

NC 2-1-1

SUPPORT OF THE SOCIAL DETERMINANTS OF HEALTH



NC 2-1-1 is Uniquely Positioned

Administrator of the 3-digit dialing code, 2-1-1.

24/7/365 contact center infrastructure, supported by 53 local United Ways and 4 community partners.

Quality call experience provided by trained and certified call specialists

Database of 19,000 health and human services resources

Existing partnerships with DHHS Division of Aging, NC Emergency Mgmt.

Active member of State Emergency Response Team

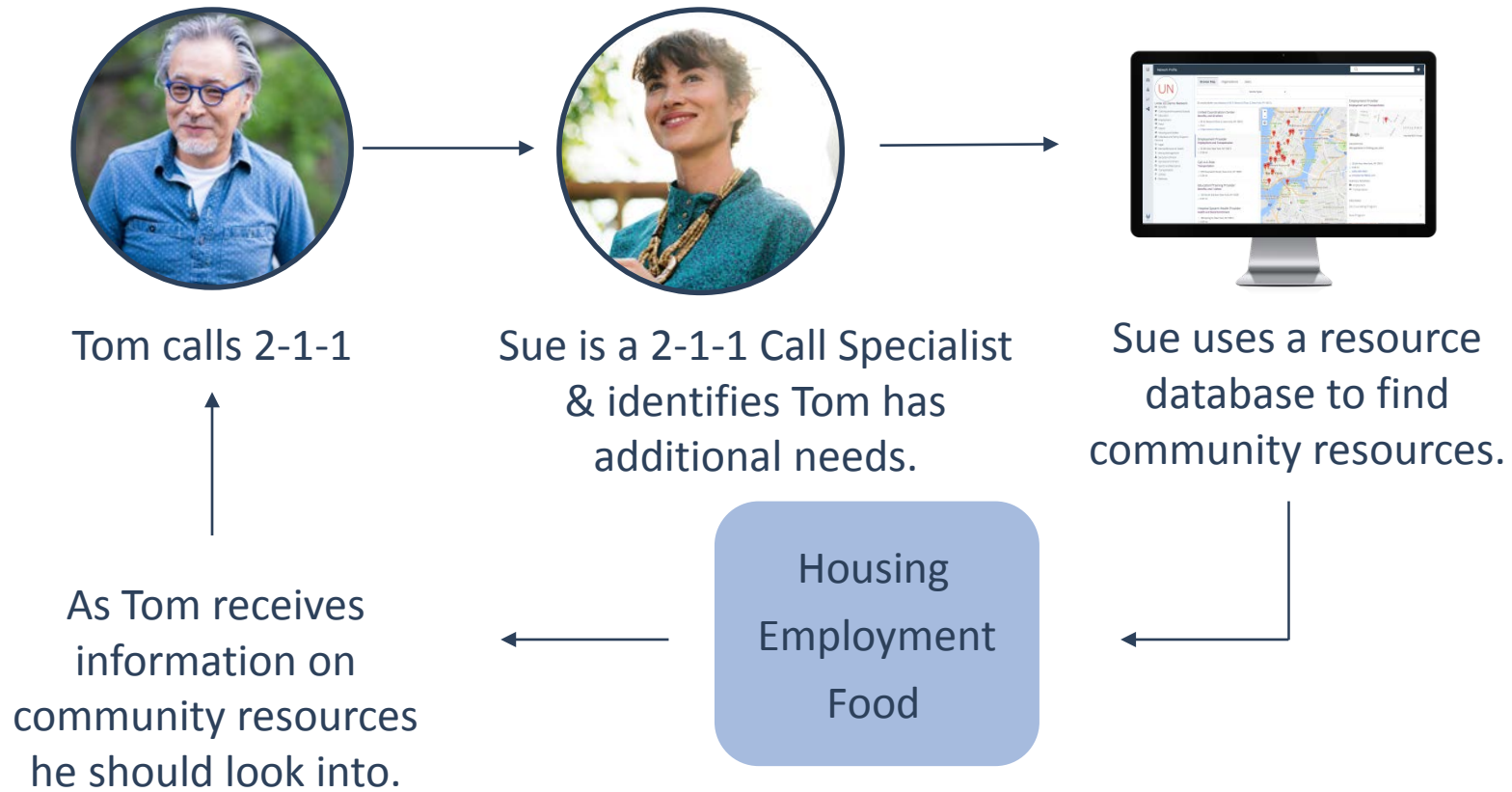
Already serving 115,000+ vulnerable North Carolinians a year

New partnership with Unite Us provides the “missing link”, closing the loop on the referral process



How 2-1-1 Works Now

THE OLD APPROACH



INFORMATION AND REFERRAL PARADOX

UNANSWERED QUESTIONS

1. "Can We Prove the Patient Received the Service They Needed?"
2. "Are We Creating Value for Community Partners?"
3. "Do We Know All the Stakeholders (at least those to start with)?"



Can We Prove the Patient Received the
Service They Needed?

With NC 2-1-1 / Unite Us Partnership

YES

2-1-1's Role In Supporting SDoH

Provide

- access to community resources by phone, chat and text.
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Increase

- searchability of online resources
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Support

- communities without health navigators or dedicated case managers, by providing a dedicated connection for high risk individuals to include benefit screening, advocacy, social service program referrals and follow-up.



SOLUTION: SOCIAL INFRASTRUCTURE

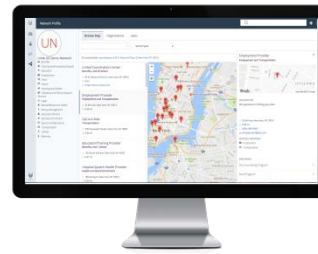
NO WRONG DOOR APPROACH



Tom calls 2-1-1



Sue is a 2-1-1 Call Specialist (or any provider in the community!) & identifies Tom has additional needs.



Sue uses Unite Us to gain digital consent & electronically refers Tom to multiple community partners.



Housing



Employment



Food



As Tom receives care, Sue coordinates in real-time with Tom's "community care team," receiving updates and tracking his total health journey through the SDoH Dashboard.



ALL PATIENT'S SDOH INFORMATION IN ONE PLACE

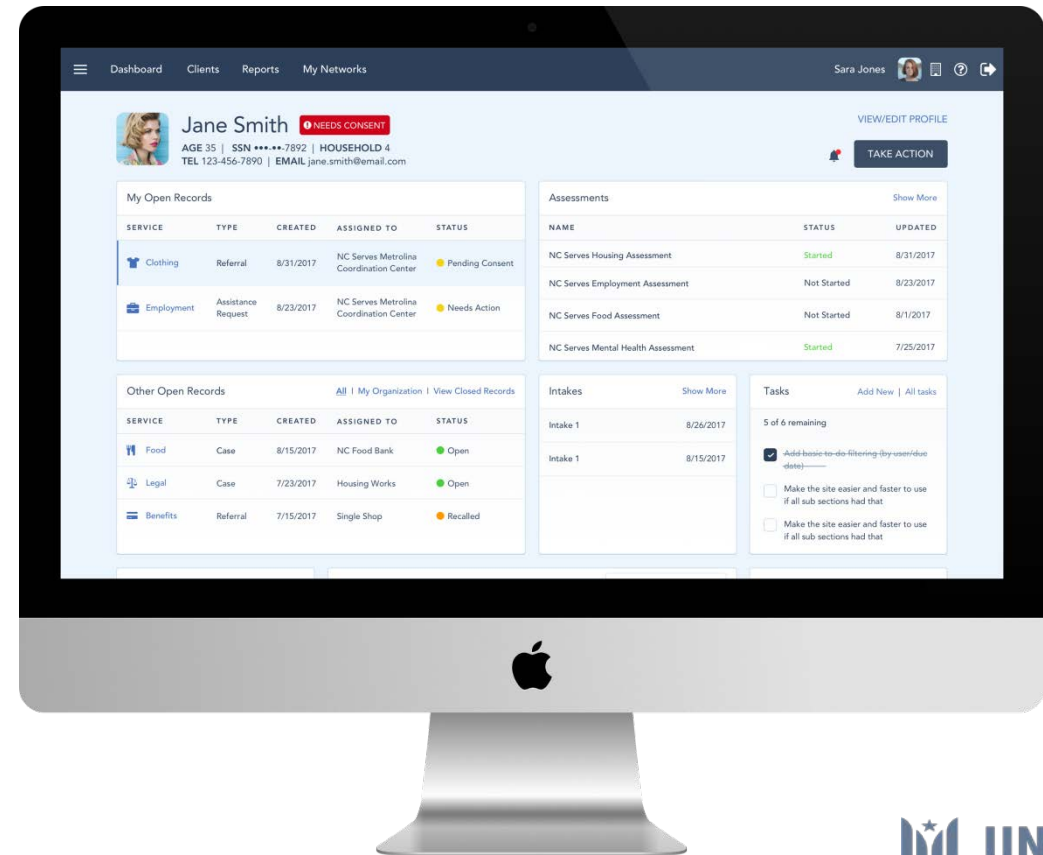
A BIRDS EYE VIEW OF YOUR PATIENTS HEALTH JOURNEY AT SCALE

Every Referral

Every Connection

Every Interaction

Every Outcome

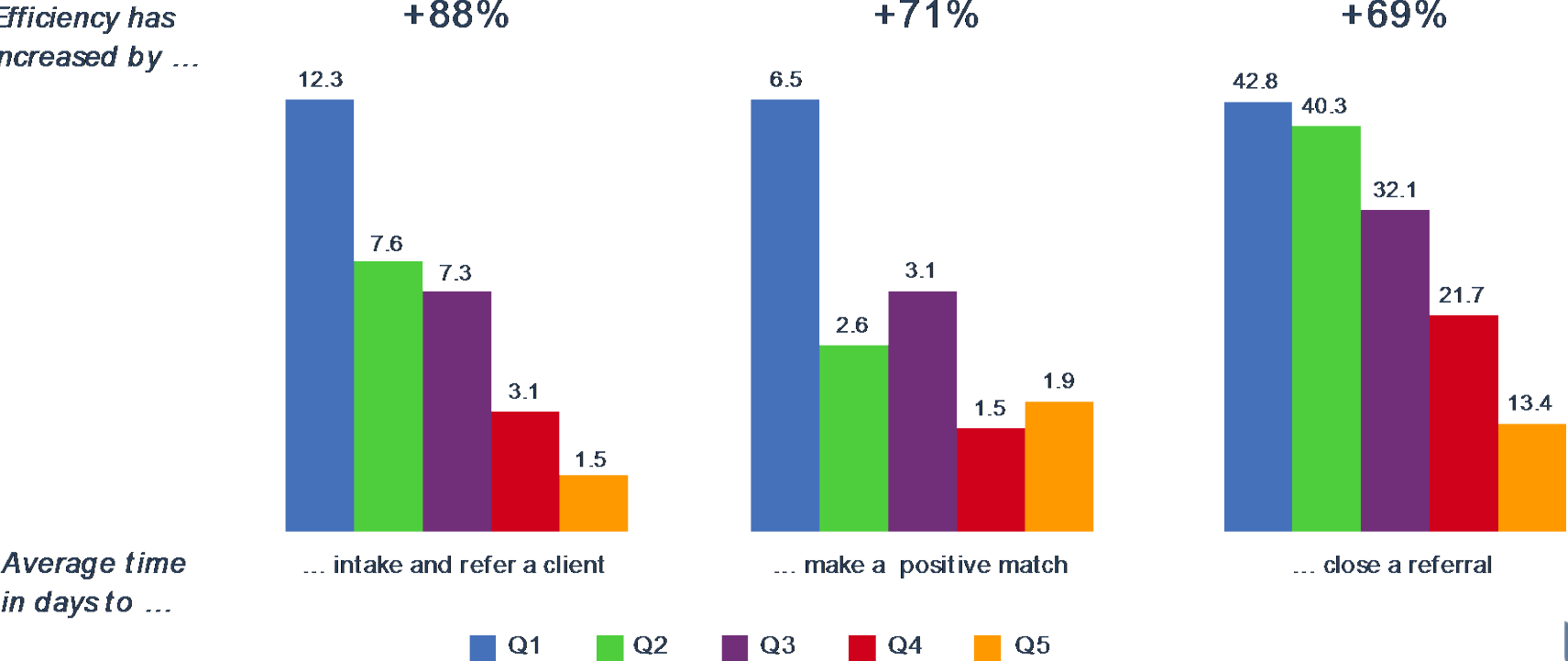


Unite Us Example of Improved Efficiency

ACCELERATING INTAKE, REFERRAL, AND CLOSING THE LOOP

IN CHARLOTTE, NC
Year 1 Quarter: All Services

Efficiency has increased by ...



Average time in days to ...

■ Q1 ■ Q2 ■ Q3 ■ Q4 ■ Q5



So, How Are We Creating Value for Community Partners?

The Value of a Comprehensive Approach

Builds a community network of agencies and providers that meets them where they are in capacity and technology



Enhances the strength of existing Unite Us and United Way networks



Allows for Building Single Data Collaborative of Community Resources to Reduce Duplication



Increases our ability to understand patient experiences navigating health and human services in NC.



Meet Providers Where They Are

UNITE US ARCHITECTURE FOSTERING COLLABORATION

CRM



Used by +50% of
the
National 2-1-1
Market

EHR's



App Orchard
&
Health Planet Team

Community



Various tools used
in the community

Innovative
Technologies



Provide Leadership to Establish a Data Collaborative

Ensure Equal
Access to
Quality
Referral
Information

Representing
the 14 Pillars
of Wellness
for all 100
counties

Current
Accurate
TRUSTED

Representing
all major
datasets in
the state

Shared and
owned by
the
Collaborative



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