

CASE STUDY

How BEST and Family Connects are **Empowering Tulsa Families with Unite Us**



Every child deserves a bright future. In Tulsa County, BEST, Family Connects, and Unite Us are making that a reality.

The **Birth through Eight Strategy for Tulsa (BEST)**, an initiative of the George Kaiser Family Foundation, works to break the intergenerational cycle of poverty by expanding access to programs and services that put children on a path toward lifelong success. Among these programs is **Family Connects**, a free, nurse home-visiting program for families with babies born in various hospitals across Tulsa County. By harnessing the Unite Us platform, this collaboration provides critical support for newborns and families in Tulsa County.

“Until we leveraged Unite Us, several of our partners were still referring through dated methods. Unite Us provides all our partners with a **common tool**, streamlining the referral process and ensuring that we close the loop and track outcomes.”

– **Dan Sterba**, Director of Data Systems & Technology at BEST



The Challenge

Before adopting a common tool, Family Connects and other community partners collaborating with BEST relied on antiquated, manual processes and fragmented communication channels when connecting their clients to care. This made it difficult not only to coordinate these critical services but also to track and measure care outcomes. **To streamline these efforts, the organization sought a central platform to help bridge the gap between partners and streamline the referral process.**

The Solution

Enter **Unite Us**, offering a closed-loop referral system that not only streamlines the referral process but also provides **visibility into client outcomes**. Through the Unite Us platform, BEST is able to build and facilitate referral pathways, connecting organizations in support of expecting parents and families with young children. By **centralizing** the referral process, closing the loop on outcomes, and streamlining network communication, Unite Us equips BEST partners with the tools they need to work together more efficiently and effectively.

“**Unite Us is an amazing network of organizations!** We are able to connect clients faster and more efficiently with needed services. The closed-loop system is so helpful to make sure clients get connected to needed services and allows us to better serve clients.”

– **Jennifer Blankenship**, RN, Family Connects Nurse Manager

The Impact

The Unite Us platform has increased collaboration amongst BEST network partners by streamlining the referral process and closing the loop with tangible outcomes from within a single platform.

The **top sender** of referrals in the BEST network, Family Connects has utilized the Unite Us platform to:

- Collaborate with other agencies and programs using Unite Us, sharing best practices and lessons learned;
- Better understand their own referral process and how they can be more efficient in their efforts to connect their clients to the appropriate services; and
- Meet with partner agencies to discuss workflows, eligibility, and target populations to explore best practices and increase program efficiency.



-  **4,033** referrals sent
-  **2,263** clients served
-  **Top referral types:**
 - Individual & Family Support
 - Food Assistance
 - Benefits Navigation

*Data as of April 2024

Continuous Community Collaboration

The partnership between **BEST, Family Connects, and Unite Us** underscores the tangible impact of unified community efforts and the use of technology in enhancing service delivery to families in Tulsa County. As the collaboration deepens, the future holds the promise of an even stronger Tulsa County where every child and family thrives.



About **BEST**

BEST provides **funding** and **collaborates** with local partners who help address needs in the community. Through the Unite Us platform, BEST builds and facilitates referral networks, connecting organizations in support of expecting parents and families with young children.



About **Family Connects**

Part of **The Parent Child Center of Tulsa** and a member of the [Unite Oklahoma](#) network, Family Connects refers individuals and families to Positive Parenting programs provided by The Parent Child Center of Tulsa, ensuring families receive crucial, ongoing support and parenting education.

“Unite Us has provided us a **streamlined platform** to help better connect families to community resources. It is very user-friendly and is an **efficient** and **effective** way to place and track referrals, communicate with community partners, and search for resources in and out of the network. Unite Us also provides live training and self-paced training to help keep the user up to date or if they need a refresher on how to navigate the site.”

– **Jennifer Blakenship**, RN, IBCLC Family Connects Nurse



Learn more at
www.UniteUs.com

