



Impact Report

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Hello

01

2022 proved that we are **better together**.

We're proud to present this report as a celebration of the impact we made together in 2022—a year that taught us that strengthening communities and collaboration is our super power.

Our mission is to unlock the potential of every community. We know that needs are filled, solutions are found, and gaps are closed when we bring communities together.

That happens because of you. Your ingenuity and compassion. Your experience and capacity to learn from the people and partners we serve. All woven into the relationships we've strengthened, the digital infrastructure we've taken to the next level, and the unprecedented social and health data we've harnessed.

Together, we've helped feed rural communities; shown healthcare organizations how to open doors to their patients with the highest needs; given community groups access to local resources and partners they never knew they had; extended the reach of the Chickasaw Nation to feed families; provided wraparound services to new mothers in Florida; and connected the victims of Hurricane Ian to resources and support faster, easier and with more accuracy.

For Unite Us, 2022 brought with it more opportunities to make strategic decisions and deepen our investments in products and solutions that will support communities for the long term. Together, we have the resilience and adaptability to thrive through changing macroeconomic trends, post-COVID recovery, and even natural disasters.

Thank you for the impact you bring to our community.

Better together,



Dan Brillman



Taylor Justice

Community Strengthened

02

Proven Impact

Each community has its own assets, challenges, and solutions—but all share a common goal to efficiently connect people to services. And each sector brings its own strengths to the table to resolve needs. The Unite Us infrastructure brings communities together and strengthens partnerships and connections to solve challenges that affect us all.

Cross-Sector Collaboration and Technology Infrastructure **Since 2013**



44 states powering cross-sector collaboration



33 million individuals managed in the Unite Us Platform¹



17.1 million connections to care



Over 1 million services available in our networks



Less than 2 days median time to referral acceptance



Over 70 percent of needs resolved across the nation

¹ Incorporates our additional impact through the acquisition of NowPow.

Value Across Markets and Sectors



State agencies are using Unite Us to assess population needs across the state (e.g. veterans, child and family services, mental and behavioral health).



Health plans are using Unite Us to learn about and improve health for their members.



Providers are using Unite Us to refer people to the community and track outcomes.



Governments are using Unite Us to help people access benefits and improve economic mobility.



Communities are using Unite Us to track health equity measures.



Cities are using Unite Us to pay and invoice their communities.

Collaboration Amplified

03

A Unified Way to Define and Measure Health

With the power of the social and health data we've harnessed, we're giving organizations—for the first time ever—the ability to assess the needs of their communities, identify and predict the needs of individuals, and measure the ongoing impact of the services and programs they receive.

Unresolved social issues can act as barriers to receiving effective care, burdening the healthcare system, disrupting communities, and leading to poor health outcomes and higher healthcare costs.

In 2022, Unite Us launched our Social Needs System (SNS), which is the gold standard for predicting and measuring social determinants of health (SDoH).

The SNS leverages our unparalleled health and social care database to predict and measure social, environmental, and economic risk. These predictions and measurements give healthcare and social service organizations the power to identify and address the impact of SDoH on people's health and well-being.

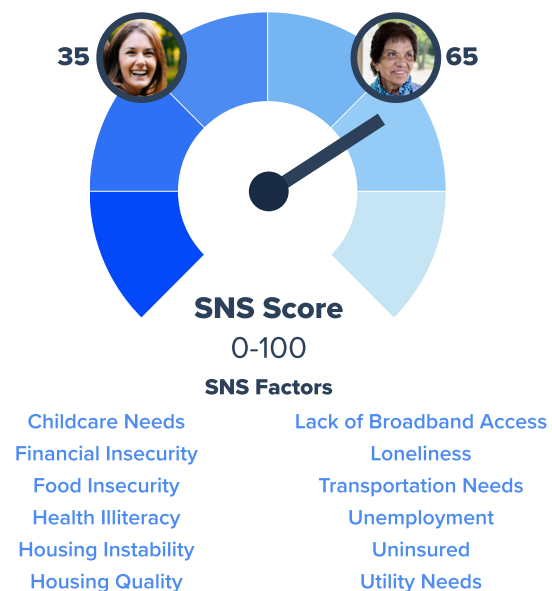
SNS Recognized by CMS as a Premiere Solution

The Centers for Medicare & Medicaid Services (CMS) [2023 Medicare Advantage Announcement](#) includes the Unite Us SNS among the key SDoH data assets to consider in Medicare Advantage Star Ratings and risk adjustment.

Together, Moving the Dial

How does the SNS work?

- ▶ This predictive analytics framework leverages the leading health and social care database to systematically predict and measure social, environmental, and economic risk.
- ▶ A composite SNS Score ranging from 0 (low) to 100 (high) is driven by 12 SNS Factors spanning three SNS Domains (social, environmental, and economic risk).
- ▶ Each SDoH factor and the overall score are weighted based on their impact on adverse outcomes. These weights are informed by external literature, expert medical opinion, and our active data-collection initiatives.



Higher SNS Scores Are Associated with:

Health Outcomes

- **37% higher** maternal complications
- **59% higher** total cost of care
- **79% higher** inpatient hospital admissions
- **100% higher** emergency department visits

Social and Economic Well-Being

- **90% higher** rate of employment concern
- **2.7x higher** use of employment assistance
- **2.4x higher** rate of being uninsured
- **55% higher** growth of social needs after start of the pandemic

SNS in Action

MOBE, a health solutions company that works with insurers and large employers to address unresolved health needs, partnered with us to identify SDoH risk within its member population. MOBE supports people who have conditions or symptoms that can be improved through lifestyle changes combined with medical care. MOBE now uses our SNS to enhance programs and services that meet the health equity needs of people the healthcare system easily overlooks.



Trusted relationships, social networks, and community resources also have great impact on our well-being. In order for MOBE to effectively guide our participants to better health, it's imperative for us to recognize and address all factors that foster progress—especially social determinants of health.”

– Jason Doescher, MOBE Chief Medical Officer

A Community Approach to Building Capacity

Force Multiplier

Unite Us built the first accountable national network of local providers and community-based social services. Now, we're proving the power of that network to form new partnerships, tap needed resources, support people in need, and build healthier communities.

Extending traditional care networks into the community brings health and social care services together, and ensures all populations get the care, support, and resources they need no matter where they are found, including hard-to-reach individuals with complex needs.

The Unite Us Network Effect

Extending Reach, Access, and Impact



No Wrong Door

The most complex and at-risk people are often unconnected to care services, have unmanaged medical conditions, face challenging social and personal barriers, and have fallen through the cracks—despite the massive investments that healthcare organizations and government agencies have made in people, technology, and outreach.

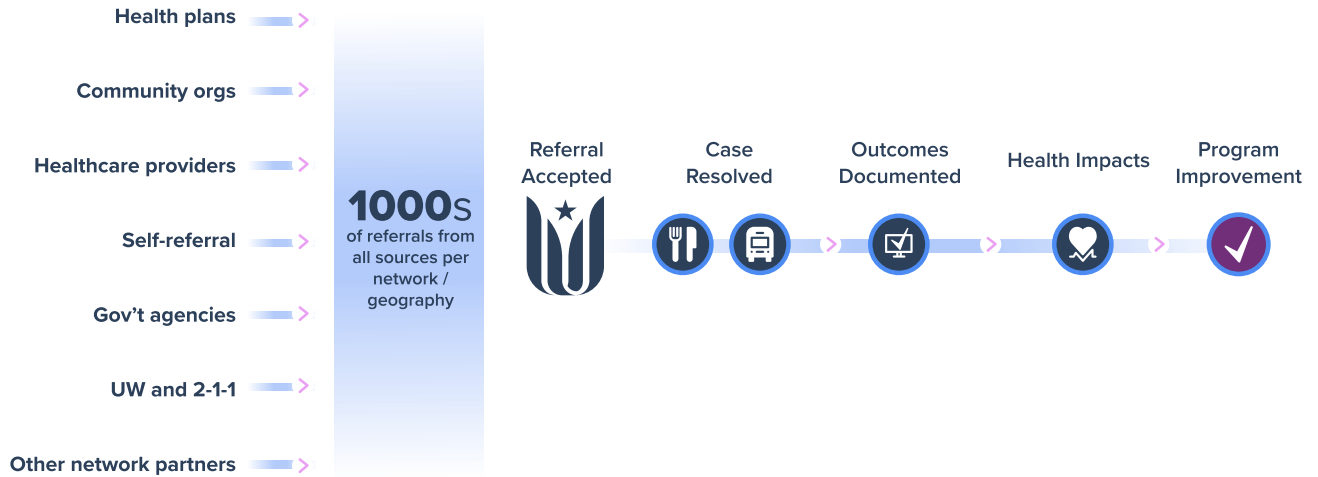
The Cost of Falling Through the Cracks

- + 59% total cost of care
- + 79% inpatient hospital admissions
- + 100% emergency department visits

Our platform removes the barriers between social and care organizations, makes communication and information sharing easier, and closes the loop on referrals so people get the care and support they need when they need it.

People with the most challenging social and healthcare needs usually reach out to the organizations and community groups they trust the most. Our network makes sure those individuals can access all the services and support they need no matter which door they open.

One Network, Many Entry Points



Leveraging our community network, healthcare organizations connect to government programs and community-based resources that also provide care to their members. These connections enable them to see all the services those members access, identify anyone with unmet or underserved needs, close health gaps, and improve their impact over time.

For state and local governments, this visibility means resources and programs can be directed or expanded to help the most complex and underserved community members:

- Addressing gaps in health equity

- Saving government dollars

- Improving health and well-being

- Empowering people

- Making communities stronger

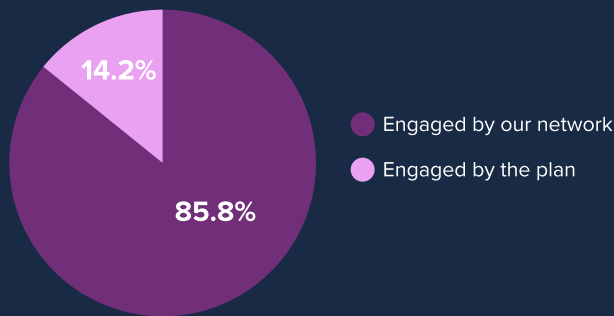


The Network Effect Difference

Our network has a huge impact on access to critical, health-related human services.

For example, one managed Medicaid plan believed that only a small percentage of their members were using community-based services. With our data and technology, they learned that, in actuality, 700 percent more members are receiving services through our network.

Measuring the Network Effect



Those disconnected members were more likely to be at risk for acute health conditions that bring them to the emergency department or the hospital.



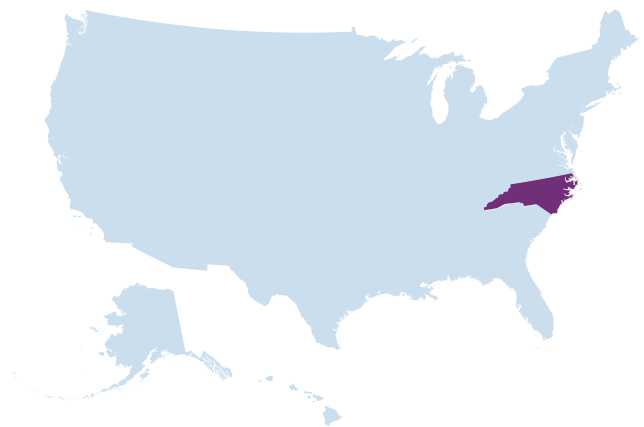
Extending the reach of the health plan into the community through our network gives those at-risk people access to the care and services they need.

A Model for Every State

Sustainable Social Care Funding

North Carolina has partnered with Unite Us as the technology backbone connecting health plans, community-based organizations, and providers engaged in a bold, \$650 million Medicaid program to address social determinants of health. The [Healthy Opportunities Pilot](#) is the nation’s first comprehensive program to provide evidence-based interventions to high-needs Medicaid enrollees.

Since HOP launched in March 2022, **community-based organizations have provided nearly 24,000 social care services that are—for the first time in the nation—eligible for Medicaid reimbursement. In that same time, North Carolinians have received more than 18,000 food boxes**, addressing needs like food insecurity and many others.



I’ve had people tell me the boxes are a blessing to them because now they can afford their medicine.” – NC participating community-based organization worker²

² Abrams, Amanda. (2022). A Radical Way To Think About Health. The Assembly. <https://www.theassemblync.com/health/healthy-opportunities-pilot-medicaid/>

To date, **95 percent** of individuals identified by a care manager as eligible for the pilot were successfully enrolled in the program. After a service is approved through the CMS-mandated workflow, **providers accept the referral to deliver services within one day on average. And the rejection rate for claims is around 4 percent**, compared to typical clinical rejection rates of 10–20 percent.

Social Care Reimbursement Has Arrived

North Carolina, along with other partners, has now achieved reimbursement for community services. With a decade of experience implementing our social care infrastructure across the country, we are now able to meet the need and demand from Medicaid and other state agencies who are looking to invest in non-medical services. Our Social Care Payments solution introduces a new industry standard, elevating social care to the same priority level as clinical care by streamlining the implementation and management of paid social care programs for all healthcare funders, including health plans and managed-care organizations.

The Social Care Payments solution allows stakeholders to access and pay for social care through an integrated process and software platform. The solution offers payers the ability to partner effectively with social care providers, manage programs for efficiency, and increase program impact.



Researchers from the Sheps Center will be evaluating the pilot’s effectiveness over its five years. They will be looking for outcomes like reduced emergency room usage and better management of chronic conditions like high blood pressure—things that, research shows, can strongly respond to improvements in patients’ living conditions... **It could become an example for Medicaid programs across the country**—but because no other state has done anything quite like this, there’s no model to follow.” – Assembly article³



³ Abrams, Amanda. (2022). A Radical Way To Think About Health. The Assembly. *Emphasis added* <https://www.theassemblync.com/health/healthy-opportunities-pilot-medicaid/>

Rooted in Real-Life Impact

04

Creating Efficiencies to Save Lives



In Sarasota, Florida, we're helping mothers and newborns connect to social care services that make an enormous difference in their lives.

The first 1,000 days of life is a critical period of rapid brain development that can influence a baby's health over a lifetime. Social determinants such as poverty, homelessness, substance use disorders, and race- and place-based inequities place added stress on children that increase the risk for poor health outcomes.

First 1,000 Days Suncoast, a regional initiative supported by Sarasota Memorial Health Care System (SMHCS), was launched in 2018 to reduce systemic barriers to health for young families. It includes over 85 organizations that work together to support families through cross-sector collaboration.



We're proud to do our part to ensure all babies get the comprehensive care they need from the very beginning. Unite Us has given SMHCS Women & Children's Services the tools and confidence to screen all pregnant and postpartum patients for social determinants of health needs and to connect them seamlessly with local social, medical, and mental health services. Through our new process, we've already identified many families needing help and connected them with our nonprofit partners. **The better job we do supporting children and families, the greater the reduction in disparities in medical, behavioral and social outcomes.** I am so proud to be a part of this work!"

— [Dr. Pam Beitlich](#), Executive Director Women and Children's Services, Sarasota Memorial Hospital

In August 2020, First 1,000 Days called on Unite Us to help break down the silos between health and social care organizations, reduce the complexity of social service navigation, and develop wraparound services for people at risk. Our Unite Us Platform powers the care coordination program, which is based on screening pregnant and postpartum patients for social care needs and helping nurse navigators process requests for assistance from young families across three counties.

Impact and Results

Not only has Unite Us brought support to families who urgently need it, but it has also helped save over **\$7,000** per case manager per year by accelerating the time to service to an average of **1.1** days—saving almost four hours of care coordination time per week. The use of the platform has reduced the burden on case managers facilitating over **4,000** referrals for social, medical, and mental health services for nearly **2,200** women and children. Just as importantly, clients receiving care coordination support report a sense of relief in not needing to navigate a siloed social care system on their own and in the knowledge that support and assistance are available.

“

As a new mom, not having to make multiple phone calls is so helpful. Instead, agencies reach out to me.”

– Program Participant

Long-Term Savings for Housed Families

In 2022, Unite Us and Metro United Way undertook an evaluation of our shared investment of over \$1,000,000 directly into Greater Louisville and the surrounding counties to provide longer-term housing and wraparound support for those struggling with the continued effects of the pandemic. Funds were distributed and tracked through the new Unite Us Payments solution, **designed to shift investments toward addressing social determinants of health and building capacity in the community.**

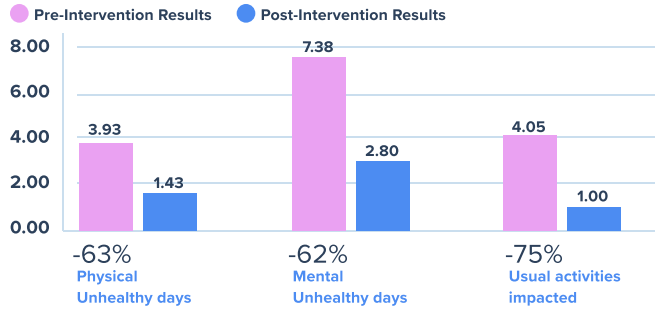
The goals of this program included:

- Enhancing community resilience through designated capacity-building funds
- Optimizing access to funds based on evolving needs and priorities
- Increasing visibility of data to support the need for flexible funding streams and identifying other funding sources

To measure that impact, Unite Us evaluated the pilot participants’ quality of life through the CDC’s Healthy Days survey, which revealed **significant improvements in mental and physical health with fewer reported unhealthy days.**



Cost-Savings Potential from Improving Healthy Days



A 2022 study found there is a potential \$8.00 per member per month higher medical cost associated with having an unhealthy day. This indicates long-term cost savings could be realized by increasing the number of individual healthy days.



Success for this program means that the community is truly helping each other... People are working together to support each other and sharing resources across race and gender and area codes... The community is coming together to help those in need when they need it most.”

– Director of Operations, Metro United Way

Unique Partnerships

Tribal governments, social programs, and communities across the nation are leveraging our software to provide access to diverse local needs, including housing, food and nutrition, healthcare, and other essential services, while also fostering connections and sharing knowledge more broadly.

In Oklahoma, the Chickasaw Nation Women Infants and Child (WIC) program serves First-American and non-First-American families in the 13 counties in Oklahoma that are part of Chickasaw Nation. Since 1978, Chickasaw Nation WIC has been providing a variety of great-tasting, nutritious foods and feeding solutions to children up to five years old and pregnant, postpartum, and breastfeeding people. Currently, the program serves over 4,000 participants a month, but it’s eager to grow its caseload to ensure that all eligible families are enrolled.



Our staff go the extra mile to connect our WIC families with other resources in our community. Unite Us makes it easy to know what resources are available in our local communities and to connect WIC families to these services. It’s easy to use the Unite Us Platform, and we enjoy helping connect our clients.”

– Katrina Lewis, M.Ed.
WIC Senior Manager
Chickasaw Nation Infants and Child Program

Our partnership, kicked off in 2022, serves as a model for our work with Tribal communities. We understand that each Tribe is unique, and that’s why we added Tribal affiliation to our platform. Tribal affiliation data is overlooked by most health intake forms. Collecting Tribal affiliation along with other data helps Tribes continue to grow services, secure needed funding, and extend reach and impact even beyond the reservation or territory.

Ready to Respond

05

Through our work in 44 states over nearly 10 years, Unite Us has gained the trust of local governments and state agencies. When disaster strikes, from forest fires to hurricanes, our local presence, experience understanding agency workflows and the technology systems they use, and our speed connecting their residents to needed services, makes us the right team to stand up disaster recovery.

In October of 2022, Hurricane Ian ripped through Florida leaving thousands of residents devastated and in need of immediate connection to collaborative resources and support. Within days, we deployed an on-site disaster response team to support the State of Florida working alongside numerous non-profit partners.

“

In the wake of a natural disaster like Hurricane Ian, it takes everyone coming together and collaborating to support the people impacted. This collaboration enables state and federal agencies to connect Floridians to critical health and social care resources that can otherwise be difficult to navigate. **It is an honor to be able to work alongside local heroes who are coming together to rebuild their communities.**”

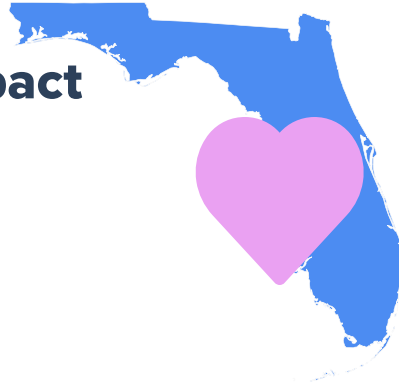
— Taylor Justice



Disaster response depends on many variable conditions unique to each state, region, type of disaster, and the individuals impacted. Based on what a particular disaster recovery requires, our agile teams are able to:

- Rapidly stand up onsite support at Resource Centers and HQ for Hurricane Response
- Provide assistance request forms available to the public and care coordination
- Onboarding of Government, community-based organization, and other service partners
- Implementation of all technology deliverables

Unite Florida: Immediate Impact



Over **25,000** total connections made for over **7,000** Floridians since October 8, 2022

Top 3 Needs Requested and Resolved



Supplemental food assistance



Physical health services



Support services



Our team was inspired by the spirit and collaboration of the Floridians impacted by Hurricane Ian. For many residents, this wasn't the first hurricane that they'd lived through, nor the first that had taken so much from them. Still, as we've seen in other disasters, they approached recovery, both their own and that of their local communities, with tenacity and hope.



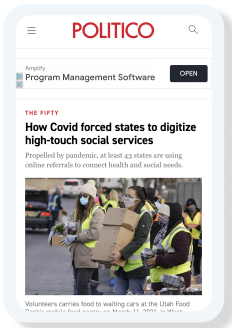
It was incredible to see agencies and organizations from different sectors all immediately come together and work in tandem to support their residents. They expeditiously fortified partnerships and ways of working with one another to ensure that families received the wraparound support that they needed at this most crucial time. This mindset of collaboration served as a necessary force multiplier for those requesting health and social care.”

— **Liam Fitzgerald**, Rapid Response Team Member, Unite Us

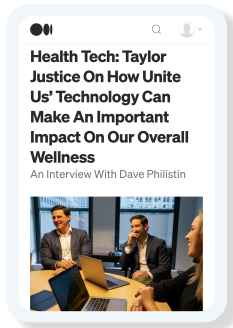
Collective Impact

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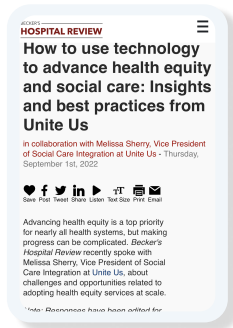
Unite Us Features



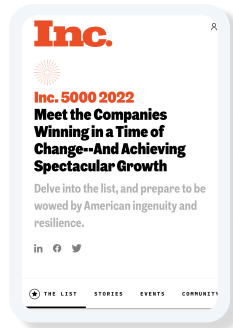
[Politico](#)



[Authority Magazine](#)



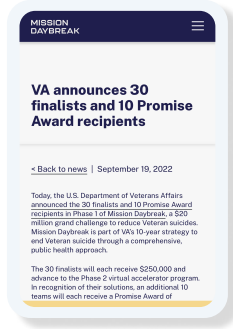
[Becker's Hospital Review](#)



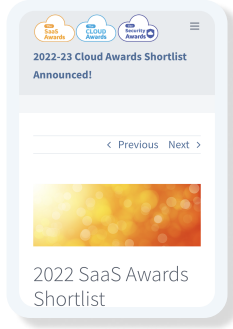
[Inc. 5000 2022](#)



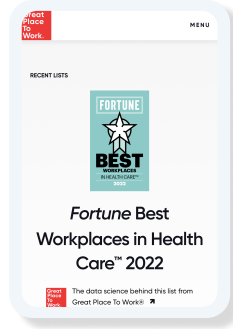
[Healthcare Business Today](#)



[Mission Daybreak](#)



[SaaS Awards Best Product for Healthcare](#)

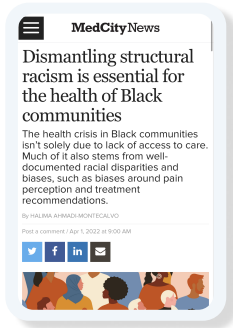


[Great Places to Work in Healthcare](#)

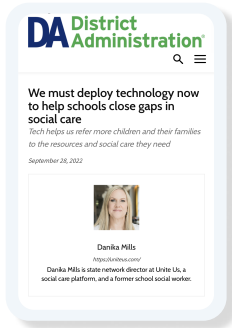
Unite Us Experts in the News



[MedCity News](#)



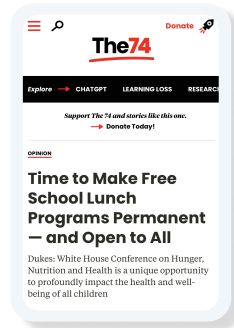
[MedCity News](#)



[District Administration](#)



[Health Affairs](#)



[The 74](#)

One Community, Together.

07

Our vision is to build a world of connected, collaborative communities to improve people's health and well-being. We've partnered with the right teams across healthcare, government, and the community along the way to make it happen.

Join us today to achieve success together as we continue to convene multiple sectors around a common goal, align investments with social care and social services at the table, and provide long-term health improvement for our communities.

Thank you for sharing our vision.





Learn more at
www.UniteUs.com



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