Empowering Communities with Technology to Address Health Related Social Needs

Laura Gustin, Executive Director, TogetherNow

Julie Hartfield, Family Education Specialist, Starbridge

Jenny Hutkowski, Director of Family and Youth Education, Starbridge

Leah Pewitt, Associate Partner, Child Welfare & Social Services Industry Lead, IBM

Wednesday October 16, 2024

MEET THE PANEL

Social Care Network/CIE®:
TogetherNow

Network Provider:
Starbridge

Technology Partner:
IBM

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OVERVIEW AND CONTEXT

Have you started your Community Information Exchange® Journey?

Co-Design participants discussed the role of intervention referral as it pertains to **empowering individuals to navigate themselves when desired and appropriate**….The intervention referral use case may be an ideal opportunity to **give a member control of their own data and care plan.** (p.21)

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TogetherNow
Community guides us. Connection drives us.

We are a Social Care Network comprised of Human Services, Health, Education, Workforce Development, and Government organizations serving individuals and families in Monroe County and the Finger Lakes region.

Together, we have implemented a reimagined, person-centered system of service delivery enabled by a shared platform and Community Information Exchange®.

Our goal is to transform the system so that it works better for people instead of making people work so hard to get what they need from the system.

DESIGNING WITH COMMUNITY

Diversity, Equity and Inclusion Strategy

Community Voices Network

Equity Review Board

Human-Centered Design

Publicly-Reported KPIs

Results To-Date

✓ >15,000 Community Members engaged since 2019

✓ >400 Human-Centered Design practitioners trained

✓ >50% inclusion of Impacted Community Members among Governance, Workgroups & Staff

✓ 82% of deliverables reviewed for Equity Impact

✓ Measurement Model powers analysis of system inequities

✓ Prioritized Language Accessibility

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MyWAYFINDER DIFFERNTIATORS

- Community-led solution
- Requirements-based development
- Patient-facing portal
- Data transparency
- Data and System integration
- Comprehensive approach
- Cross-network referrals
- Community Information Exchange®

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HOW DO INVIDUALS USE MyWAYFINDER?

Access the Resource Directory:

ANY individual can find resources without creating an account or sharing any personal information

If they make an account:

- Keep record of and bookmark resources

- Add organizations to their "Care Team"

- Request services directly from the agency they want to work with—no referral necessary!

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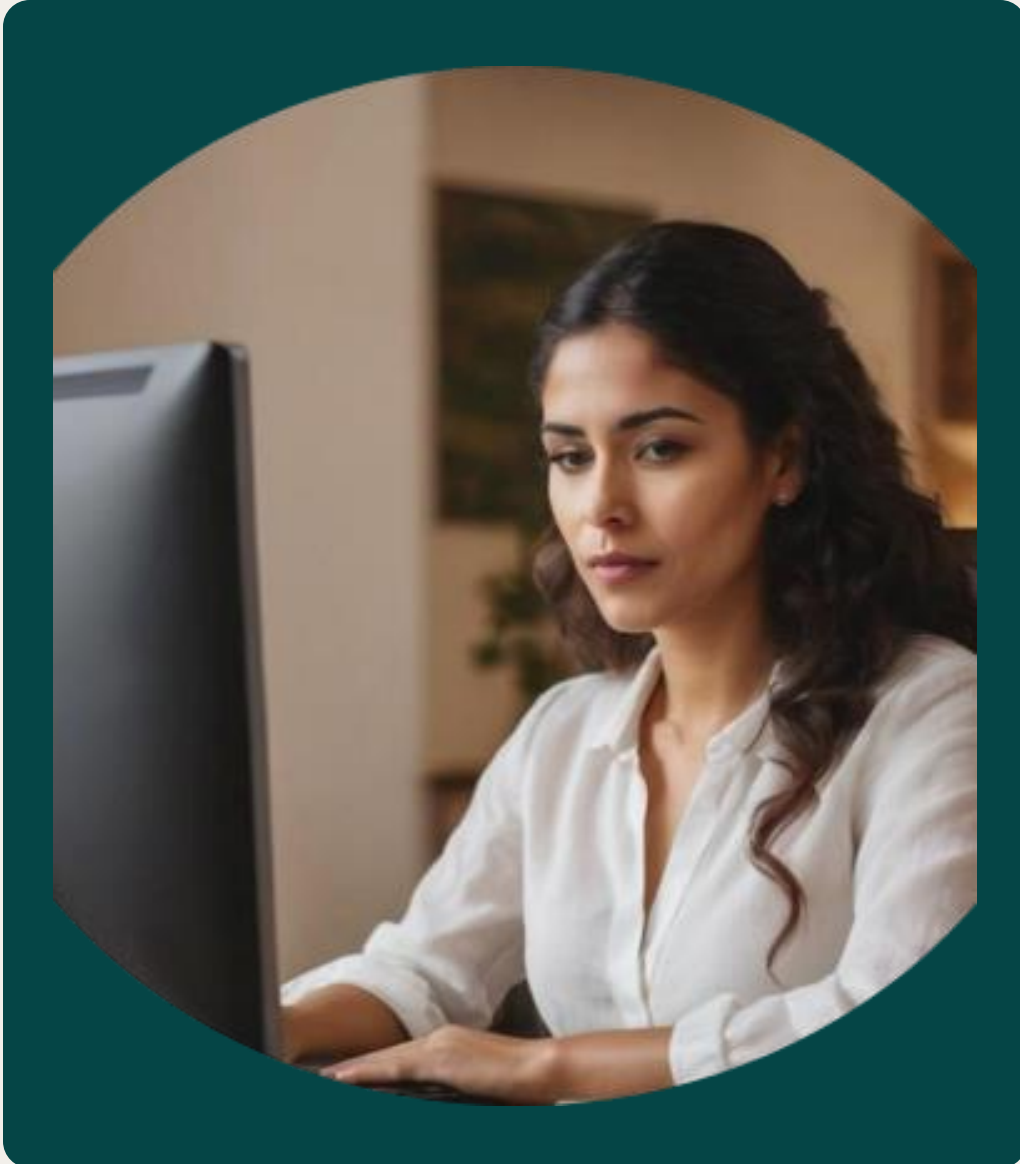
Building our Integrated Care System: By the Numbers

Providers

8 Navigation Centers

70 Contracted Partners

110 Connected Services

600+ Trained Users

MyWayfinder

36,100 Sessions

21,250 Unique Visitors

125,000 Searches

Community

15,000+ Community Members Engaged

+50 Community Events Attended YTD

95.6% Are *Very Likely* or *Likely* to Recommend MWF to a Friend

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CONSIDERATIONS & LESSONS LEARNED

- Community members often feel commodified by traditional referral workflows

- People know their needs best

- Adoption requires a Journey of Trust

- Building Individual Agency AND Meeting Needs = Hope

- Human Centered Design fuels community-centered technology solutions, which in turn enables both usability and adoption.

PANEL Q&A

Starbridge was an early adopter of MyWayfinder, what inspired you to participate in TogetherNow's work?

Can you describe how you use MyWayfinder when you work with a client?

We have talked about MyWayfinder being a tool for community empowerment, can you tell us more?

Why do you believe the TogetherNow partnership is a good fit for IBM? What would you like to highlight?

This work asks us to be innovators. What suggestions do you have for other providers and communities seeking to innovate within their care system?