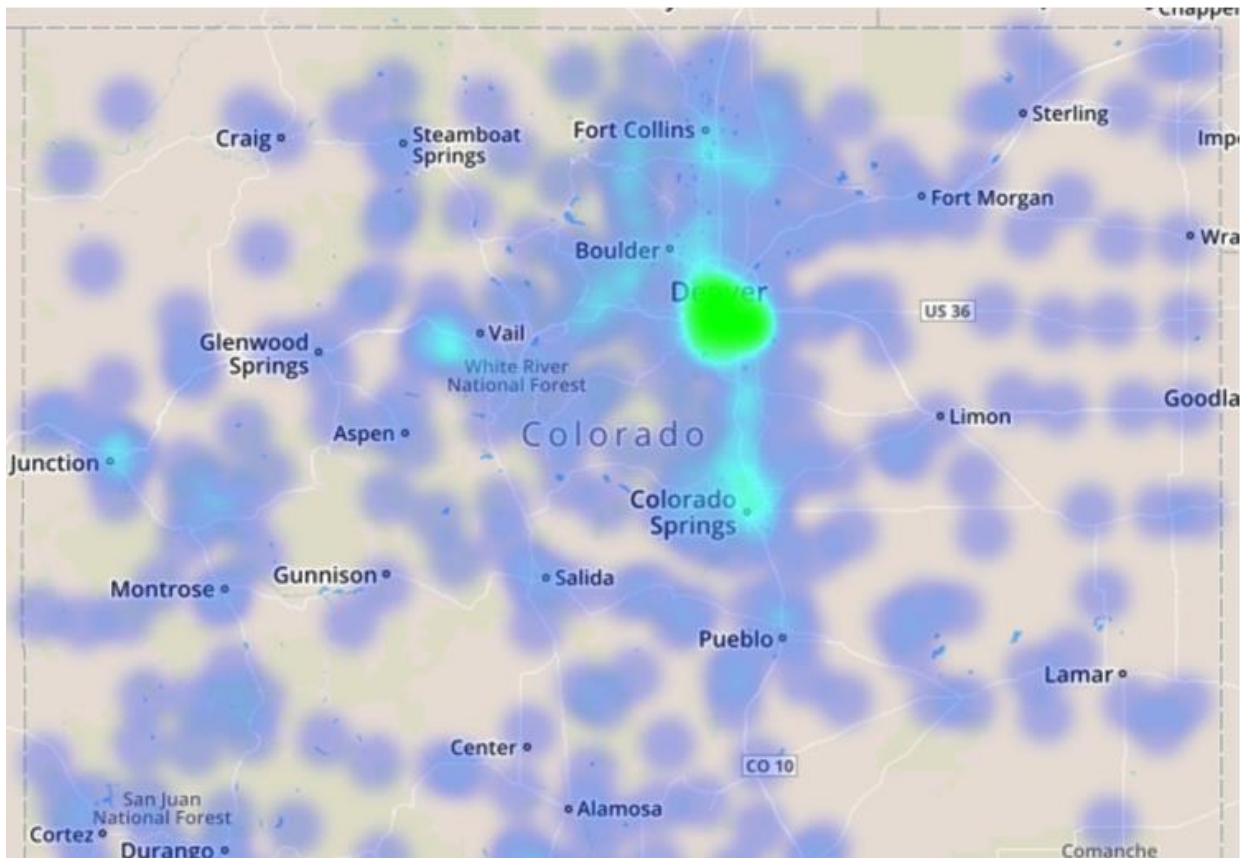
303-733-7743
[Program Website](#)
1 location available

View all Locations

Nearest location:
14.51 miles away
1301 East Colfax Avenue

Schedule Here





53

Participating Agencies
made **18,332** appointment
referrals.

14,117

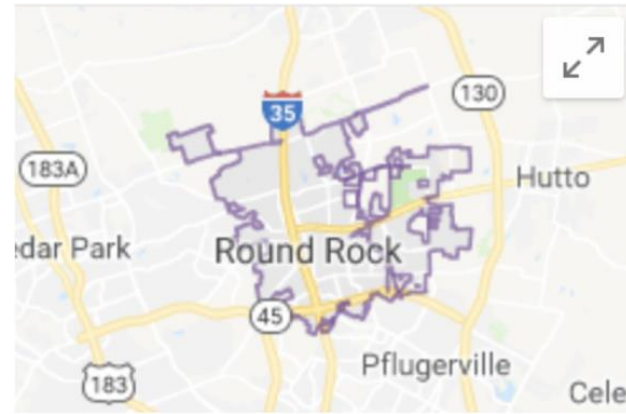
People showed up to their
appointments.

7,420

People were enrolled.

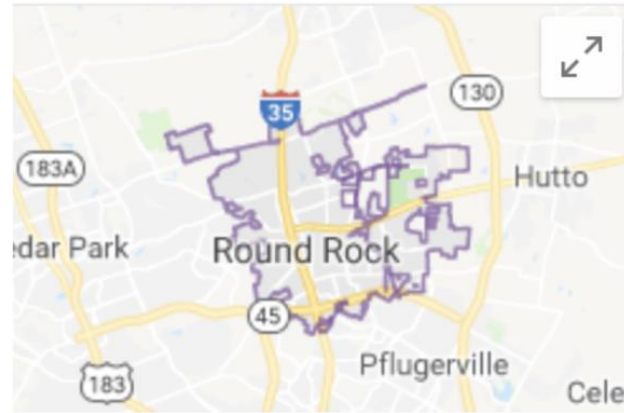
Future State: Radical Ideas

A Real-Time Approach



A Real-Time Approach

@1:45AM - 5:45AM



A Real-Time Approach

@1:45AM - 5:45AM

Looking for:
Cash Assistance
Shelters...



A Real-Time Approach

@1:45AM - 5:45AM

Looking for:
Cash Assistance
Shelters...



Seeker



Program 1

Program 1

Program 1

Program 1

Program 1

Seeker



Program 1

Program 2

Program 3

Program 4

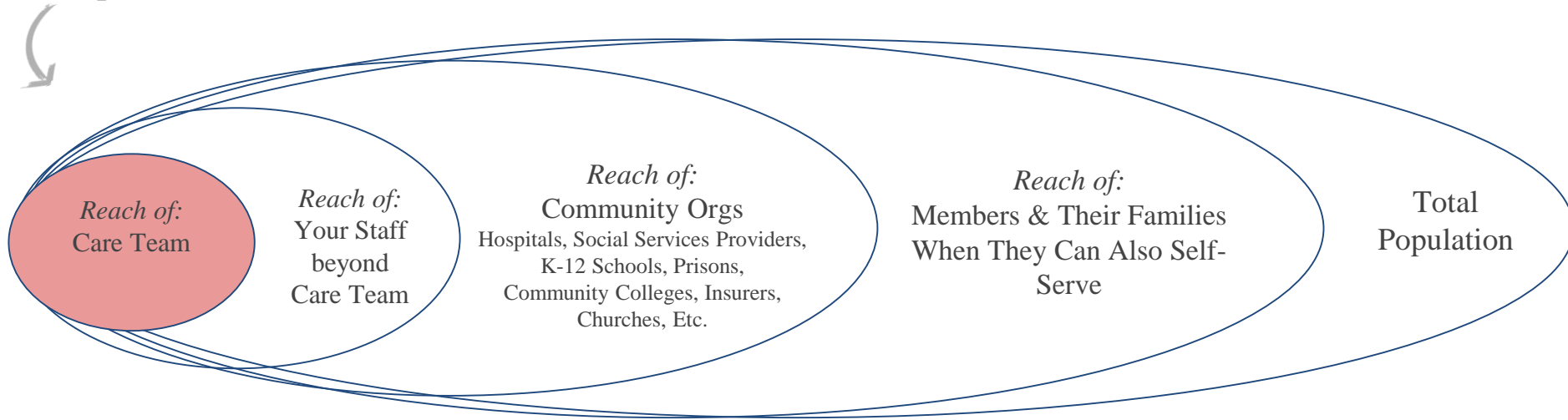
Or...



Can we just pay for what
they need?

Warnings!

The problem is far bigger
than an individual team or
department.



Summary

This problem will get fixed... how?

Seeker



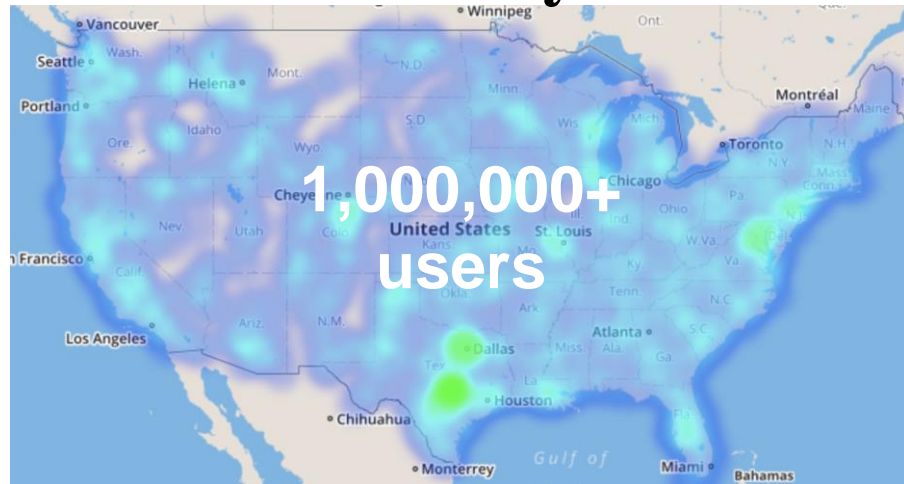
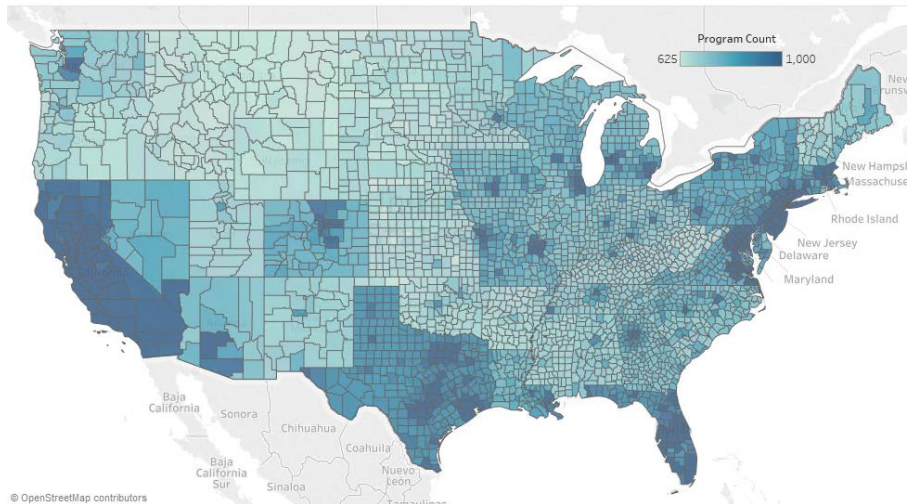
Background

Nationwide Programs

+

Nationwide Search Activity

Program Counts by County



We have program data in every zip code in the US.

Even people in the smallest towns can find a few hundred programs that serve them.

We see users, searches and referrals happening nationwide every single day.

Pictured above is a heat map of where we have seen searches in the last 60 days.

Growth of Claimed Programs

