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# The Dignity of a Response

How do we design interventions that empower people to own their own path during tough times?





# Seeker



[see-ker]

Someone who is in need of services.

Or, **everyone**, at some point in their lives.





## **Largest Nationwide Network**

We respect the hard-working Community Based Organizations (CBOs) out there helping the neediest everyday, and we're providing free tools to help.



## Most Referrals

We're the only search and closed-loop referrals platform that has successfully scaled nationwide, with a growing user base in the millions, and more than 1,000 CBOs joining our network every month.



## Customer Partnerships

We partner with our more than **160 Enterprise Customers (with over 50 health plans)** to provide as wide, or narrow, of a network as needed. Our customers have full control to partner with CBOs that share their mission.

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**Solving (the first) Problem:**

**Finding Help**



Zip





A heatmap of the United States showing user density. The map uses a color scale from light blue (low density) to bright green (high density). Major cities and regions are labeled, including Vancouver, Seattle, Portland, San Francisco, Los Angeles, Houston, Dallas, Atlanta, Chicago, Toronto, and Miami. The Gulf of Mexico is also labeled. The text '1.8 Million Users' is overlaid in the center of the map.

**1.8 Million Users**

## An Example

**328k**

Users in Texas

### Most Common Search Terms

	TERM
1	help pay for housing
2	food pantry
3	dental care
4	financial assistance
5	help find housing

**#3 Dental Care**

## Does Medicaid cover dental work for adults in Texas?

For children under 21 in **Texas, Medicaid** pays for comprehensive **dental services** including cleanings, fillings, sealants, root canals, and even dentures. ... **Medicaid** provides no coverage for preventative, diagnostic, or restorative **dental services for adults.**

## An Example

125k

Users in California

Most Common Search Terms

	TERM
1	food pantry
2	help find housing
3	help pay for housing
4	emergency food
5	food delivery
16	help pay for internet or phone
17	dental care
18	...

#17 Dental

Care

More than 7 million adults (21 years of age and older) enrolled in Denti-Cal, **California's Medicaid dental** program, will have a fully restored package of **dental** benefits in 2018. ... Denti-Cal **dental** benefits remain the same for children, pregnant women or adults in a skilled nursing or intermediate care facility. Nov 2, 2017

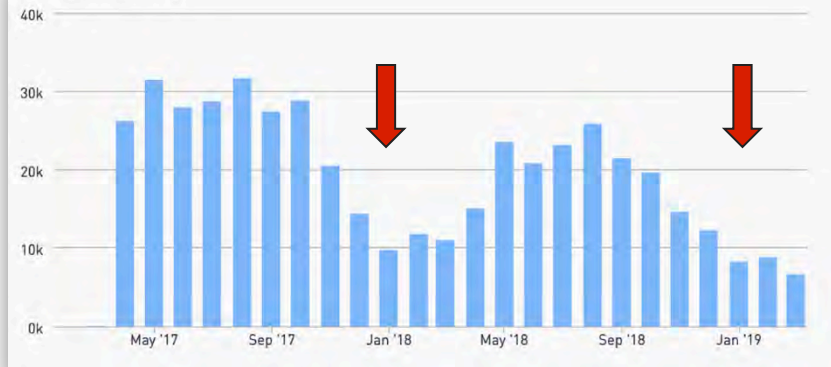


# LinkNYC



# LinkNYC

Searches (monthly)





# LinkPHL





# LinkPHL

DATETIME CST	TYPE	TERM	RESULT COUNT	COUNT
03/18 05:56 PM	text	Free Meals	44	4
03/18 05:54 PM	service_tags	help pay for food	17	2
03/18 05:53 PM	service_tags	clothes for work	3	1
03/18 05:51 PM	service_tags	help find housing	22	1



# LinkPHL

DATETIME CST	TYPE	TERM	RESULT COUNT	COUNT
03/18 05:56 PM	text	Free Meals	44	4
03/18 05:54 PM	service_tags	help pay for food	17	2
03/18 05:53 PM	service_tags	clothes for work	3	1
03/18 05:51 PM	service_tags	help find housing	22	1
03/17 06:41 PM	text	Wine	0	1

6:41PM

Wine!



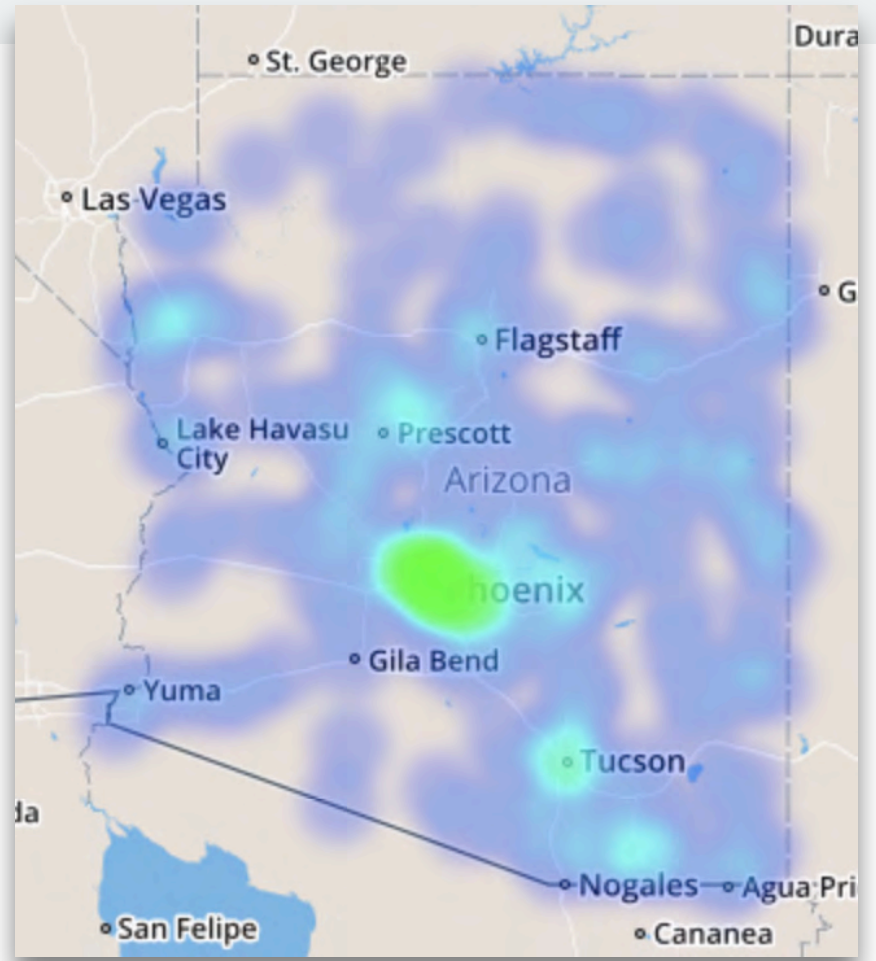
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**What's happening in Arizona?**



# Strong Network

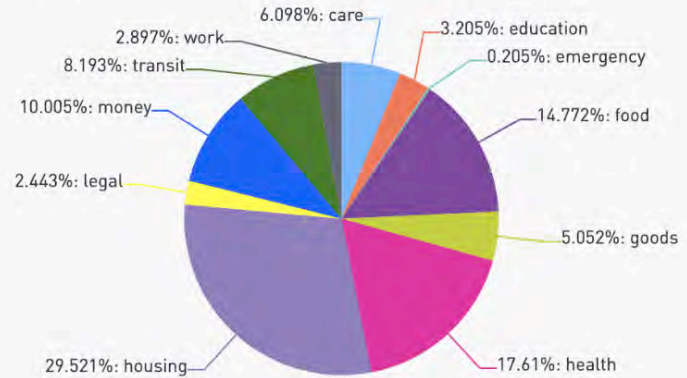
**16,200+**  
Users in Arizona

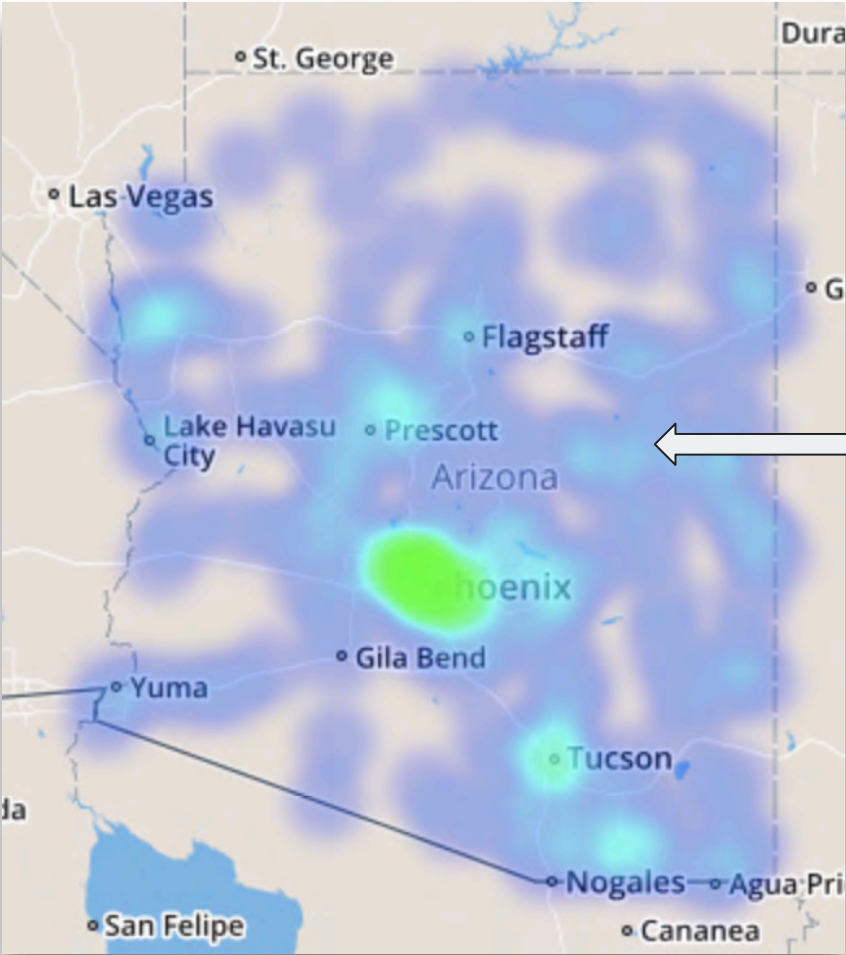


# Needs in Arizona

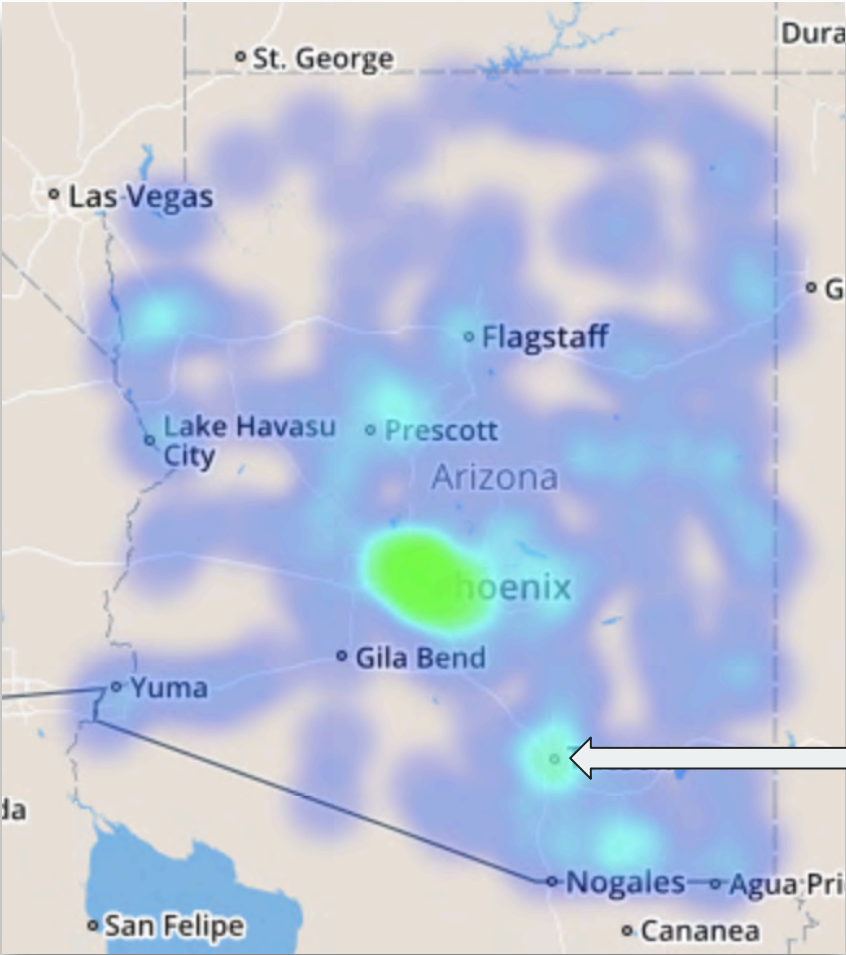
**29.5%**  
Housing Searches

Searches by Category - AZ

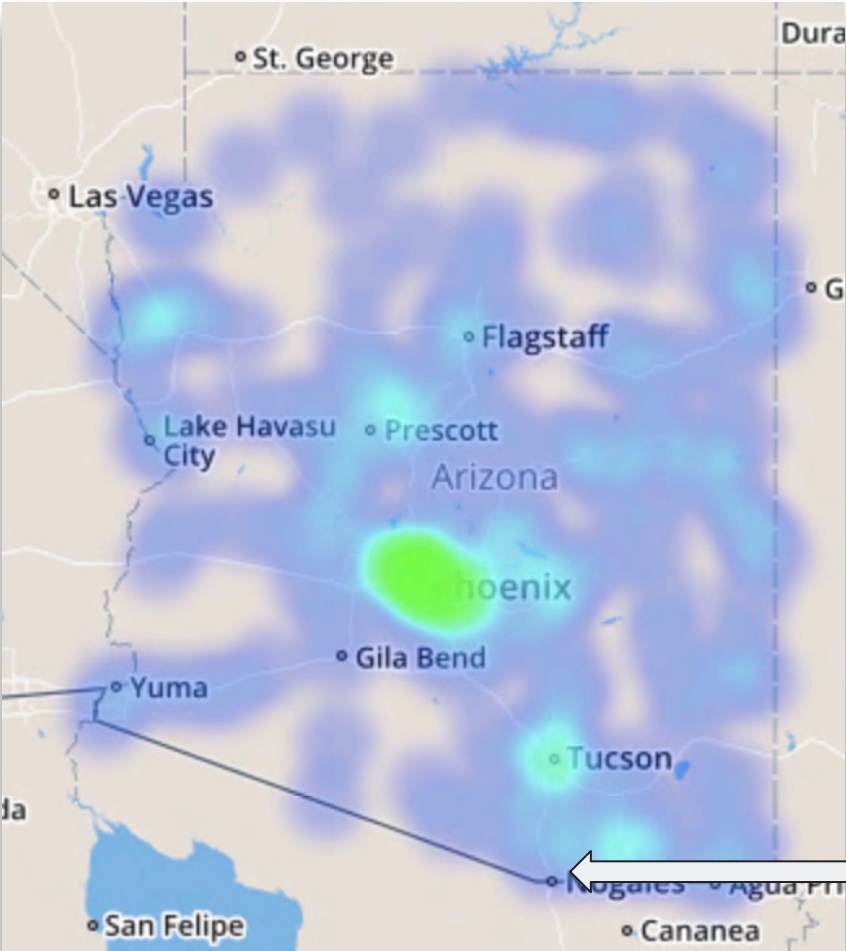




Show Low, AZ  
(housing)



Tucson, AZ  
(legal representation)



Nogales, AZ  
(paying for education)



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**Solving (the second) Problem:**

**Getting Connected to Help**

# The Reach of.



# Closing the Loop: A Multi-Directional Approach

We offer multiple ways to close the loop...



**CBOs**



**Helpers:** Your Care Managers



**Seekers:** Your Patients

Navigation History

You have referred Audrey to 3 programs.

Referrals and Notes [ADD NOTE](#)

	Referral to <b>Bertha Builds: Home Building &amp; Repair Program</b> by Aunt Bertha Community Foundation	2/20/19
	Status: got help	
	Referral to <b>Meal Delivery</b> by Mom's Meals	2/19/19
	Status: got help	
	Referral to <b>GED Support</b> by Aunt Bertha Insurance	2/19/19
	Status: couldn't get help	



# Free Intake Management for CBOs

We provide a suite of tools for any CBO in the United States.

# 14,227

CBOs have  
joined our  
network.



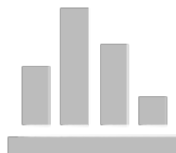
Update service offerings, and update service **capacity**.



Process inbound referrals and applications for services.



Publish available appointment slots for intake purposes with clients.



Suite of reporting tools to measure inbound activities.

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**Integrations:**

**Meeting Users Where They Are**



# Integrations

We integrate with major EMR systems, including Epic, Cerner, eClinicalWorks and offer a RESTful API to other systems of record (including care coordination platforms).



# Reporting

Our customers have real-time access to a safe and reliable data warehouse to better understand how they are helping their members.

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**Questions?**





# More Information

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