



# Understanding the Connection of Health & Social Care

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# Welcome

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## Understanding the Connection of Health & Social Care



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# What's in it for you?

Today, we will discuss:

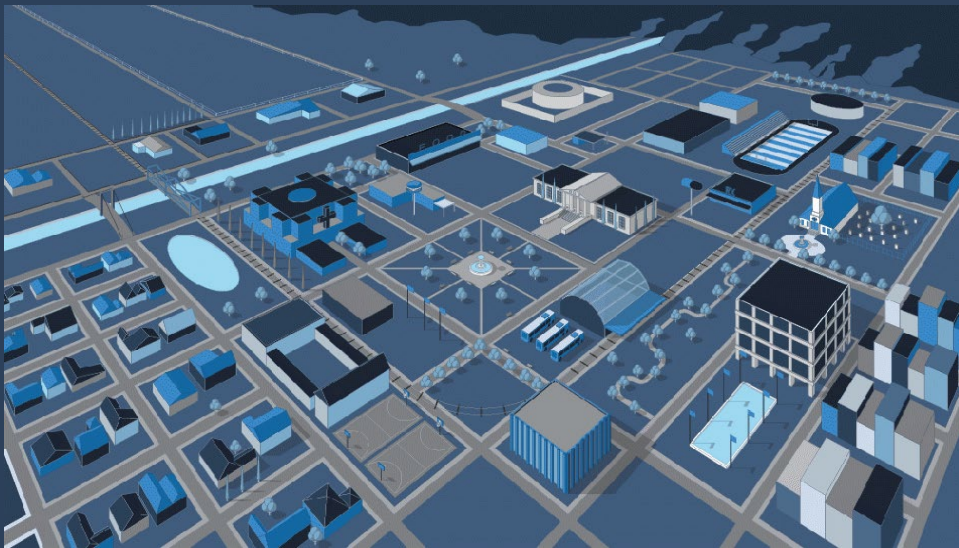
1. Empathize: The Industry
2. Educate: The Challenges
3. Empower: The Impact
4. Q&A

## Key Takeaways

- Understand the critical need for a **scalable solution**, rather than a one-off or a pilot
- Feel empowered to initiate conversations in their own communities about **building a coordinated care network that support the growing challenges of health & social care**
- Have a better understanding of health and social care and how the movement towards value-based payment is an opportunity for non-profits to **shift their reliance on grant funding to sustainable methods**

A photograph of two men sitting at a desk in an office. The man on the left is wearing a dark green and black plaid shirt and glasses, smiling. The man on the right is wearing a light grey button-down shirt and glasses, also smiling. They are both looking towards the right. In the background, other office workers are visible at their desks. A blue horizontal line is positioned below the text.

# Empathize: The Industry



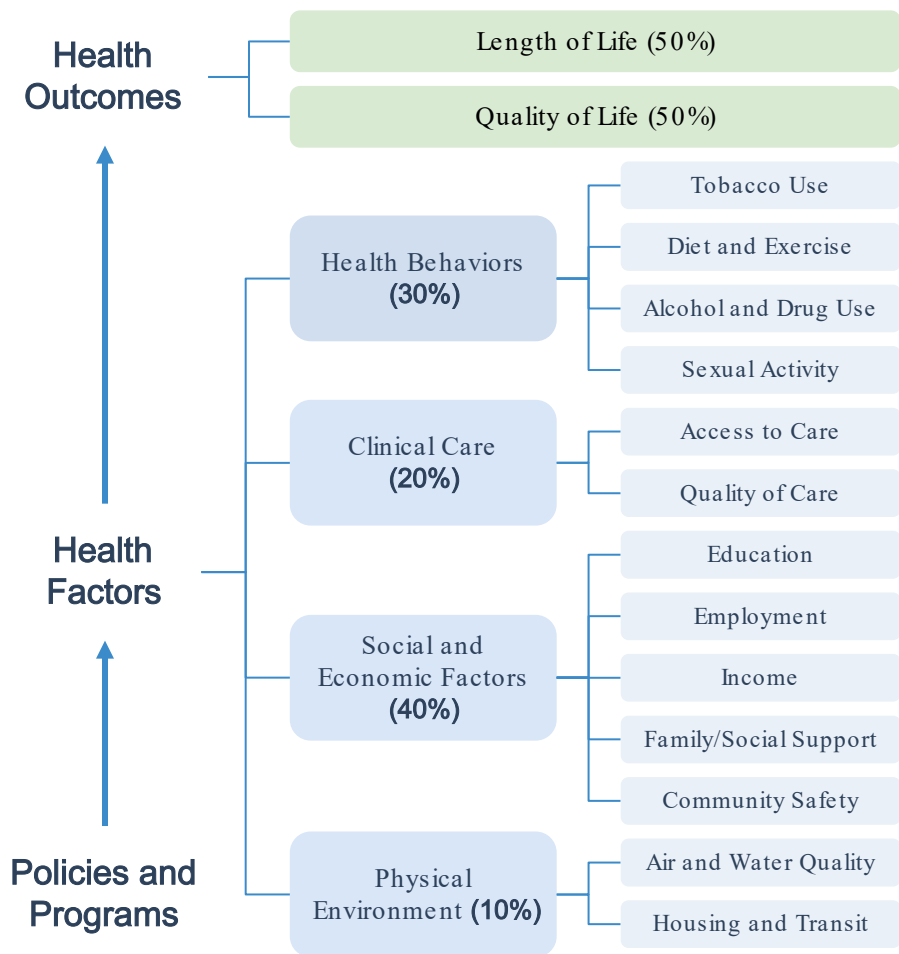
Health =  
Health Care + Social Care

A portrait of an elderly woman with short, wavy grey hair and glasses. 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 showing a grey stone wall, green foliage, and a white garden bench. The lighting is soft and natural.

80% of health happens in  
the community.

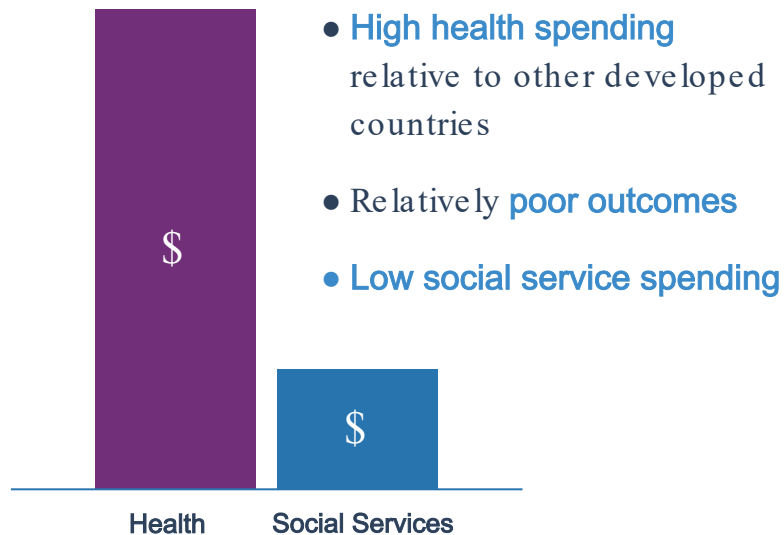
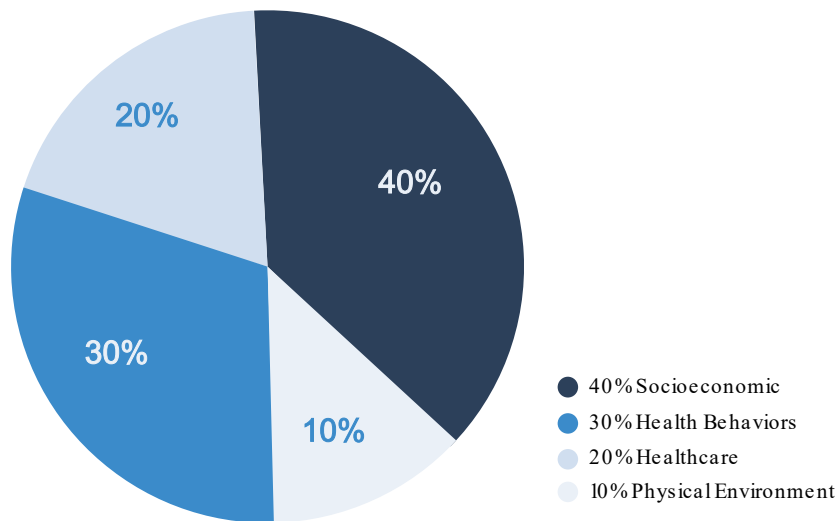
# Social and behavioral factors contribute more to outcomes than clinical factors.

Changing health outcomes requires a focus beyond just clinical care and coordination.



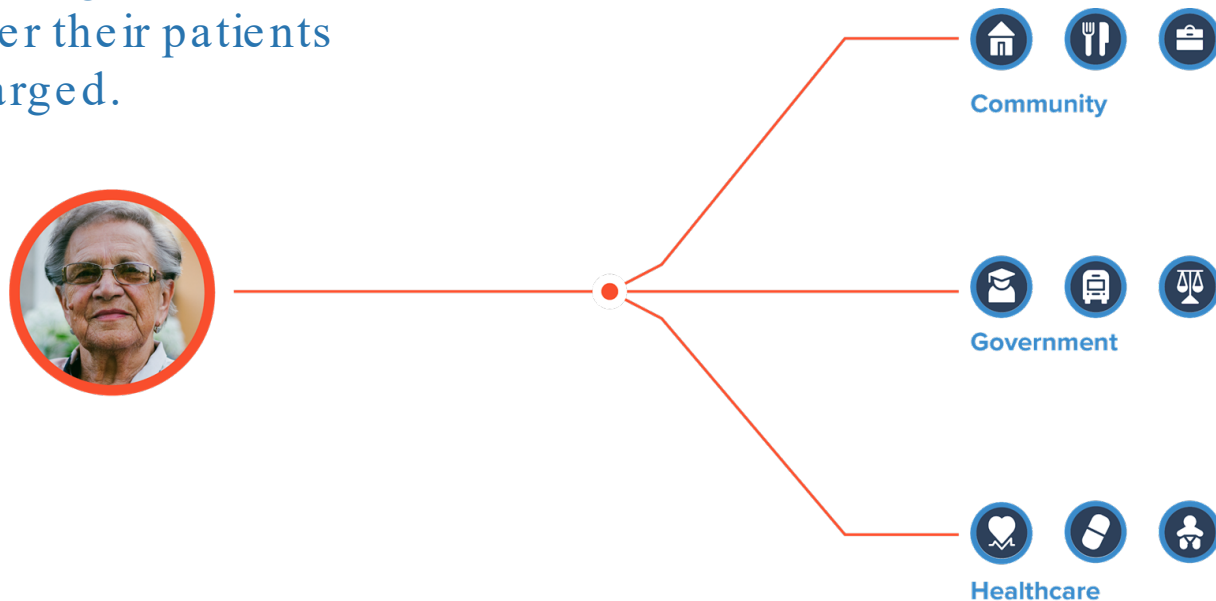
# Defining the Problem

Breakdown of the factors that impact health

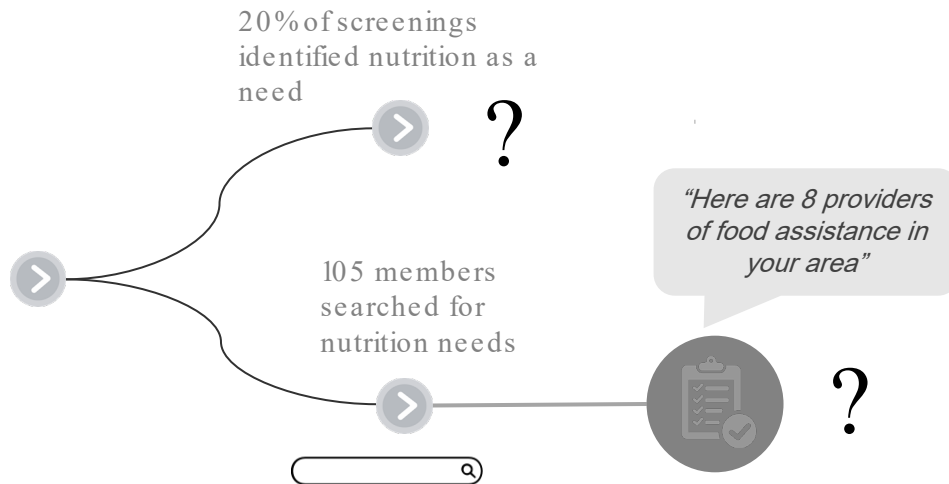


# Providers can't communicate across sectors, resulting in poor health outcomes.

Health and social care organizations  
both lose visibility after their patients  
and clients are discharged.



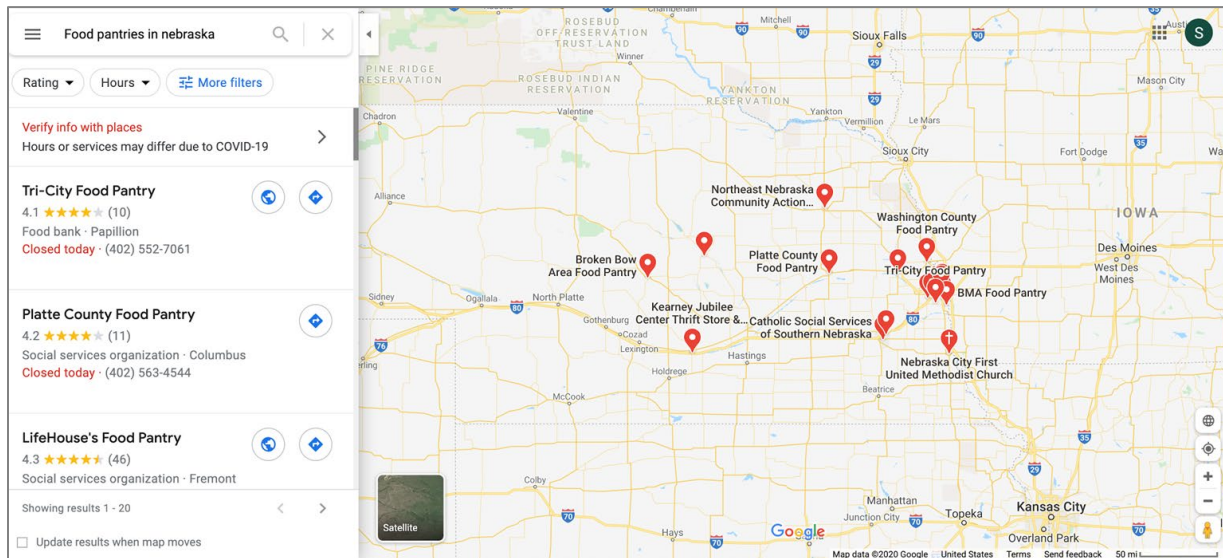
# Moving beyond just measuring activity...



Just knowing what social needs exist doesn't tell us enough about how to address them.

ACTIVITY FOCUSED SOLUTIONS

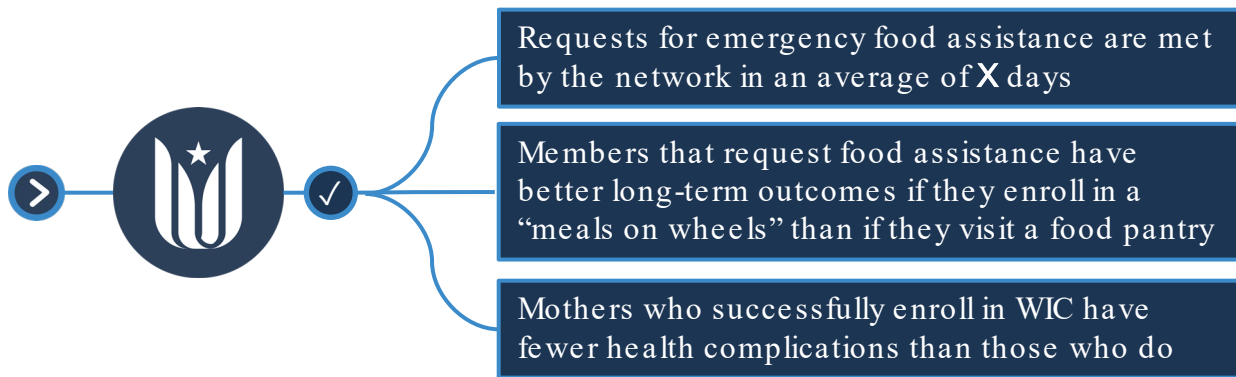
# Moving beyond finding resources...



Finding a list of service providers isn't the biggest challenge for people seeking care.

# ..to learning from outcomes

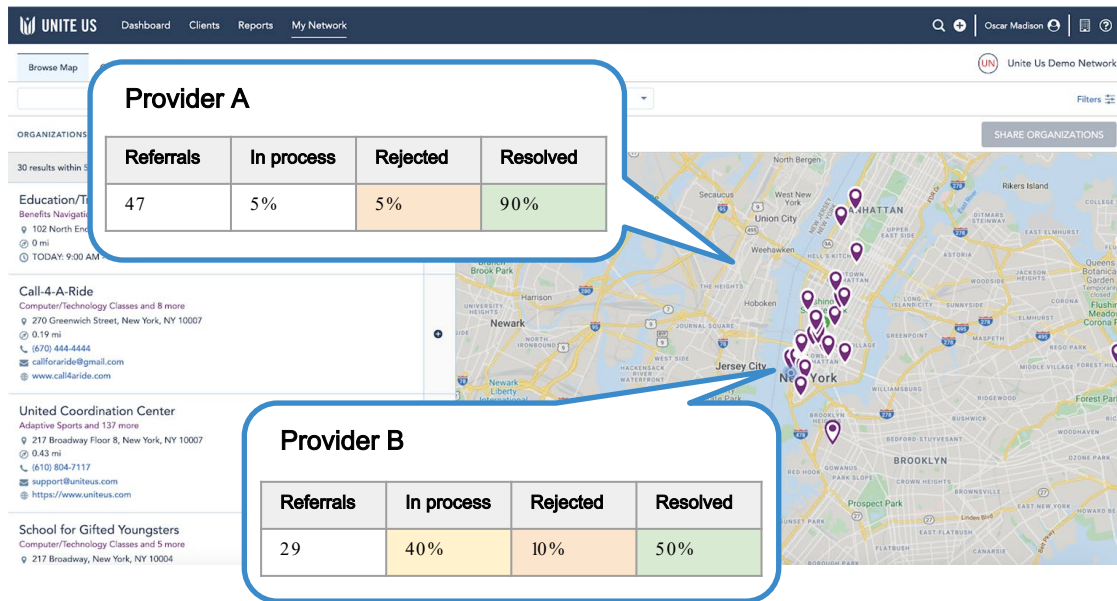
Types of things we want to make it possible to find out:



We want to know —  
what social care  
interventions  
produce what  
outcomes? For  
which members?  
Why?

## OUTCOME FOCUSED SOLUTION

# ..to establishing accountable networks

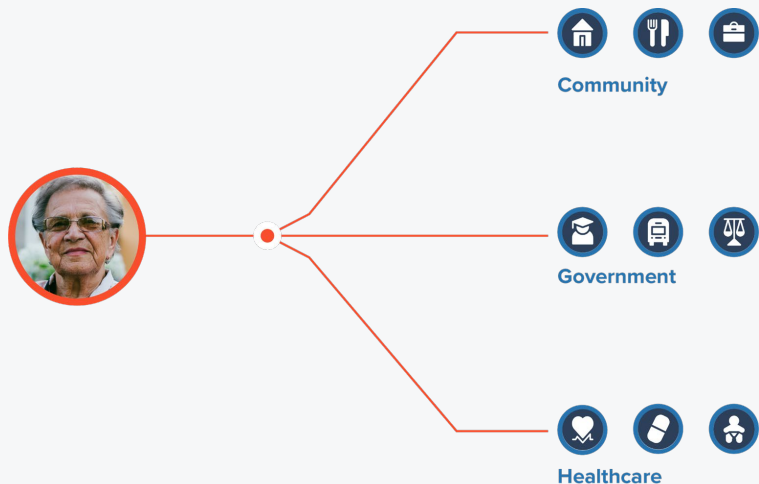


Clinical referrals follow robust standards of care.

Why shouldn't social care referrals be held to higher standards?

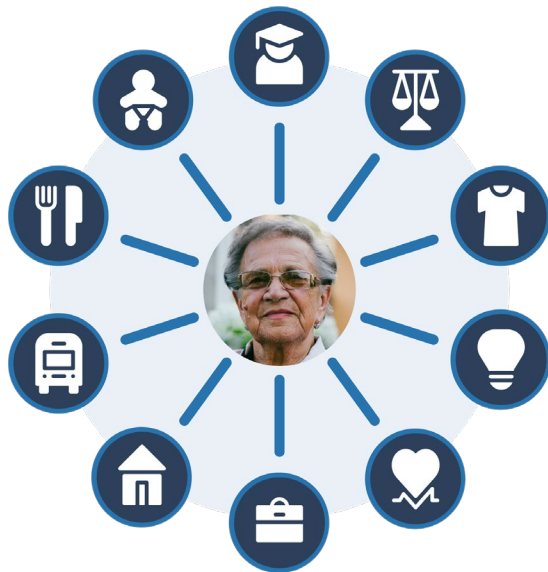
# BEFORE

Health and social care organizations **lose visibility** of client outcomes after discharge.



# AFTER

Organizations are equipped with the tools they need to **collaborate** across sectors.



## Addressing clinical costs downstream requires moving upstream

## Community Impact

Upstream

## Transform the community

## Individual Impact

## Midstream

## Impact the individual

## Medical Intervention

## Downstream

## Treat the symptom

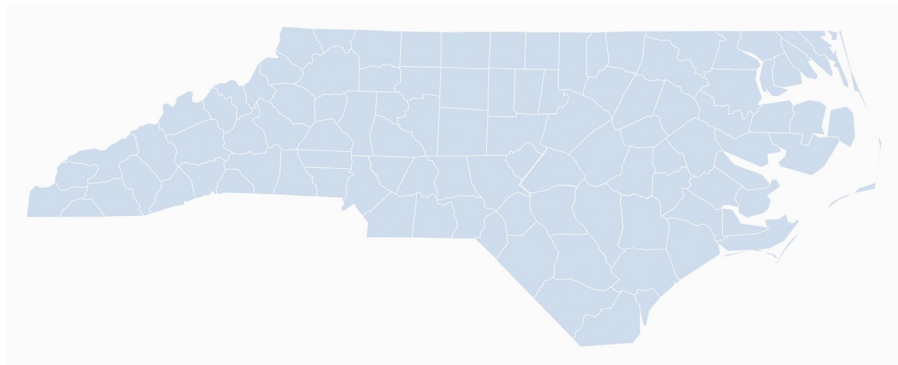
Unite Us is positioned to  
move investments upstream

- Our model is **rooted in community capacity building**, in addition to individual impact
  - Our competitors are stuck midstream, enhancing individual care but not addressing the root causes of health disparities and inequities.
- We provide our partners with data on gaps in resource availability, differences in needs across communities, ratio of needs to service availability by service type



# NCCARE360

is live in **100** counties



Implementation  
team formed  
January 2019

Launched in three  
counties  
March 2019

2,000 electronic  
referrals  
January 2020

1,000 network  
partners  
May 2020

Live  
statewide  
June 2020



Learn more:  
[northcarolina.uniteus.com](https://northcarolina.uniteus.com)

# One example of improved efficiency

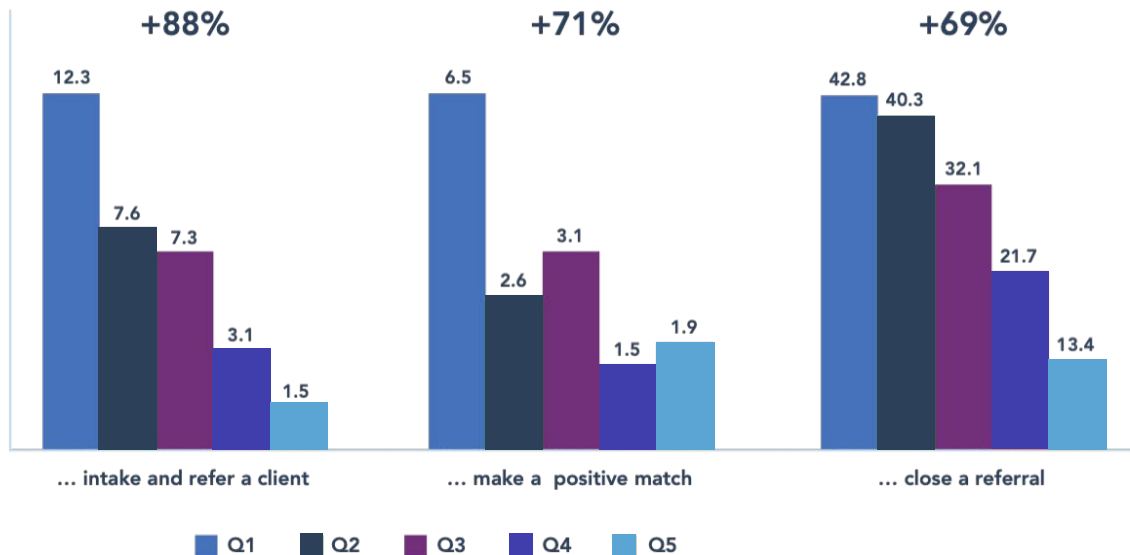
We're accelerating intake, referral, and closing the loop.

Charlotte, North Carolina

Year 1 Quarter: All Services

Efficiency has  
increased by ...

Average time  
in days to ...



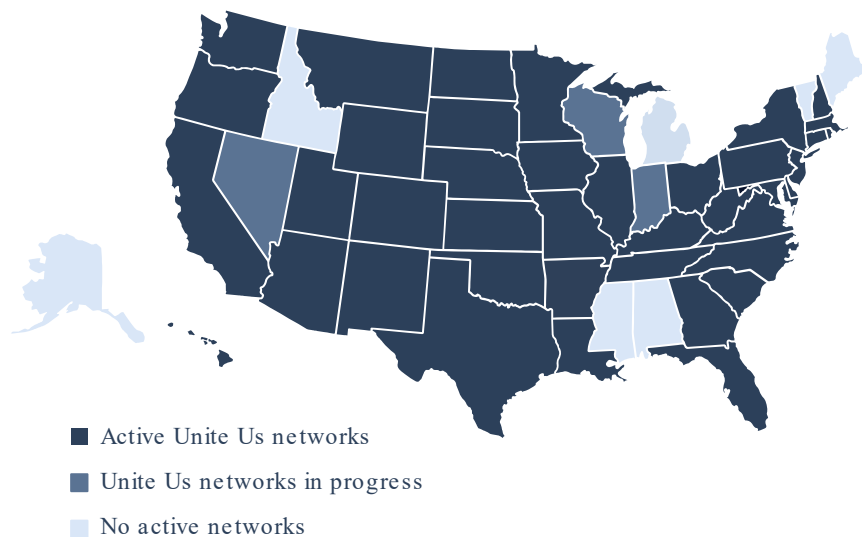


# Educate: The Challenges

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# National Landscape

Understanding what health and human services is experiencing across the nation during the great resignation



## Worker Shortages

*Since the onset of the COVID-19 pandemic, healthcare employment has dropped by 524,000, with nursing and residential care facilities accounting for about four-fifths of the loss.*

1. One in five health care workers have quit their jobs since February 2020
2. Of those who have stayed, 30% are considering leaving.
3. Nearly 80% of healthcare professionals said the national worker shortage has affected them and their place of work.
4. Health care employment is down half a million workers
5. There will be a shortage of 1.1 million nurses by next year

## Pay Disparities

*While the public health field is deeply rooted in social justice and racial, ethnic, and gender equality, PH WINS found significant leadership and pay gaps*

1. Community Health Worker: \$36,850
2. Healthcare Social Worker: \$57,000
3. Community Social Worker: \$41,000
4. Registered Nurse: \$66,000
5. Certified Nursing Assistant: \$10 - \$13/Hour

# Impact of the Great Resignation on outcomes.

1

Healthcare is among the top three industries cited in a **3% rise in the monthly "quits rate," matching a high from September 2021.** The number of quits surged to 4.53 million for the month

2

The numbers coincide with an already strapped healthcare staffing market. **Shortages and burnout among healthcare staff have long been documented.** The Department of Health and Human Services (HHS) is now committing \$100 million through the American Rescue Plan to help solve the problem.

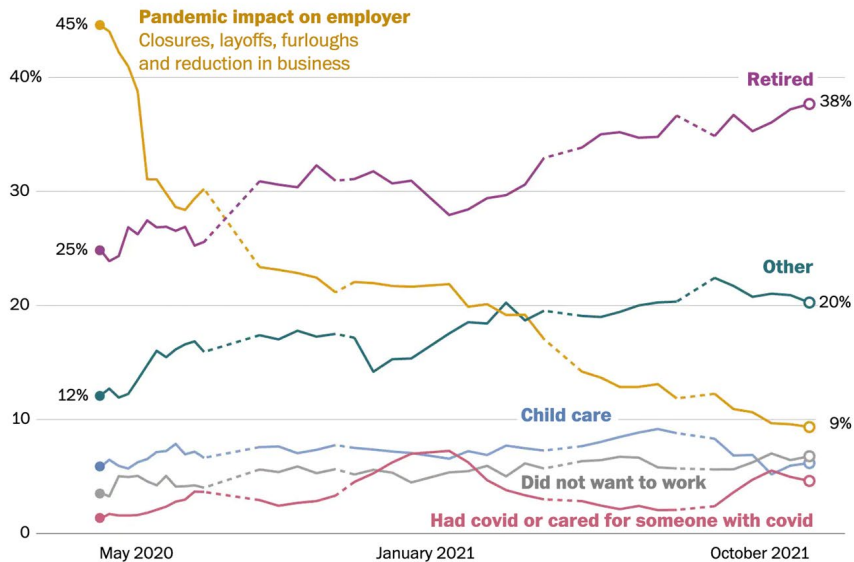
3

Enacting the Dr. Lorna Breen Health Care Provider Protection Act, (HR 1667), which unanimously passed the Senate on August 6, 2021, and passed the House of Representatives on December 8, 2021. **The Act aims to reduce and prevent suicide, burnout and mental and behavioral health conditions among healthcare professionals.**

# Basic Needs Impact on Workforce

## Why Americans said they did not work

Main reason for not working in the last seven days, among respondents under 75



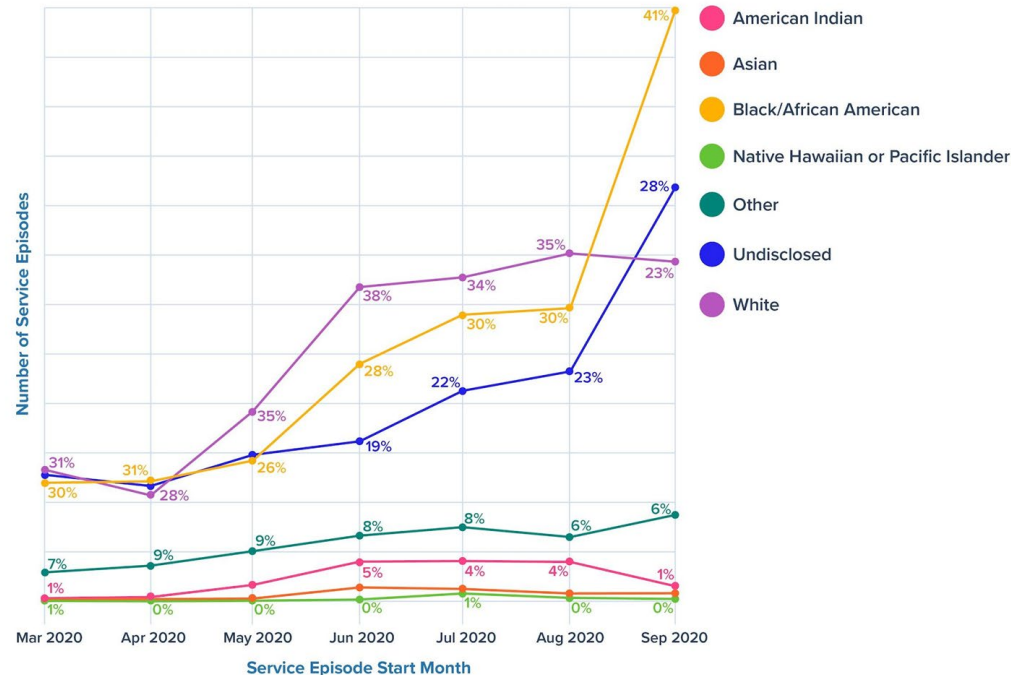
Transportation problems, taking care of an elderly person and concern about getting or spreading covid are not shown due to inconsistent survey measures or consistently low percentages. Non-covid sickness and disability ranged from 6 to 9% of respondents. Dashed lines indicate gaps in data collection.

Source: Census Bureau

# Tracking COVID-19 impact

The COVID-19 pandemic has had a disproportionate impact on women, particularly Black women.

## Service Episodes by Race for Women



## Unite Us Data

- 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:

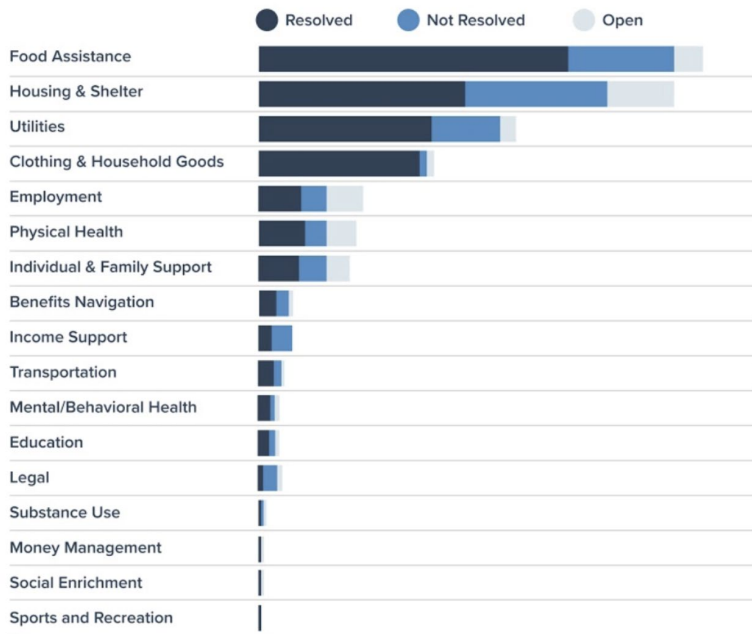
[https://blog.uniteus.com/women\\_data\\_covid](https://blog.uniteus.com/women_data_covid)

# 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





# Empower: The Impact

## Community-wide infrastructure connecting healthcare and social services

### On-the-ground Expertise

We deploy our 140+ person implementation team to each community to build quality and accountable coordinated networks of health and community services.

### Technology Platform

Our flexible and scalable platform helps all network partners track every step of each patient's total health journey inside and outside their four walls.



# The Great Resignation Solution (Healthcare)

Strengthening the pipeline of new healthcare workers

Exploring less human-intensive technologies, care models

Meeting demand with nimble workforce deployments

Addressing workplace culture to improve retention

Getting a handle on COVID-19

# The Great Resignation Solution (Social Care)

Identify the specific challenges and communicate.

Have a deliberate strategy.

Offer better benefits.

Technology.

Federal government to the rescue.

# Measurable Impact

We are here to help expand your mission

01

## Save Time

Remove the added steps of a resource directory and manual referrals

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**14**

**Days Faster**

Partners in NC cut case closure time from 16 to two days during COVID.

02

## Enhance Care

Connecting clients to services outside your four walls to track their outcomes

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**78%**

**Needs Resolved**

Partners in CT connected clients to more services to meet their needs.

03

## More Resources

Leverage data and insights to engage partners for diversified revenue streams

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**89%**

**More Efficient**

Community partner in PA demonstrated efficiency to secure more funding.

# It's your story. Tell it.

Demonstrate your organization's outcomes and drive community change.



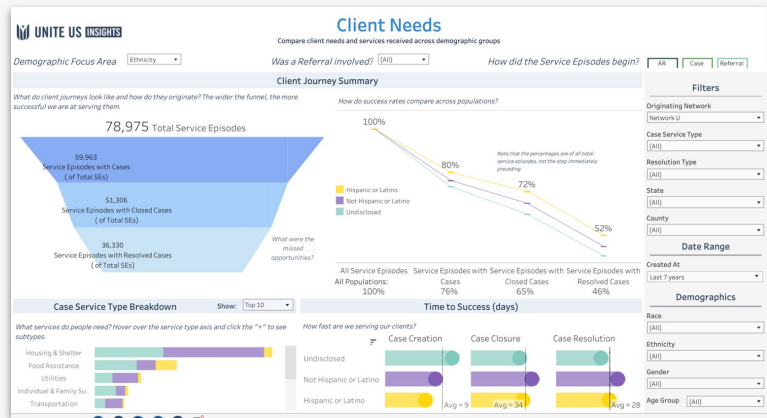
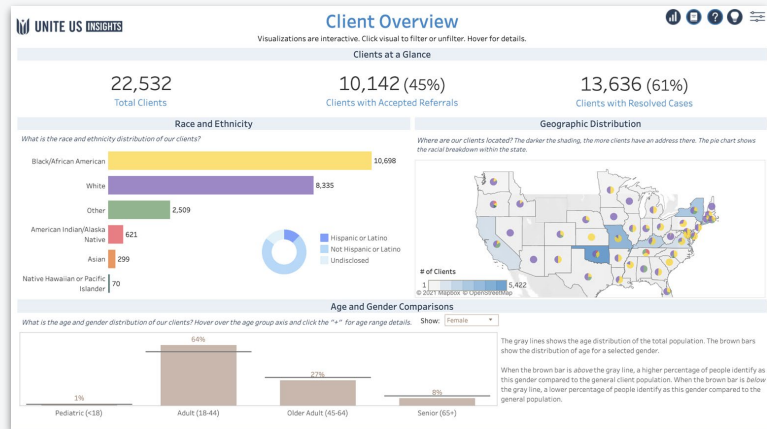
Track your organizational activity



Measure your impact through data



Inform community reinvestment decisions



A photograph of three children from behind, hugging each other. The child on the left has long blonde hair and is wearing a grey shirt. The child in the middle has dark curly hair and is wearing a green shirt. The child on the right has long dark curly hair and is wearing a pink and white striped shirt. They are standing outdoors in a grassy area with trees in the background. The image is overlaid with a semi-transparent dark blue filter.

A new model of care  
that is driven by the  
community



It's more than medical  
care.  
It's Health.

# A Health Equity Crisis

And an opportunity to create a better future

Health disparities in the COVID -19 crisis call attention to long-standing inequities that pervade our society and have deep historical roots. The crisis is compounded as racial inequities, the pandemic, and the economic recession collide, disproportionately impacting low-income, Black, Indigenous people, and other people of color.

The crisis is paired with a historic opportunity to drive impact, as executive, legislative, and regulatory forces push health equity and addressing structural racism to the front of the agenda.

Equity will remain a priority and focus for the Biden - Harris administration and must be a central consideration for health and social care transformation.



*Day 1 of Biden Presidency*

# Advance Health Equity

By shifting investments upstream and addressing determinants of health

**Advancing health equity is a central priority at Unite Us.** We understand that health disparities are the consequence of systemic racism and historical injustices. We also know that poor health outcomes oftentimes reflect unaddressed social determinants of health.

**That's why our model is rooted in leveraging community capacity to drive systems change.** We increase access to resources to improve individual well-being and health outcomes. We support community organizations and solutions to facilitate collaboration and elevate local assets. And we drive resources upstream to address the root causes of systemic inequities.

## Community Impact

### Upstream

Transform the Community

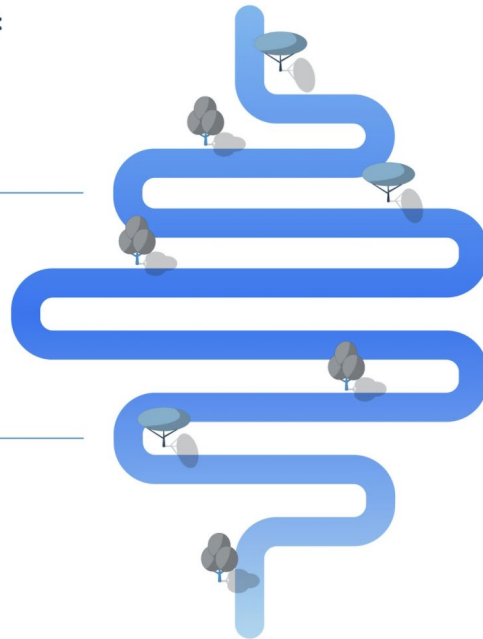
## Individual Impact

### Midstream

Impact the individual

### Downstream

Treat the Symptom



# Building toward a new model of care

**Payments** for your Impact

Improve **Outcomes**

Coordinate **Services**

# Become a Thought Partner for Change

Your voice matters in this effort:



## Empathize

- Create Trust and understanding between your colleagues working in the health and human services. They are living in the thick of death, stress, and trauma.



## Educate

- Subscribe to articles that can better inform you on the challenges like washington post, npr, healthcare finance news, health affairs, and becker's hospital review



## Empower

- Advocate for change with decision makers in the community
- Connect those you know to social services via 211 and NCCARE360
- A commitment from you to treat and honor all health and social care workers with respect

# Together, we're changing the future.

 [www.UniteUs.co](http://www.UniteUs.co)

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## Follow Us



# Together, we're changing the future.

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- <https://www.npr.org/2021/10/15/1046338577/100-million-health-care-worker-burnout-shortage>
- <https://www.healthcarefinancenews.com/news/staff-shortages-and-supply-chain-woes-threaten-profit-margins>
- <https://www.thehealthevolution.com/insider/the-great-resignation-in-health-care-five-solutions-to-the-problem/>
- <https://www.washingtonpost.com/business/2021/12/29/job-market-2021/>
- <https://www.fiercehealthcare.com/hospitals/these-5-trends-will-shape-healthcare-s-labor-shortages-2022-and-beyond>
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