



Getting Started Guide



01

Landscape Changes

Social determinants of health (SDoH) are the conditions in which people are born, grow, live, work, and play. These factors can have a significant impact on an individual's health, driving as much as 80 percent of one's health outcomes. In response to the growing recognition of SDoH, many community-based organizations (CBOs) have begun teaming up with technology partners to better understand SDoH, leverage data, access funding, and have a greater impact on the communities they serve.

The Challenge

Most traditional SDoH solutions only allow organizations to send one-off referrals that don't track outcomes, leaving providers guessing whether clients received services. This also places the burden on the community member to navigate the system, hoping that an organization's hours or services are up to date. Outdated security and compliance processes fail to consider consent and the role it plays in ensuring adequate continuity of care for individuals in the community. Technology solutions that implement hasty onboarding practices and siloed networks often leave CBOs feeling like their workloads have gotten harder to manage, not easier.

To help account for these nuances, **security, data, commitment, and reach** are key components CBOs need to prioritize when selecting a technology partner.



Security

Securely sharing information is vital to connecting health and social services and ensuring individuals receive the end-to-end care they need. From referral to outcome, organizations want to feel confident that they are using the market's most secure care coordination solution.



Commitment

Making the transition to digital documentation can be overwhelming, making it even more important to choose a solution that's easy to adopt and use. This means having the support you need when you need it to make the transition as seamless as possible.



Data

Whether it's leading your community through best practices or being the first in line for funding, you want to leverage the outcomes of the work you're already doing. To do that, you need access to data that helps you better understand needs at the community and member level, identifies gaps in service, and demonstrates your impact.



Reach

Networks are only as valuable as the organizations they are composed of. Having access to quality and reliable partners, regardless of where someone is seeking services, better enables you to meet the evolving needs of each individual and your community as whole.

The Opportunity

- 1 **Make an informed decision.** Organizations like yours have endless options for how to approach care coordination. Choosing a technology solution with a proven track record is a big part of ensuring individuals in the community get connected to the resources they need when they need them.
- 2 **Have a collective impact.** The success of this work relies heavily on supporting genuine, lasting partnerships. Having the opportunity to partner closely with existing collaboratives, coalitions, and community leaders is crucial when implementing personalized solutions for any geography.
- 3 **Be a change leader.** Your organization should feel a sense of ownership throughout all phases of network development. What are *your* needs? What are your barriers? An organization's network should be well equipped to meet its unique needs, regardless of its intricacies.
- 4 **Access sustainable funding.** As the industry-wide shift from reactive care to preventative care continues to take place, CBOs are well positioned to access new funding streams. This requires solutions that facilitate streamlined reporting and provide detailed, real-time visibility into how funding is driving outcomes across the community.

“When people think about health and human services, it’s usually a big H (Health) and a little h (human). Unite Us is focused on bringing human services to the same priority level as healthcare.”

– **Taylor Justice**, Co-Founder and President of Unite Us

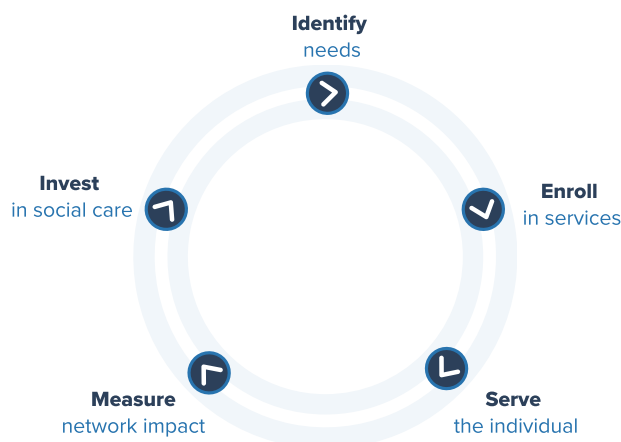


02




Unite Us Solutions

Now more than ever, people are turning to their communities in times of need. When a person needs support, they may not go to a hospital. Instead, the first line of care often lies within their schools, churches, libraries, and community groups

Our end-to-end solution transforms communities' health from the ground up. We help CBOs streamline the process of sending and receiving social care referrals so they can deliver more holistic, whole-person care to individuals in their community, and track the impact of their work.



Security

-  **Client privacy is our priority.**
 We protect individuals' most sensitive information, ensuring that it is never shared beyond the service provider. Through Unite Us, an individual's information is captured and shared securely on their behalf, eliminating the need for them to share their story more than once.
-  **We never share data without consent.**
 Unite Us is the only HIPAA-compliant social care solution able to gather in-app consent, which allows us to securely exchange care information. Without this feature, coordinating care both holistically and securely is impossible.
-  **We keep our data secure. Period.**
 Unite Us is HITRUST, SOC 2 Type 2, and NIST certified and follows the highest security frameworks in the industry. Unite Us fully aligns with the strictest federal privacy regulations, including 42 CFR Part 2 and FERPA.



“Unite Us allows clients to access services without having to tell their stories repeatedly. It makes each of us a one-stop touchpoint for all of our combined services for each client. This is vital for prevention/early intervention.”

– **BYU Comprehensive Clinic**



Data

Throughout the lifetime of a network, Unite Us benchmarks your successes so we can measurably—and sustainably—improve individual health outcomes. By putting your findings into action, you can empower network efficiency, drive efficacy, and ultimately set new standards of care.



When you partner with us, you're getting access to data that is:

- ✓ **Fast.** We automatically aggregate de-identified data that can be leveraged for innovation, tracking outcomes, and building partnerships with other community organizations quickly and efficiently.
- ✓ **Real-Time.** Our Community Organization Dashboard provides insight into overall network activity, gaps in service availability, and trends across the community at large.
- ✓ **Holistic.** When possible, Unite Us employs qualitative methods and participatory research to bring quantitative data to life, elevate community voices, and strengthen relationships.
- ✓ **Structured.** Tracking closed-loop referral outcomes allows partners to easily share insights on needs and trends, while providing the foundation needed to successfully scale reporting across the network.

“Unite Us is like going from a horse and buggy to a Tesla. The improved client outcomes, increase in staff efficiency, and regional data gained through the software are revolutionary.”

– **Kelly Romanoff**, Innovation and Impact Officer
at the Charles & Margery Barancik Foundation



Commitment

Getting everyone on board with a new technology is no easy task. That's why, at Unite Us, we are committed to working with CBOs to create long-term change long after they sign into the platform for the first time.

- ✓ **Free of cost.** Joining a network is free of cost for nonprofit CBOs and many organizations that are considered part of the safety net, like community health centers, tribal clinics, and mental health centers.
- ✓ **Ongoing support.** Our team is always a few clicks away to provide continuous, real-time support. We regularly monitor network health, communicate with users to learn about their product experience, and review key indicators to better understand long-term success. User education offerings are also available to guide you along the way.
- ✓ **Making the switch easy.** The Unite Us Platform is intuitive and works in parallel with existing operating systems to simplify the referral process.

“What set Unite Us apart was their understanding that technology is just technology and it's not of value if people don't actually use it. Unite Us has a deep understanding of and commitment to working with the community.”

– **Dr. Betsey Tilson**, Chief Medical Officer for NC Department of Health and Human Services





Reach

Our vision is a world of opportunity powered by community. We have a proven track record of scaling coordinated networks, with over 150 customers nationwide and tens of thousands of local providers using our platform every day in over 44 states. By the end of 2022, we will be in all 50 states.

- ✓ **Accountable networks.** Over 155,000 network partners live on our networks and have agreed to network standards to participate with each other, and ensure care coordination across various sectors. These organizations are held accountable in their partnership with Unite Us, enabling us to build truly engaged and collaborative networks equipped to meet the evolving needs of each individual.
- ✓ **Local impact.** Our first priority when launching in a new area is to hire locally. This unique approach sets Unite Us apart and ensures our networks are reflecting local needs and wants. When we hire locally, Unite Us invests in the people who care most about solving problems and building community health—because it impacts where they live and work every day.



“It would be impossible to have the connections to as many organizations and services as Unite Us can link us up with. It goes back to the time consumption. Even if my ‘network’ was as large as the Unite Us database of organizations, I would not have enough time in the week to reach out to them for the number of families in need that we serve.”

– **Jason Chaplin**, Housing Stability Advocate at St. Paul's Center

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Steps to Get Started



Meet our team

Our community engagement team members have an intimate, firsthand understanding of the communities we serve. Many have past experience in public health, non-profit management, and community-based care coordination. Don't be surprised if you cross paths with them volunteering at a community outreach event or serving as a member of the local rotary club; they are invested in their communities in more than one way.



Share your expertise

Each community knows their needs best, and we look to CBOs as subject-matter experts and true partners. Your perspective and insight into local dynamics and assets informs our customized approach to network development. Let's keep having conversations and finding solutions.



Schedule a demo

Want to know more about how our solution works? Unite Us onboards and offers training to all partners who use the platform to ensure consistency, compliance, and accountability to the network. We'll work with you to find a time that fits your schedule, and we'll be there to answer any questions you have along the way.



Find each other

Joining a network is the first step in connecting with like-minded providers. With Unite Us networks across the nation, you can have access to local, active partners who are determined to cohesively work together. Helping individuals in need truly takes a village. Building an accountable, impactful network can take time and resources. You are not alone. Let us help you start connecting the dots in your community.



Reach out to our local team today at **UniteUs.com/contact**.

