



Social Care Innovation

Advancing equity in the community action & collaboration

Welcome

Social Care Impact & Innovation



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What's in it for you?

Today, we will discuss:

1. About Social Care
2. Social Care Innovation Strategy
3. Measuring Real World Impact
4. Q&A

Key Takeaways

- Understand the critical need for a **scalable solution**, rather than a one-off or a pilot
- Feel empowered to initiate conversations in your own communities about **building a connected community that levels the playing field** for community-based organizations
- **Innovate solutions that will challenge the systemic causes of poverty and health inequities** by strengthening community voices and experiences in partnership with Unite Us to achieve tangible funding and policy victories at local, state, federal, and global levels.



About Social Care

An elderly woman with short, grey hair and glasses is the central focus. She is wearing a white long-sleeved shirt with a vibrant floral pattern in shades of blue, pink, and green. She is seated outdoors, with a blurred background of green foliage and white flowers. The lighting is soft and natural, suggesting an outdoor setting during the day. The overall mood is calm and serene.

80% of health happens in
the community.

Social Determinants of Health

Social determinants of health (SDoH) are the conditions under which people are born, grow, live, work, and age. Some of these include

- Economy
- Healthcare System
- Education
- Food
- Socialization
- Environment
- **Faith**

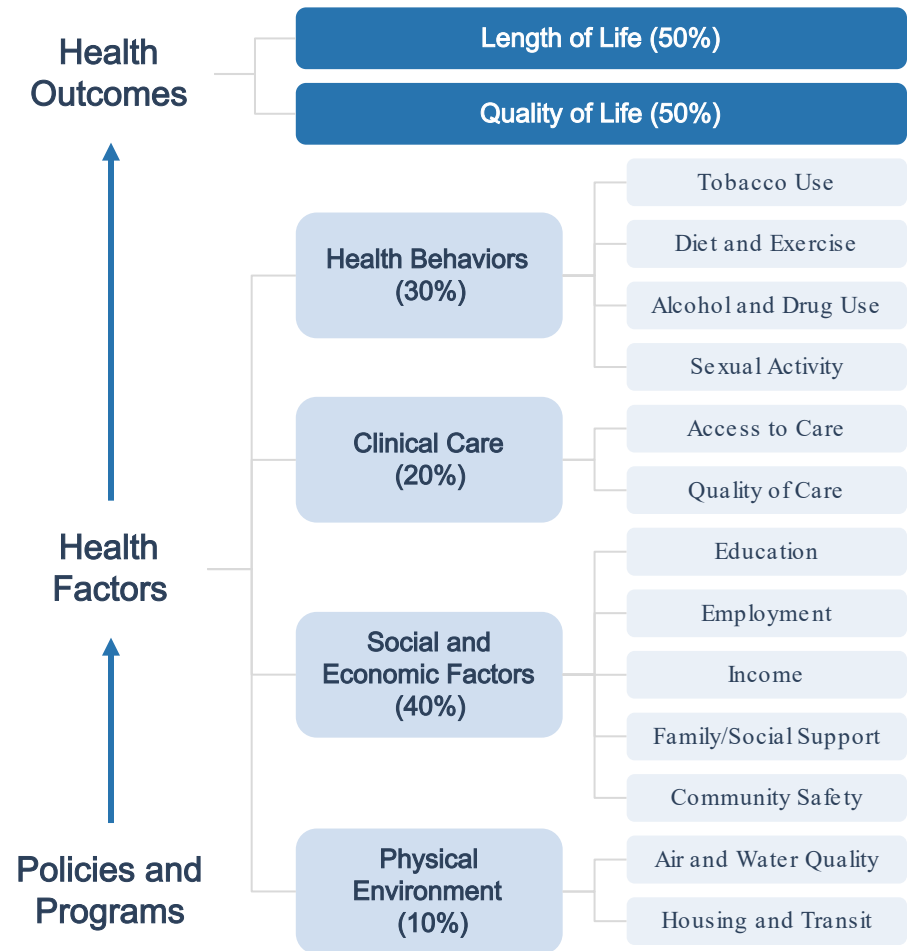


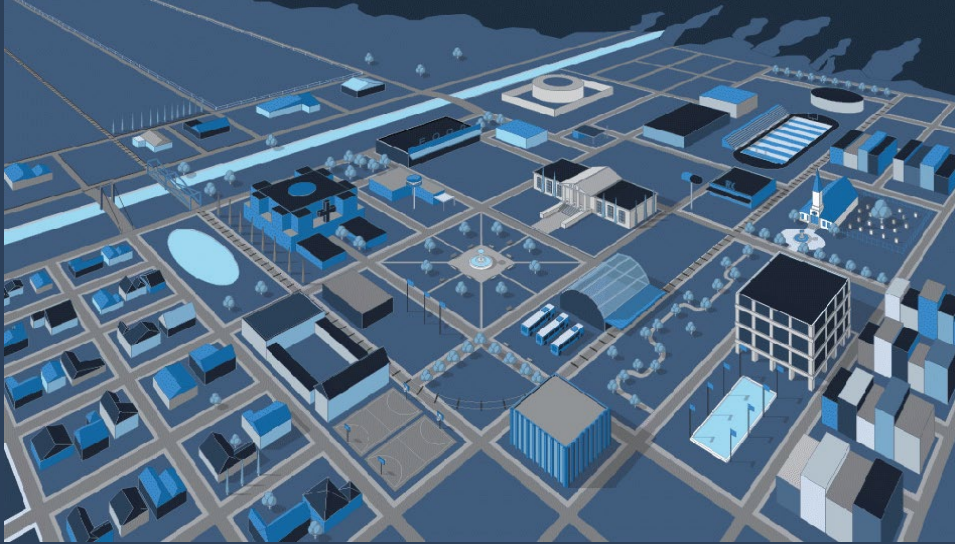
Figure 1

Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				

Health Outcomes

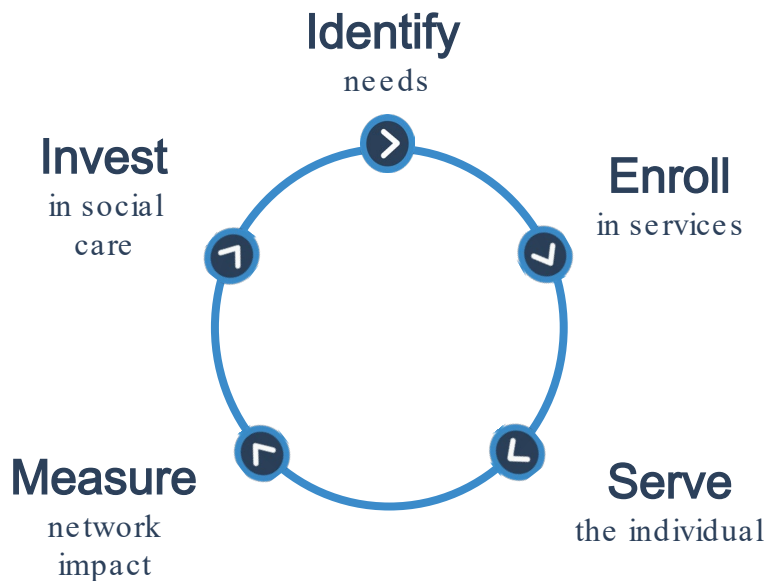
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations



Health =
Health Care + Social Care

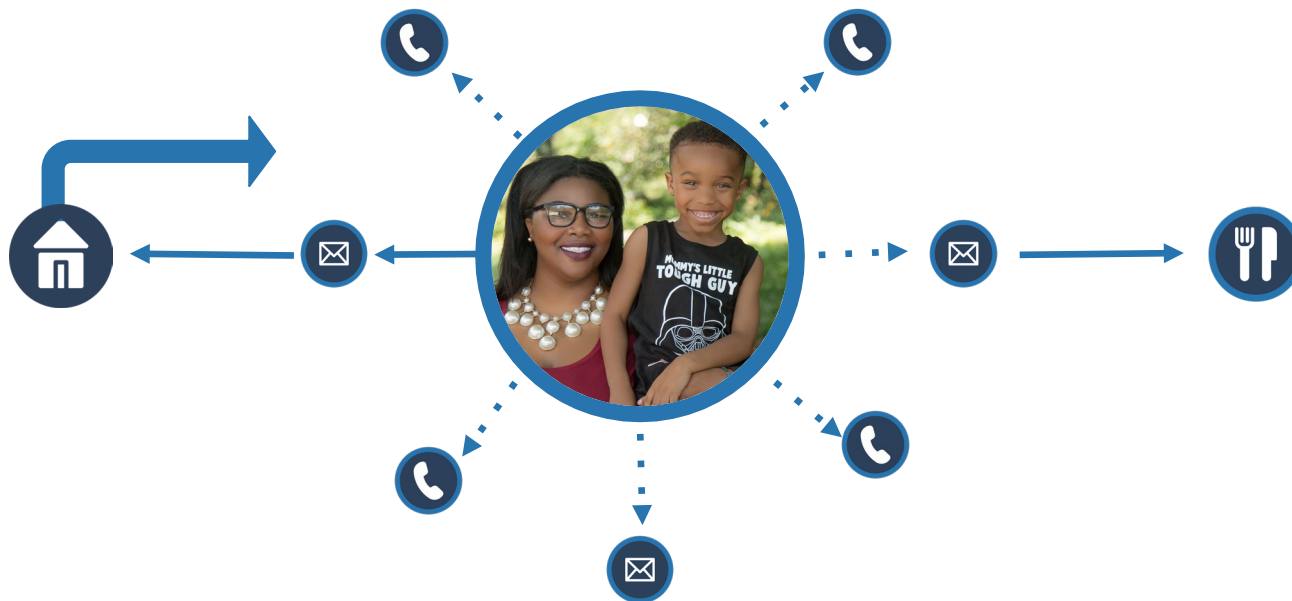
An end-to-end solution for Social Care

 UNITE US +  CARROT HEALTH +  NOWPOW



Current State of Navigating Services

Traumatic & Undignified



Network Model: No Wrong Door Approach

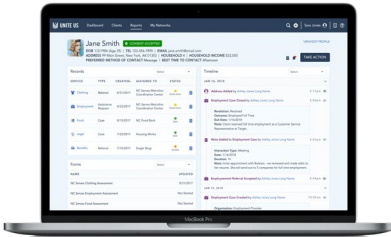
Understanding Rejection Workflows



We deliver the only end to end social care solution.

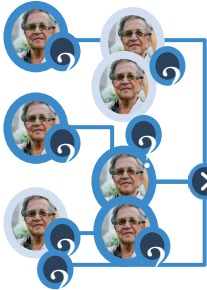
UNITE US PLATFORM

Coordinate social care interventions & track outcomes



INSIGHTS

Proactively identify social needs & measure impact of interventions



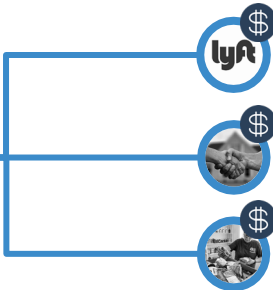
NETWORK HUB

Outsourced social care navigation/patient engagement



PAYMENTS

Pay for interventions that drive outcomes



INTEROPERABILITY

Integrated technology across health & social care



UNITE US +



Shared SDoH infrastructure for enhanced care coordination

2013

Unite Us was Founded

47+

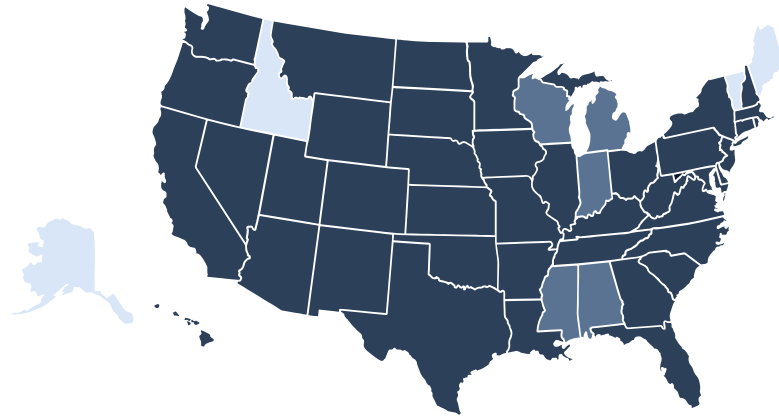
States we power health and social in

15

States with Statewide networks

1000+

team members in 49 states



- Active Unite Us networks
- Unite Us networks in progress
- No active networks

155k+

Quality services offered In-Network (+345k Out-Of-Network)

< 2 days

Average time to referral acceptance

73%

Of all needs resolved (outcomes)

As of: 1/30/2022

1.5M+

Lives reached by Unite Us network



Proprietary and Confidential

A woman with glasses and curly hair is speaking to a group of people in a meeting. The background is a blurred office setting with other people and computer monitors.

What are your goals for this year?

How can you make an impact in the community?



Social Care Innovation

Social Care Impact: Why Now?

Advancing social care in the industry

Our Why

- Communities **do not have the resources they need** to live healthy and quality lives
- Community voices & **experiences with social care have not been communicated** at the federal level
- **Funding and policies for social care are not as prevalent** to address these needs in a critical way.

Our Mission

To create a team that will **challenge the systemic causes of poverty and health inequities by strengthening community voices** in partnership with Unite Us to achieve tangible funding and policy victories at local, state, federal, and global levels.

Our Goal

- Using data to **drive strategies and discussions on policies and engagement efforts** to reduce health disparities, especially in marginalized communities
- To continually work as an **active partner and collaborator** in the solution to mitigating and reducing health inequities
- Demonstrate Unite Us mission by **championing social care as an industry thought leader**
- **Strengthen community voices in public policy** to advance social care funding at the federal level
- Pursue and **secure the funding** we need to respond creatively to social care needs
- Connect with diverse individuals and organizations to **grow the social care movement**
- Increase the visibility of Social Care Advocacy through **consistent and compelling communications**

A solution that empowers change in communities.

Local Grassroots led national approach to collaboration:



Thought Leadership

Wishbone: Align on the vision for this work with your targeted audience. We stay grounded in our hope for what is possible and develop a strategy with you.



Community Impact

Jawbone: The courage to speak power to truth and uplift the voices that are forgotten in social care. Participate on panels, conferences, and speaking engagements to encourage all to care about Social Care.



Taking Action


Backbone: Stand tall in your convictions and this movement for social and economic justice. We must put our advocacy into action to create change

Inspired by: Nina Turner, Ohio Senator

Innovation

We partner with community leaders who are willing to challenge the systemic causes of poverty and health inequities by strengthening community voices in partnership with Unite Us to achieve tangible funding and policy victories at local, state, federal, and global levels.

 Strengthen community voices in public policy to advance social care funding

 Innovate solutions to support strategic, place-based initiatives

 Long-term partnership for strategy and policy development



How can you support this mission?

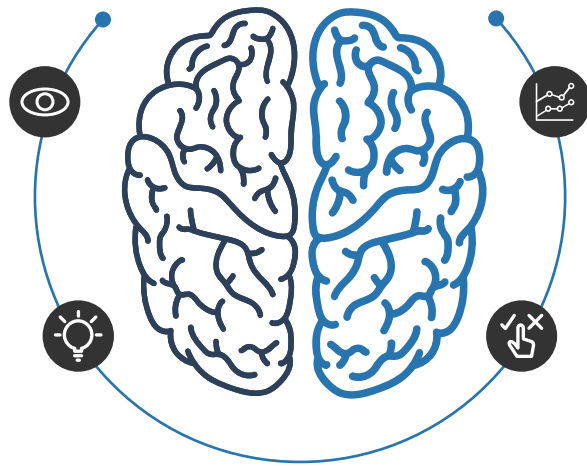
The Individual

Advocacy

Good communications is at the core of effective advocacy. This requires attention to the message, the audience and the means of delivery.

Community Mobilization

Most advocacy initiatives involve some degree of mobilising public support behind the proposal.



The Company

Strategic Planning

Effective advocacy requires good organisational planning. Having defined the goal, objectives and strategic approach, it is important to be systematic in mapping out the actions to be taken to achieve results, including timelines and milestones.

Implementation

Throughout the implementation phase it is important to monitor the process, the results and the policy context. Measure social need risk at the person level. Sponsor social & behavioral interventions; referral pipeline to care. Measure & report to detect bias: race, ethnicity, language, SOGI, income, geography, education.

Social Care Impact Service Anchors

Hunger & Nutrition

1

When people don't have enough food or have to choose inexpensive foods with low nutritional value, it seriously impacts their health.

Employment & Economic Justice

3

Unemployed individuals tend to suffer more from stress-related illnesses. In addition, experiences such as perceived job insecurity, downsizing or workplace closure, and underemployment also have implications for physical and mental health.

Maternal & Child Wellbeing

5

Improving the well-being of mothers, infants, and children is important as their well-being determines the health of the next generation and can help predict future challenges for families, communities, and the health care system.

Housing & Shelter

2

Good health depends on having homes that are safe and free from physical hazards.

Mental Health & Substance Use

4

Mental health and Substance use has a major impact on individuals, families, and communities. The effects of substance use are cumulative, significantly contributing to costly social, physical, mental, and public health problems.



Healing All Needs

Social Care Impact Anchor Populations

Elder & Aging

1

The number of older people with unmet care and support needs is increasing substantially. Addressing these unmet needs is becoming one of the urgent public health priorities.

Rural

3

Rural residents face additional structural risk factors, such as transportation challenges, less access to broadband internet, and more limited economic resources.

BIPOC

5

Health in the U.S. is strongly affected by the structural racism and discrimination that Black, Indigenous and people of color (BIPOC) have experienced for generations.

Justice - Involved

2

Improve outcomes for justice-involved populations, lower rates of crime and recidivism in communities, and alleviate the cost burden on state and local governments.

Veterans

4

Veterans struggle with many of the same social determinants of health as non-veterans, including housing instability, gambling, substance use, depression, food insecurity, and post-traumatic stress disorder.



Anchor Strategies

Each Social Care Anchor will be built out with 3 specific strategies. These strategies will allow us to tailor our approach that will lead to the greatest impact.

✓ Customer Strategy

How can we influence more funding toward social care at the local, state, and national level?

✓ Community Strategy

How can we influence more partnerships toward connected social care infrastructure on the ground?

✓ Client Strategy

How can we influence the public at large to advocate for funding for social care payments in each community?

How will we take action?



Identify gaps in services provided in the community
Proactively identify and predict the needs of high risk, high need populations



Increase access to social services for those in need
Remove the added steps of a resource directory and manual referrals while connecting clients to services outside your four walls



Eliminating Inequities Affecting Marginalized Communities
Highlight disparities that exist within social care and how it affects historically oppressed and marginalized communities



Shift funding to social care organizations
Use technology to allow participants to innovate and experiment with sustainable funding streams for community-based care models

Providing an End-to-End Solution to support challenging the systemic causes of poverty and health inequities.

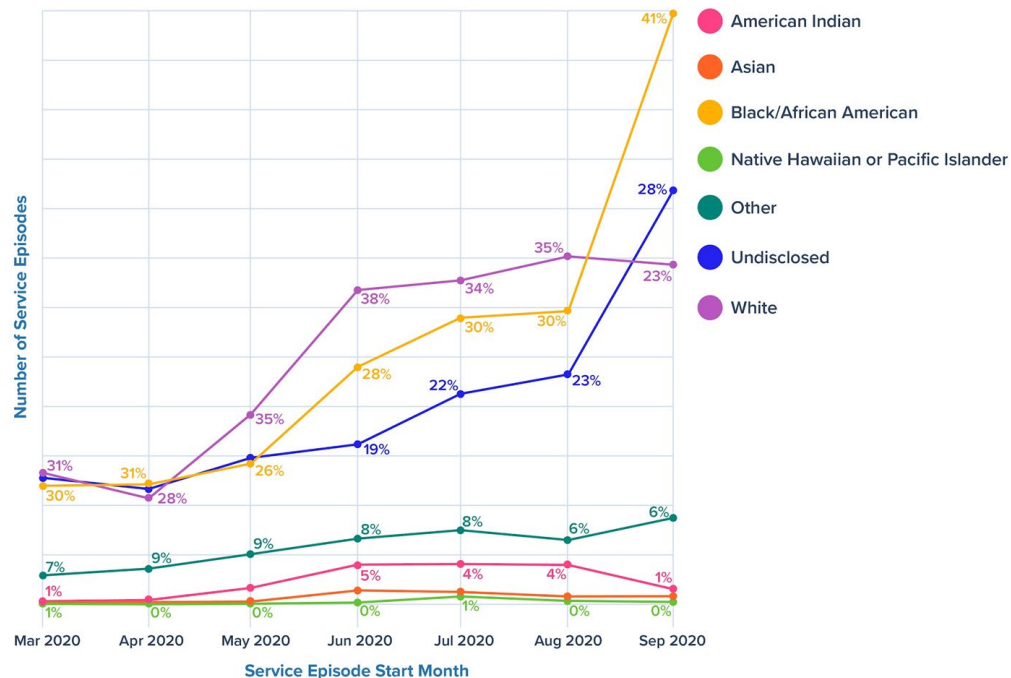


Measuring Real World Impact



Tracking COVID-19 impact

Service Episodes by Race for Women



Data from our networks

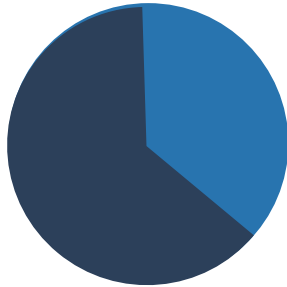
- Since the start of the pandemic, we saw an increase in the number of women requesting services, surpassing men **for the first time since 2013**.
- Service episodes initiated by Black women are not only increasing, but **surging as compared to those initiated by white women**.

Read more:

https://blog.uniteus.com/women_data_covid

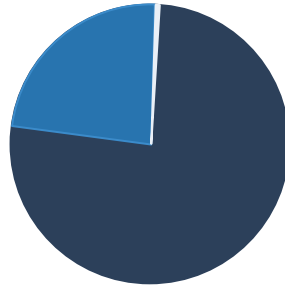
The Disproportionate Impact on Women of Color

Unemployment due to COVID-19



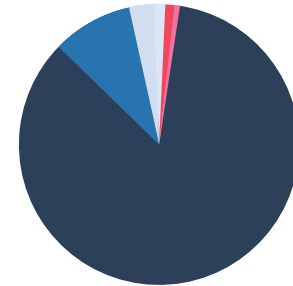
- 64.1% Yes
- 35.9% No

Head of Household Gender Distribution



- 78.8% Female
- 20.9% Male
- 0.2% Nonbinary

Race Distribution



- 86.9% Black/African American
- 9.9% White
- 1.6% Other
- 0.6% Asian
- 0.4% Native Hawaiian or Pacific Islander

In Spotlight: North Carolina

North Carolina's multi-pronged approach lays the groundwork for building a more resilient and collaborative community while simultaneously promoting health equity.

Strategies

Rapid Response: NCCARE360, North Carolina's coordinated care network, completed its statewide rollout six months ahead of schedule in response to increased demand for emergency services amid the pandemic.

Contact Tracing: COVID-19 contact tracers use the Unite Us Platform to refer individuals who need support to Community Health Workers, who connect them to a range of services including diagnostic testing, primary care, case management, nutrition assistance, and behavioral health.

Improved Crisis Management: NCDHHS is paving the way for long-term recovery through targeted engagement with and onboarding of health and social services organizations serving Black and Brown communities.

Promoting Health Equity

Community Health Workers (CHWs): CHWs represent the communities that they serve and by integrating them into contact tracing efforts, we build trust within communities and ensure that the most vulnerable are connected to resources they need.

Minority Health Engagement: Network development has focused on engaging leaders and organizations that are known and trusted by Black and other historically marginalized communities. This asset-driven approach builds local capacity and strengthens relationships between a wide range of network participants.

Back@Home: NCCARE360 has onboarded NC's Coordinated Entry sites and Continuums of Care (CoCs) in 90 out of 100 counties so that people can be rapidly rehoused once eviction bans are lifted.



North Carolina at a Glance

2021

January 1 - December 31, 2021

49,098

Clients
Served

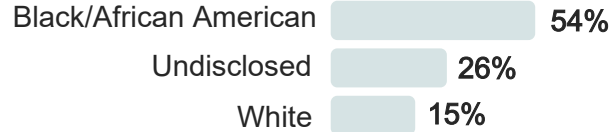
107,086

Services
Episodes

78,726

Cases

Race



Ethnicity



Service Episode	Number of Service Episodes	Largest Client Racial Makeup
Food Assistance	30,203	52% Black
Housing & Shelter	18,083	59% Black
Income Support	16,144	66% Black
Individual & Family Support	15,480	65% Black
Utilities	8,800	55% Black
Clothing & Household Goods	7,961	32% White
Employment	2,503	49% Black
Physical Health	1,668	35% White
Transportation	1,643	52% Black
Benefits Navigation	1,549	52% Black



North Carolina at a Glance

2021

January 1 - December 31, 2021

Of **49,098** clients referred in North Carolina in 2021, **26,274** self-disclosed as **Black/African American**. Black clients represented **54%** of clients referred across North Carolina.

- 70% were Female
- 57% were adults between 18-44
- Of 13,450 clients who sought food assistance 56% also sought income support
- of 809 who sought employment 60% also needed housing and shelter support

Resolved Cases From 1/1/2021- 2/22/2022

71% for American Indian/Alaskan Native Clients

57% for Black/African American clients

54% for White clients

52% for Asian clients

51% of cases for Hispanic/Latine Clients

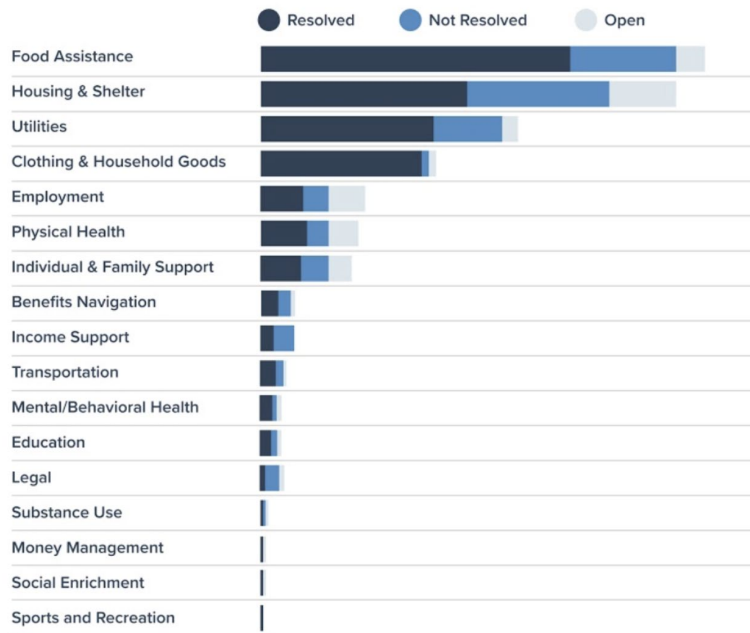


Guiding Community Reinvestment Strategies

How can policy-makers use data to build resilient cities, states, and regions?

The ability to drill down to **service needs** (referrals), **ability to refer** (program status), and **outcomes** (resolved and unresolved cases) across a network makes our platform a dynamic tool in any policy-maker's toolbox.

Case Resolution by Service Type





Next Steps



Get in Touch

 www.UniteUs.com

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