



# Your Partner for Social Care

Cross-Sector Collaboration Software  
Powered by Community

# Agenda

	<b>Introductions</b>	<b>5 Min</b>
	<b>Unite Us Presentation/Demo</b>	<b>20 Min</b>
	<b>User Testimonials</b>	<b>15 Min</b>
	<b>Questions &amp; Answers</b>	<b>15 Min</b>

# With You **Today**



**Jordan Murray**  
Unite Us  
Strategic Sales Director  
Texas



**Brandon White**  
Unite Us  
Customer Success Director  
Texas



**Antrionette Lewis**  
UMC Health System  
CHW, Care Coordination



**Vanessa Morelion**  
South Plains Food Bank  
Director of Community  
Impact



GIVING HOPE. ENRICHING LIVES. FIGHTING HUNGER.

We drive the collaboration to identify, deliver, and pay for services **that impact whole-person health.**



# Connecting People to Care



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Tom shows up at Sue's organization.



## Screening

Sue screens Tom and identifies that he has additional needs.



## Referral

Sue uses Unite Us to **gain digital consent** and electronically refer Tom to multiple community partners. Through the platform, she can seamlessly **communicate with the other providers** in real time and securely share Tom's information.



## Resolution



## Feedback

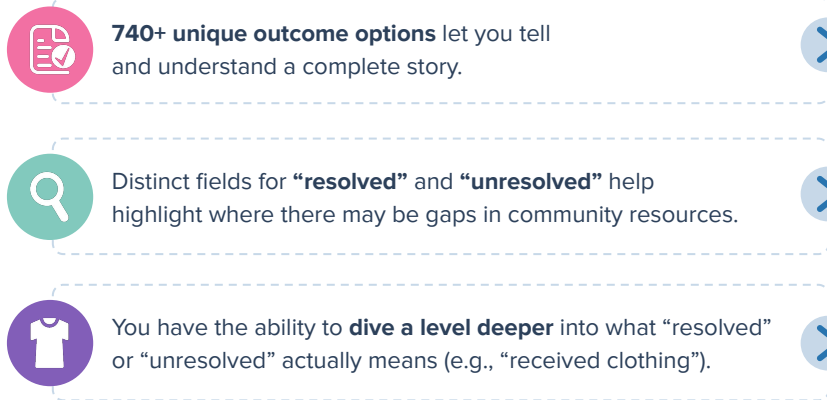
As Tom receives care, Sue receives real-time updates and tracks Tom's total health journey.

# If you don't know the outcome of an intervention, **how do you know what's working and what's not?**



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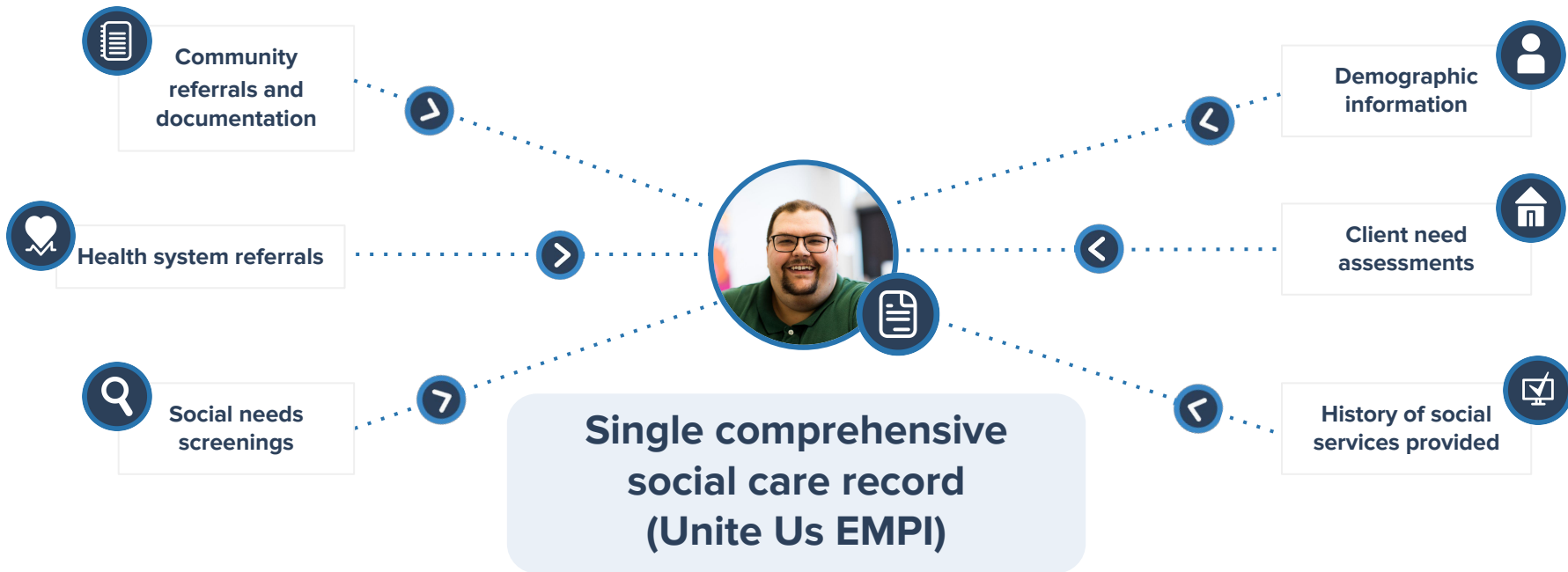
Lots of platforms say they track outcomes, but what does that really mean? Let's look at what "outcomes" means to Unite Us:



<b>Clothing and Household Goods</b>	Resolved	Furniture/ Homegoods	Received Furniture
<b>Clothing and Household Goods</b>	Resolved	Toiletries/ Personal Hygiene Products	Received Toiletries/ Personal Hygiene Products
<b>Clothing and Household Goods</b>	Unresolved	Clothing	No Clothing Available

**An outcome is more than "got help."**

# Uniting Information from a Diverse Ecosystem



# One Seamless Experience Across the Community

## Current Partners



eClinicalWorks



**Health Providers**  
Electronic Health  
Records

**Government**  
Benefits Eligibility  
& Data Architecture

**Payers**  
Case  
Management  
Platforms

**Health Information Exchanges**  
EMPI & Data Architecture

**2-1-1**  
Resource Directories

**Education**  
School Information  
Systems

**Housing**  
Homeless  
Management  
Information



# Insights Center helps you fully maximize your organization's impact using Unite Us SDoH data.

The Unite Us end-to-end solution is powered by and produces high-quality, structured SDoH care outcomes data

Co-Occurring Needs	
Food Assistance	_____
Income Support	_____
Housing & Shelter	_____
Utilities	_____
Individual & Family Support	_____
Employment	_____
Benefits Navigation	_____
Transportation	_____
Physical Health	_____
Legal	_____
Mental/Behavioral Health	_____
Education	_____
Social Enrichment	_____
Money Management	_____
Wellness	_____
Substance Use	_____
Sports & Recreation	_____
Sports & Recreation	_____
Entrepreneurship	_____
Spiritual Enrichment	_____

Of 15,603 clients who had 1+ Clothing & Housing Goods service episodes, clients also needed:



**Identify** at-risk individuals to engage and enroll them in services they need



Evaluate network- and organization-level **Activity** and client impact



**Invest** funding and resources intelligently into communities



Access detailed **Data Delivery** solutions

# Network Activity

## Dashboard

### With this Dashboard, you can:

1. **Evaluate network coverage** as well as network trends
2. **Understand** who your clients are, what services they seek, whether they have received their requested services, and how organizations within your network can serve client needs
3. **Deep dive into network service events** (service episodes, cases and referrals)
4. **Assess performance** in specified geographies, timeframes, organizations and by client demographic profiles



# Health Equity

## Dashboard

### With this Dashboard, you can:

1. **Establish a baseline understanding** of clients served and their care journeys
2. **Deep dive into demographic factors** impacting health disparities
3. **Analyze areas for further improvement**, such as organizational workflow optimization, community service gaps, or opportunities for additional navigation support
4. **Explore methods to bridge health and social care** in locations where gaps persist
5. **Drive positive outcomes** for the community by testing and deploying new interventions



# Impact in Texas Since 2017

Needs Met

**36,143**

social needs  
met

**79.0%**

resolution rate

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Growth\*

**1,750**

programs

**14**

contracted customers  
throughout Texas

Activity

**21,178**

Texans served

**45,762**

closed processed cases

**29,059**

referrals completed with  
loop closed

**71.2%**

3 or fewer days  
to action referrals

Top  
Needs  
Identified  
by Service  
Type

**15,232**

Food Assistance

**8,705**

Transportation

**8,181**

Housing & Shelter

**3,473**

Clothing & Household Goods

**3,270**

Utilities

We enable secure, meaningful **information sharing across sectors.**



### Certifications

- HITRUST
- SOC 2 Type 2
- NIST

### Regulations

- HIPAA
- 42 CFR Part 2
- FERPA

### Access and Permissions

- Role-based access permissions to satisfy HIPAA/NIST standards

### Infrastructure

- AWS Hosted
- Data encryption
- Audited technical, physical, and administrative safeguards
- Continuous vulnerability monitoring and alerting
- Annual penetration testing and audits by third parties
- USA-based data centers

# Addressing other vendors misleading statements about Unite Us

**“Unite Us does not require consent for each referral”**

**False**

On the Unite Us Platform, no referral can be shared without the documented consent of the individual. We know that certain vendors have developed more onerous workflows — but we also know that, on the ground, providers, policy leaders, and individuals seeking care have not supported that model because it makes it more difficult to connect to care and leads to fragmented care records.

**“Unite Us sells client data to third parties”**

**False**

Unite Us does not sell client data to third parties. Unite Us makes it possible for organizations supporting a client’s care journey — including health and social care providers, health plans, government agencies, and others — to securely coordinate client care and exchange data in accordance with the individual’s consent to track, evaluate and improve client outcomes.

**“Unite Us imposes exclusivity on CBOs”**

**False**

Unite Us strongly supports interoperability between systems and does not require exclusivity. You can review the standard Network Terms that community-based organizations accept prior to accessing our platform and see for yourself that those exclusivity provisions do not exist.

**“Individuals cannot access services unless they agree to Unite Us’s consent”**

**False**

If an individual does not consent to sharing their information but still needs care, Unite Us users can connect them to care without sharing their information through our secure resource-directory features. Those features enable organizations to easily share right-fit resources with the individuals they serve. Individuals always remain in control their information.

**“The whole network can see your patient’s referrals”**

**False**

When clients consent to sharing their information, their referrals are not shared with every provider within the network. Just the opposite — the referrals for that client are visible on the platform only to those organizations directly supporting the client’s care based on their strict role and organization-based viewing permissions.

# Demonstration



# Tom Adams

✔️ CONSENT ACCEPTED

DOB 10/12/1966 (Age 56) | TEL (718) 223-3444 | EMAIL ta@aol.com

ADDRESS Portland, OR | HOUSEHOLD 2

 Client requires action

REFER TOM ↻

Overview

Profile

Cases

Forms

Uploads

Referrals

## Tom Adams's Profile

### Contact Information

PHONE	home (primary, call) (718) 223-3444	✎
ADDRESS	home Portland, OR county Multnomah County	✎
EMAIL	(primary, message, notification) ta@aol.com	✎
PREFERRED METHOD OF CONTACT	Call	✎



INBOUND REFERRALS

Needs Action 6

In Review 2

ASSISTANCE REQUESTS

Needs Action

Closed

Processed

INTERNAL CASES

Open

Closed

All

OUTBOUND REFERRALS

Drafts

Rejected 8

Recalled 36

Needs Action

In Review

Closed

All

EXTERNAL CASES

Open

Closed

All

Care Coordinator

Client Consent (All)

Program

1-6 of 6

Service Type

SENDER	CLIENT NAME	SERVICE TYPE	DATE CREATED
Southern Regional Healthcare Provider	Olivia Ochoa	Emergency Food	Oct 27
CareOregon Metro Test Organization	Chelsea Dayton	Emergency Food	Oct 27
Oregon Housing - Demo	Morey Washington	Food Pantry	Oct 12
Oregon Housing - Demo	Tom Zinny	Food Pantry	Oct 12
Metro Health Clinic	Laura McGyver	Emergency Food	Sep 30
Unite All Dental Care	Carla Polson	Medically Tailored Meals	Sep 22

A close-up photograph of a woman with dark hair and a young boy with dark hair, both looking at each other with a gentle expression. The woman is on the left, and the boy is on the right. They are positioned in front of a window with light-colored blinds. The image is partially obscured by a dark blue curved shape on the left side.

# Evaluation Case Study: First 1000 Days Initiative

Sarasota Memorial <> Unite Us

# First 1,000 Days Suncoast



UNITE US

SARASOTA  
MEMORIAL  
HEALTH CARE SYSTEM

FIRST  
1,000  
DAYS

First 1,000 Days is a regional initiative of 85+ partner organizations working together to improve coordination and increase access to care for pregnant mothers and families with young children.

## 2018

Sarasota Memorial Health Care System was designated as the backbone organization for the **First 1,000 Days Suncoast Initiative**, to lead the strategy and operations.

## 2020

Through the **First 1,000 Days Initiative**, Sarasota Memorial partnered with Unite Us to connect pregnant patients with social care services in the community.

Investing in cross-sector collaboration technology helped:

- Generate community data to identify patients' unmet social needs
- Coordinate resources and deliver timely services
- Measure impact of interventions

# Study Design and Main Takeaway



## Study Design

This study used a retrospective, matched, case-control design. The total study sample was **2,456** which included **1,228** patients who screened positive for one or more social needs and were referred for social care through Unite Us between August 2020–March 2022. They were matched with patients who received usual care prior to Unite Us implementation (Jan 2019-July 2020) based on criteria including demographic characteristics and insurance status.



## Main Takeaway

We found **statistically significant reductions in odds of hospital (re)admission up to 12 months postpartum**, for all patients referred through Unite Us compared with patients who received usual care.

## Study Sample Characteristics

Characteristic	Cases (n=1,228)	Controls (n=1,228)
<b>Age (mean, SD)</b>		
	28, (5.93)	29, (5.59)
<b>Race</b>		
<b>Black</b>	19%	19%
<b>White</b>	56%	56%
<b>Other</b>	25%	25%
<b>Missing</b>	0.2%	0.2%
<b>Ethnicity</b>		
<b>Hispanic/Latino</b>	28%	28%
<b>Preterm (&lt;37 wks)</b>		
	16%	16%
<b>Low Birthweight (&lt;2500g)</b>		
	14%	14%
<b>Insurance Status</b>		
<b>Government</b>	67%	67%
<b>Private</b>	32%	32%
<b>Self-Pay</b>	1%	1%

# Sarasota Memorial Care Coordination Workflow



Ellen (New Mom)



## Sarasota Memorial Women & Children's Services

Nurse conducts brief SDoH screener in Obstetric Emergency Care Center or upon admission to Labor and Delivery



## SDoH screening

If positive, Case Management is alerted automatically through Electronic Health Record.

Sarasota Memorial Case Manager meets with Ellen and does a thorough assessment.



## Care Coordination

Ellen's screening reveals the need for postpartum supportive care and food assistance. Prior to Ellen's discharge, the case manager refers her for Home Visiting services and Food services.

Families are provided information on First 1000 Days resource navigation support available post-discharge



### Home Visiting Services

Ellen receives **Home Visiting** from Healthy Start for wellness checkups, lactation support, and parenting education



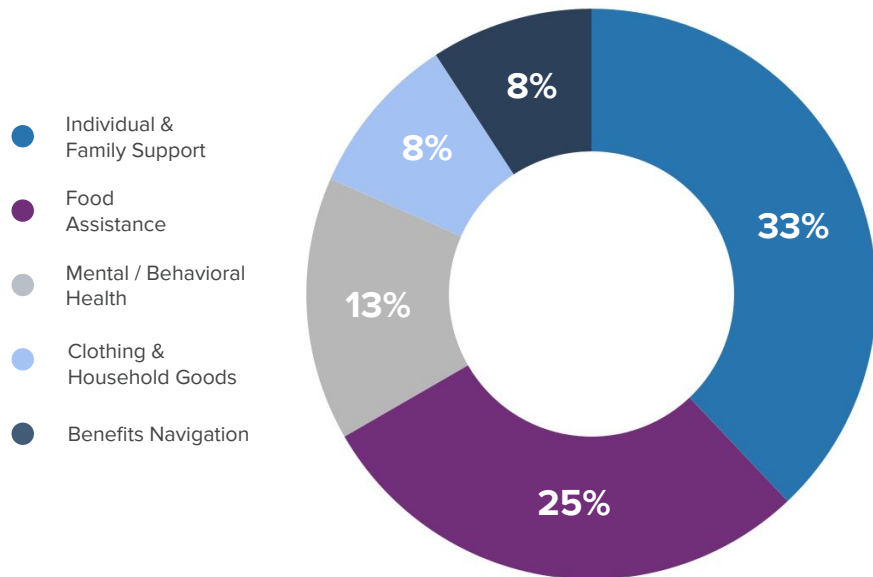
### Food Assistance

Ellen receives assistance from All Faiths Food Bank.



As Ellen receives care, Sarasota Memorial and community resource users receive **automated updates** on Ellen's total health journey.

# Top Five Service Types Referred for Sarasota Memorial Patients



## Individual & Family Support

Home visiting programs, Parent education and support, Postpartum support and infant wellness



## Food Assistance

SNAP/WIC, Infant formula/food, Prepared meals, Emergency food assistance



## Mental/Behavioral Health

Mental health evaluation, Mental health education, Family counseling



## Clothing & Household Goods

Diapers/infant supplies, Toiletries/ personal hygiene products, Furniture/home goods



## Benefits Navigation

Benefits eligibility screenings, ID/documentation assistance

# The Positive Impact of Sarasota Memorial and First 1,000 Days Initiative

30-day readmission results, stratified by insurance



79% ↓

Reduction in odds of postpartum\* related readmissions for Medicaid patients

70% ↓

Reduction in odds of all-cause readmissions for Medicaid patients

67% ↓

\*\*Reduction in odds of postpartum related readmissions for patients with private insurance

\*Postpartum-specific ICD-10 codes (e.g. maternal mental health, labor and delivery complications, gestational diabetes, and Type II Diabetes)

\*\*Not statistically significant

Continued  
Reductions Over  
Time

## Postpartum-related Hospital Admissions

(All Insurance Types)

Patients receiving referrals  
through **Unite Us** when  
compared to matched patients  
receiving usual care



64% ↓

Reduction in odds of  
admission at 3 months

57% ↓

Reduction in odds of  
admission at 6 months

53% ↓

Reduction in odds of  
admission at 12 months





Continued  
Reductions Over  
Time

## All Cause Hospital Admissions

(All Insurance Types)

Patients receiving referrals  
through **Unite Us** when compared  
to matched patients receiving usual  
care

58% ↓

Reduction in odds of  
admission at 3 months

40% ↓

Reduction in odds of  
admission at 6 months

37% ↓

Reduction in odds of  
admission at 12 months



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# First 1,000 Days Suncoast



## Demonstrated Programmatic Value

**Results and findings** from this study and additional programmatic evaluations helped to ensure:

- Renewed philanthropic commitment and community investment in First 1,000 Days Suncoast
- Expansion of the Unite Us Platform to Sarasota Memorial system-wide implementation
  - Sarasota Memorial launched Unite Us system-wide in 2023, due to the success achieved in Women and Children's Services

# Why Unite Us

Together we can better connect socially and economically vulnerable Texans to services, improve overall health and well-being, and reduce health care costs.



North Carolina's NCCARE360 is a statewide backbone organization that electronically connects North Carolinians who have unmet social needs to community resources. It allows for feedback and follow-up through a shared technology network provided by Unite Us so that those seeking help are served. The program includes a team of dedicated navigators to support referrals, as well as a community engagement team that works with community-based organizations, social service agencies, health systems, independent providers, and community members to create a statewide, coordinated care network.



A trusted and proven Closed Loop Referral Service solution since 2013, supporting Texans since 2017



Our solutions are proven with cross-sector partners (Government, Healthcare, & Social Services) to power major transformations and enable policy and strategic decisions via structured data (Outcomes > Outputs)



Our sophisticated privacy ecosystem protects client data while allowing for coordination of care: Unite Us Consent, Role-Based Access, Sensitive Data Protections, Data Security



Driving industry-standard billing and payments innovations as the backbone CLRS infrastructure

# Background on **LBK Community & Unite Us**



## HEALTH DEPARTMENT

HEALTH DEPARTMENT

BEHAVIORAL HEALTH

CLINICAL SERVICES

DISEASE SURVEILLANCE

HEALTH PROMOTION

DISEASE INTERVENTION

HEALTH EQUITY

HIV OUTREACH

**LBK COMMUNITY**

## LBK COMMUNITY



### LBK COMMUNITY

LBK Community is a cross-sector network of health and social providers whose purpose is to connect community members to health and social services in a timely manner. The network is powered by [Unite Us](#), a secure, web-based platform that enables providers to send, receive, and track referrals electronically. Additional goals for LBK Community are to increase the coordination and collaboration of services between Community Based and non-Community Based Organizations in order to reduce the duplication of effort, identify gaps in services, and demonstrate improved health outcomes across the region. Since its launch in June 2020, the network has made over 450 referrals, identified over 800 needs, and helped over 500 individuals.

# Testimonials

- Why and how did your organization choose Unite Us?
- How are patients connected with NMDOH resources – how does the hand off look from health org vs community partner side?
- How does Unite Us affect patient care?
- How does Unite Us affect relations between health org and community org?
- Any lessons you'd share with those considering Unite Us for their own org?



# Questions and Answers





# Thank You

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