



## **Advancing Arthritis Public Health Priorities through National Organizations TA/Peer Sharing Webinar Series**

Tuesday, May 3, 2022 @ 2:00 p.m. ET

Collaborating with Community Resource Referral Platforms and Integrated Health and Social Care Networks

### **Webinar Notes and Resources**

- Materials available on the Action on Arthritis website:  
<https://actiononarthritis.chronicdisease.org/monthly-webinars/>
- Meeting Recording: <https://vimeo.com/708741603>

### **Presenters**

- **Vickie Walsh: Find Help**
  - Vickie is a Community Engagement Manager for findhelp
  - Findhelp, formerly known as Aunt Bertha, is a social care network designed to help customers, organizations, and those seeking care to connect to resources for food, housing, goods, transit, health, money, care, education, work, legal assistance and more.
  - [vwalsh@findhelp.com](mailto:vwalsh@findhelp.com)
- **Matthew Hernandez: Unite Us**
  - Matt is a Strategic Sales Director for Unite Us
  - Unite Us is an outcome focused technology company that builds coordinated care networks of health and social service providers.
  - [matthew.hernandez@uniteus.com](mailto:matthew.hernandez@uniteus.com)
- **Jennifer Raymond: AgeSpan**
  - Jennifer is a Chief Strategy Officer and the Director of the Healthy Living Center of Excellence
  - AgeSpan, formerly known as Elder Services of Merrimack Valley, is a non-profit community-based organization dedicated to helping people in Northeast Massachusetts maintain their highest levels of independence, health, and safety as they age. AgeSpan is one of 25 Massachusetts Aging Services Access Points (ASAP) and one of 21 Area Agencies on Aging (AAA).
  - [jraymond@agespan.org](mailto:jraymond@agespan.org)

### **Examples of Additional Social Health Access Referral Platforms (SHARPs)**

- WellSky Social Care Coordination (formerly Healthify) -  
<https://wellsky.com/social-care-coordination/>
- Signify Health - <https://www.signifyhealth.com/>
- Activate Care - <https://www.activatecare.com/>
- Health Information Exchange (HIE) -  
<https://www.healthit.gov/topic/health-it-and-health-information-exchange-basics/health-information-exchange>

## **Participants**

- 33 total participants (excluding presenters)
  - 11 states (AR, IA, KS, MA, NC, NH, NY, OR, UT, WA)
  - 7 national partners (including CDC, NACDD, ACL and NRPA)

## **Resources**

### **Find Help:**

- Findhelp website <https://www.findhelp.org/> and <https://company.findhelp.com/>
- Link to browse social services offered by state <https://www.findhelp.org/find-social-services>
- Link to key partners who are using findhelp to advance their efforts <https://company.findhelp.com/partnerships/>
- Links to the findhelp webpage with links to webinars and events <https://company.findhelp.com/events/> and <https://go.findhelp.com/learn>
- Link to the nationwide program network for findhelp <https://company.findhelp.com/our-solutions/network/>
- Link to a fact sheet about findhelp with key information on differentiators to other platforms
- Link to Vickie's full 18:43 minute recorded findhelp presentation and slide deck
- Findhelp digital cheat sheet and privacy model

### **Unite Us:**

- Link to the Unite Us website <https://uniteus.com/> and to a map of state networks <https://uniteus.com/networks/>
- Link to the Unite Us webpage with links to webinar recordings, white papers, and resources. <https://uniteus.com/knowledge-hub/>
- Link to an article that speaks to Unite Us's social care payment solution that allows users to access care and allows states to fund social care. <https://uniteus.com/unite-us-drives-funding-into-communities-with-launch-of-social-care-payments-technology/>
- Link to upcoming events about Unite Us <https://events.uniteus.com/>
- Link to an interview with the co-founder of Unite Us. Here you will see answers to key questions including company history, mergers and acquisitions and future growth. <https://www.hcinnovationgroup.com/population-health-management/social-determinants-of-health/article/21245858/qa-unite-us-ceo-dan-brillman-on-the-evolution-of-social-care-networks>
- Link to Matt's full 12:01 minute recorded Unite Us presentation

### **North Carolina:**

- Link to a recent article that speaks to how NC is using Medicaid dollars, specifically the 1115 waiver, to improve social determinants of health by paying for services such as delivery of healthy food and participating in evidence-based programs. <https://www.northcarolinahealthnews.org/2022/03/09/its-never-been-done-before-how-nc-plans-to-use-medicaid-dollars-to-improve-social-determinants-of-health/>

- NCCARE360 website <https://nccare360.org/>
- Link to article “[NCCARE360 Selected to Build a New Tool for a Healthier North Carolina – The NC Resource Platform](#)” by Unite Us, August 21, 2018.

## **Virginia:**

- Link to an article about Virginia’s partnership with Unite Us <https://uniteus.com/virginia-to-partner-with-unite-us-to-create-statewide-infrastructure-connecting-health-and-social-services/>

## **Oregon:**

- Link to Connect Oregon, a partnership between Unite Us, Oregon leadership and key partners across the state. <https://uniteus.com/unite-us-oregon-health-leadership-council-and-partners-announce-connect-oregon-a-collaborative-network-to-address-social-health-statewide/> and <https://oregon.uniteus.com/>
- Community Information Exchange Information in Oregon: <https://www.oregon.gov/oha/HPA/OHIT-HITOC/Documents/HITOC-CIEIssueBrief.pdf>
  - CIEs are available statewide with major concentrated efforts largely sponsored by Medicaid coordinated care organizations (CCOs) and health plans that are then extended to community partners for use. The two prominent CIE vendors in Oregon are Connect Oregon (aka Unite Us) and findhelp. Utilization varies across the state.
- The Oregon Health Authority, Public Health Division, Health Promotion and Chronic Disease Prevention section is contributing to Comagine Health’s Administration for Community Living (ACL) grant to establish and scale the Community Integrated Network of Oregon (CINO).
  - The State Health Department participates on the Steering Committee with OHA staff and on various subcommittees to support work.
  - The ACL grant is a 3-year initiative to establish and scale the Community Integrated Network of Oregon (CINO) to strengthen infrastructure for community-based CDSME program delivery, increase access and program reach for people most in need, and build a system that is sustainable.
    - Strategies include establishing pathways for referrals from healthcare providers for WWE with referrals to social care needs to address SDOH using Compass, Connect Oregon, and Welld.
    - Compass will serve as the primary workshop and data management tool for program delivery partners under this grant.
    - The Public Health Division owns the license and will contract with Comagine Health to manage Compass and provide TA to organizations.

## **Rhode Island:**

- Link to a pdf about the Rhode Island Executive Office of Health and Human Services partnership with Unite Us. <https://eohhs.ri.gov/sites/g/files/xkgbur226/files/2021-06/Unite%20Us%20RI%20Community%20Partner%20Email.pdf>

## **New York:**

- A New York HIE example: Establishing a community referral platform in the Regional Health Information Organization HIE platform.  
<https://www.healthconnections.org/what-we-do/clinical-care-quality/community-referrals/>
- The Western New York Integrated Care Collaborative (WNYICC) is an integrated care network and the technical assistance center for delivery partners funded by the NY State Office for the Aging (NYSOFA) ACL CDSME grant.
  - They are the leaders in establishing referral systems with healthcare providers and receiving reimbursement for evidence-based programs in NYS.
  - More recently, they've started using the platform Welld (<https://www.welldhealth.com/>) for referrals, enrollment, reporting, reimbursement, etc.

## **Other:**

- ARTICLE "How Covid forced states to digitize high-touch social services. Propelled by pandemic, at least 43 states are using online referrals to connect health and social needs."  
<https://www.politico.com/news/2022/03/09/covid-states-digitize-social-services-00015336>
  - "In some states, such as North Carolina and Virginia, governments played a direct role in setting up these systems. Elsewhere, they are brought in by Medicaid managed care plans under contract with states, as well as other health plans, hospitals and philanthropies that treat or support vulnerable patients. Some are public-private partnerships."
- SHARP Function Checklist  
<https://www.aginganddisabilitybusinessinstitute.org/adbi-resource/sharp-function-checklist-decision-points-for-cbos-considering-working-with-social-health-access-referral-platforms>
  - This tool provides decision points for CBOs and State Health Departments to consider when working with social health access referral platforms.
- A multi-disciplinary group Partnership to Align Social Care, with support from the RWJF is collaborating to co-design a plan to build the full capacity of community-based organizations to deliver health-impacting social care.  
<https://www.picf.org/news/rwjf-grants-350k-to-effect-alignment-of-social-care-and-health-care/>

## **Evaluation**

- **Poll Question:** Are you interested in participating in a follow up workgroup to further this discussion?
  - 3 states want to follow up with Unite Us
  - 3 states want follow up with findhelp
  - 1 state wants to follow up with "other"
- **Poll Question:** I gained skills related to my organization's ability to partner with social health access referral platforms to enhance arthritis public health efforts

- 89% Strongly Agree or Agree
- **Poll Question:** Please provide additional information on the specific skills that you gained because of attending todays webinar. (Select all that apply)
  - 94% - Knowledge about social health access referral platforms
  - 6% - New partners to engage with to address arthritis
  - 50% - New ideas/ways of thinking about my programs current approach to increase arthritis public health strategies
  - 13% - Strategies to sustain arthritis efforts
  - 0% - Other