Seeker

1. Find

2. Apply

Programs
Problem 1: Find
New York City replaced phone booths with high-tech kiosks.
Aunt Bertha is the 4th most popular app on these kiosks.
Anonymous Visitor 20
On your site 2 hours ago
04/14/2017 at 4:46 AM
Transitional Housing - Volunteers of America
Greater New York | LinkNYC Help Services

Anonymous Visitor 27
On your site 3 hours ago
04/14/2017 at 3:39 AM
Financial Assistance - Bronx, NY | LinkNYC Help Services

Anonymous Visitor 63
On your site 6 hours ago
04/14/2017 at 12:45 AM
Temporary Shelter - Bronx, NY | LinkNYC Help Services

Anonymous Visitor 76
On your site 7 hours ago
04/14/2017 at 12:03 AM
Daytime Care - New York, NY | LinkNYC Help Services
Problem 2: Operationalize
We surveyed hospital executives to better understand how SDoH programs were currently being managed.
Survey Details

Conducted in partnership with GLG Social Impact, participants included:

- CEO’s, CFO’s, COO’s, CMO’s, Medical Directors;

- Facility Sizes:
  - 55% worked in 250 bed + facilities, 30% 100-250 bed facilities, the remainder in facilities less than 100 beds
Common Challenges

94% believe it is important or very important to connect patients to social programs.

83% stated that this will become more important or critical for long term success.
Common Challenges

Only 5% reported no problems with tracking and measuring social program referrals.

Majority of responders stated that data is not tracked at all or is tracked poorly and is decentralized.
Common Challenges: Quotes from Care Teams

“Dependent on who knows what”

“Updating our own resources is questionable”

“Different departments use different systems and don’t coordinate”

“Need to offer resources in absence of a case manager”
How can we get different organizations to help the people they serve simply find available programs?
Reach of:
Care Team

Reach of:
Your Staff beyond Care Team

Reach of:
Community Orgs
Hospitals, Social Services Providers, K-12 Schools, Prisons, Community Colleges, Insurers, Churches, Etc.

Reach of:
Members & Their Families When They Can Also Self-Serve

Total Population

Proprietary & Confidential
Community College Academic Advisors

Medicaid Health Plan Employees

Social Service Provider Employees

County Parole Officers

Commercial Insurance Employee

Emergency Room Social Workers
“It is amazing what you can accomplish if you do not care who gets the credit.”

- Harry Truman
Problem 3: Close the Loop
Seeker → 1. Find | 2. Apply → Programs

Aunt BERTHA
Future State: Radical Ideas
A Real-Time Approach
A Real-Time Approach

@1:45AM - 5:45AM
A Real-Time Approach

@1:45AM - 5:45AM

Looking for:
Cash Assistance
Shelters...
A Real-Time Approach

@1:45AM - 5:45AM

Looking for:
Cash Assistance Shelters…
Seeker

Program 1

Program 2

Program 3

Program 4

Or...

Can we just pay for what they need?
Warnings!
The problem is far bigger than an individual team or department.
Summary
This problem will get fixed… how?
Seeker