



findhelp

NWF Health  
CONNECTS

## > Navigating Your Free Suite of Tools on NWF Health Connects

*April 13th, 2023*

*We'll get started at 11:03am.*

*Please note, we are recording today's session, which we will share.*

Everyone is currently on mute. Please use the chat function to share your name and organization!



## > Agenda

- Welcome
- Partnership with Organizations
- How Organizations can use the [NWF Health Connects](#)
- Key takeaways
- Next steps



# Certification

Take your [findhelp.org](https://findhelp.org) knowledge to the next level by becoming [findhelp.org](https://findhelp.org) **Certified!** After you take this course, we'll send you a short quiz. Pass the quiz and you'll be certified!

## You'll receive:

- Access to our online community of other professional Navigators
- A certification badge to add to your LinkedIn profile and website
- Opportunities to speak on panels in partnership with findhelp.org
- Certification icon on program listing(s) for certified claimers



# Certification Icon

- **Certified program claimers** will have this icon on their program(s)
- **Certified programs** display higher in search results



☐ **Utility Assistance**  
by Findhelp Utilities

Trusted Partner

The Utility Assistance program provides assistance with electric and gas bills.Services provided:-  
Financial assistance

🔧 Main Services: [help pay for utilities](#)

👤 Serving: [adults 18+, low-income](#)

MORE INFO ▼

★  
SAVE

➦  
SHARE

☰  
NOTES

✎  
SUGGEST

CONTACT HERE

People who manage this program have completed training and are certified by findhelp.org. [Learn more.](#)

**Next Steps:**

Email [sdowns+cbo@auntbertha.com](mailto:sdowns+cbo@auntbertha.com) to get more info.

Serves nationwide

🕒 Open Now : 8:00 AM - 5:00 PM ▼

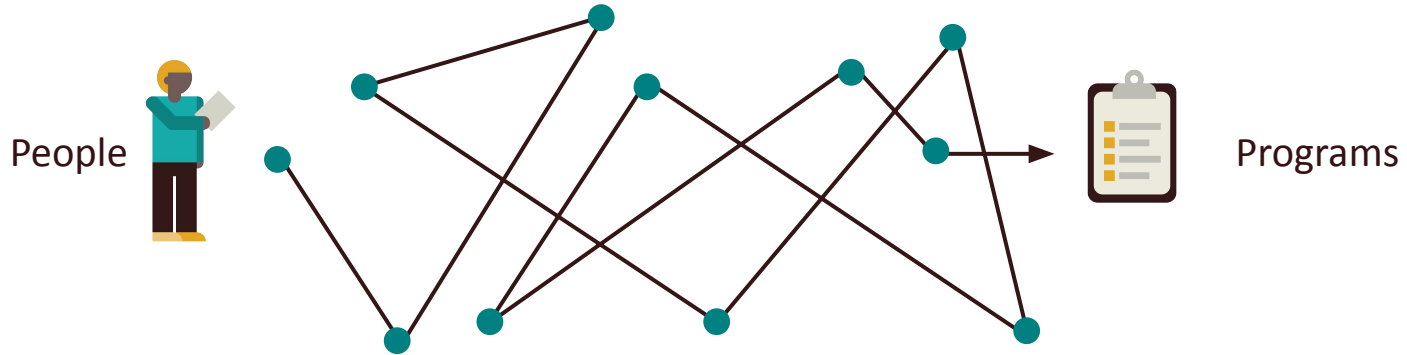


## > **Our Mission:**

To connect all people in need and the programs that serve them (**with dignity and ease**).

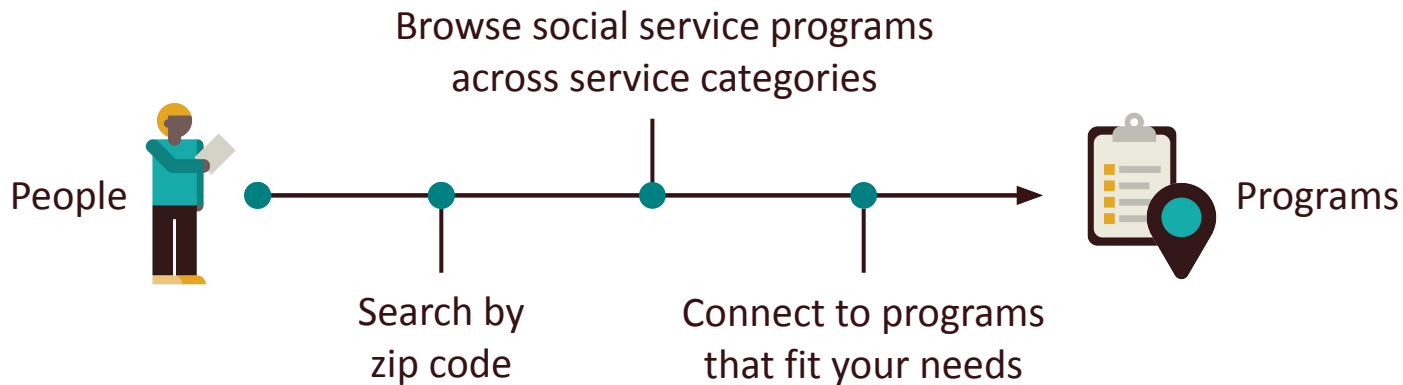


# It's too hard to navigate the system.





# We're trying to make it easier.





# What is NWF Health Connects?

**NWF**Health CONNECTSSupportSign UpLog In

Search and connect to support. Financial assistance, food pantries, medical care, and other free or reduced-cost **help starts here:**

ZIP

**NWF**Health  
CONNECTS

If you or someone you know is in crisis, call or text 988 to reach the [Suicide and Crisis Lifeline](#), chat with them online via their website, or text HOME to 741741 (multiple languages available). If this is an emergency, call 911.

---

By continuing, you agree to the [Terms & Privacy](#)This resource is brought to you by: <https://www.nwfhealth.org/>

- Online directory of free and reduced-cost services;
- **Free** to those looking for help;
- **Free** for nonprofits to manage their programs;
- Over 1,300 programs in every county.



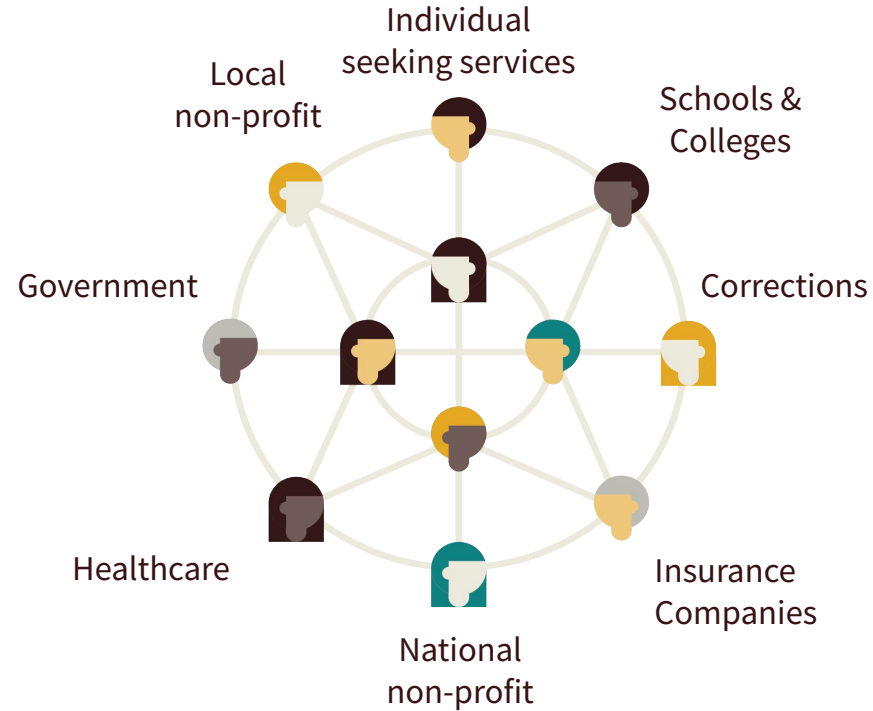


# Benefits of using NWF Health Connects

**Open Network.** We're here anywhere and anytime across the U.S.

**Private and secure.** We're HIPAA & FERPA Compliant and HITRUST Certified.

**Flexibility.** The tool is easy to use and is meant to help those in need and the organizations that serve them.





# Who uses NWF Health Connects?



## Seeker

Individual searching  
for services



## Organizations

Providing services to Seekers and  
the community



## Navigators

Navigate to resources,  
identify programs



## The Network



# How do we support communities and organizations?

We work together to improve social care and believe great networks build trust over time.

We provide open access to a broad network and free suite of meaningful tools.

We protect privacy through HIPAA/FERPA compliance & HITRUST certification.





# What's uniquely available for organizations?

We offer a free suite of program management tools and impact reports and tailored support for organizations.

We help people connect with your services in a way that makes sense for you, not the other way around.



Program claiming and management



Screening and referral processing



Availability and appointment scheduling



Analytics and reporting



Team support



## > Program Claiming

Claiming allows people to take ownership of their program listing(s) on findhelp.org.

### Frequently Asked Questions

- What are the benefits of claiming?
- How many people can claim a program?
- Which program tools should I use?

[\*https://nwfhealthconnects.findhelp.com/claims\*](https://nwfhealthconnects.findhelp.com/claims)



## > **How to use NWF Health Connects**



# **Getting Connected: Referral Tool Review**



## → One Step Referrals

### Best For:

Programs without strict eligibility requirements or those who just need a new pipeline into an existing process.

### Pros:

- Quickest and simplest tool
- Get contact info to begin outreach process.
- Manage from your inbox.

### Considerations:

- Limited information on seeker and situation.





## → Screener Form

### **Best For:**

Programs who need more information about prospective seekers to determine fit and eligibility.

### **Pros:**

- Get more information about a seeker/needs.
- Quick eligibility notifications and redirections.

### **Considerations:**

- Takes more time for seeker to complete.



→ **Closing the Loop:  
Responding to  
Referrals**

**Two Options:**

1. Email Notification
2. Inbound Referral Dash



# Option 1: Email Notification

Hi Bertha Engagement team,

Elaine C. referred someone to your program, Employment Training!

Please reach out to:

- Wyatt Earp
- [wyatt+ecray@findhelp.com](mailto:wyatt+ecray@findhelp.com)

Elaine sent you this contact info because Wyatt is looking for services or more information. You can respond by replying to this email, or Wyatt said email is the best way to reach them.

Already reached out to Wyatt? Let Elaine know what happened, so they can follow up:

We need more info, please reach out!

We got in touch, we'll try to help!

We referred them elsewhere.

Sorry, they weren't eligible.

We couldn't reach them.

We don't have capacity.

We'll let them know, and keep track of what happened. See all past inquiries in the [inbound referral dashboard](#), or tell the story of your program's impact in the community with free reports about your programs usage.

As a reminder, [findhelp](#) lists free and reduced cost social services programs so that people in need can find them.

Thank you for the work you do!

The findhelp Team

Questions? Contact [community@findhelp.com](mailto:community@findhelp.com)



# Option 2: Inbound Referral Dash

**NWF Health** **CONNECTS**

SupportMy Program ToolsPeople I'm HelpingVW Vickie

Inbound Referrals / Community Food Pantry

Add Inbound ReferralSettings

Showing all statusesShowing all eligibilities

Search:

Show 10 entries

**My Programs**  
Choose a program below to see its referrals

Community Food Pantry 20+

Housing Authority 5

Employment Training 7

Status	Person Inquiring	Referred By	Referred On	Last Updated	Forms
Needs client act...	Chris Smith ccusimano+csmith@findhelp.com Prefers email Speaks English	Christina Cusimano Connecting the Dots Demo	04/03/2023	Leah Norman Find Help Admin 04/06/2023	May not be eligible View Screener + New Data Collection form for Bertha Food Pantry
Got help	Test Test test+dcarmichael@findhelp.com 7176444285 Prefers email Speaks English	Deirdre Carmichael Find Help Admin	04/03/2023	Jenny LaMotte Bertha Engagement 04/03/2023	May be eligible View Screener + New Data Collection form for Bertha Food Pantry
Not updated	George Washington dboldman+georgewashington@findhelp.com 2178406101 Prefers email Speaks English	Delaney Boldman Find Help Admin	03/30/2023	Delaney Boldman Find Help Admin 03/30/2023	+ New Data Collection form for Bertha Food Pantry



## > Program Analytics



## > Analytics: Claimed Program Dashboard

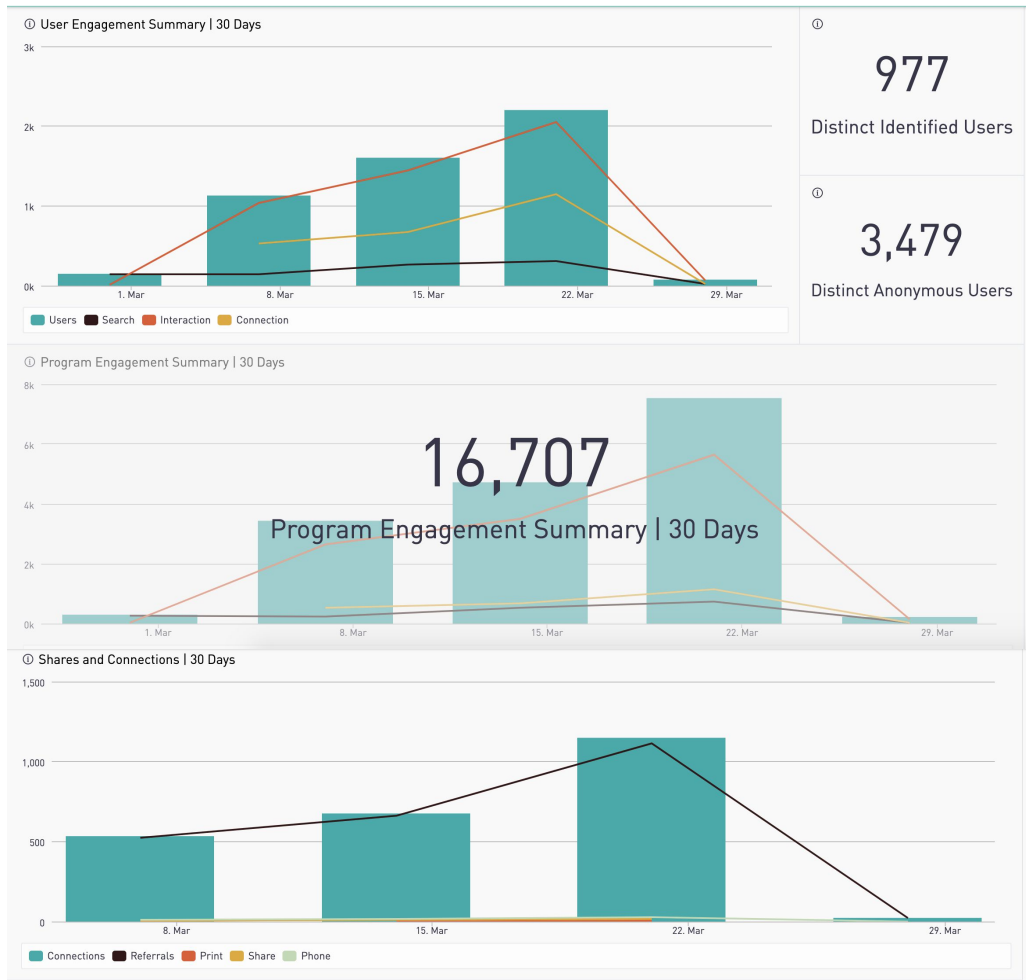
### Measure your impact and program engagement!

Use this Dashboard to:

- Quantify all the different ways people are **interacting with your programs**;
- **Show your program's scope** in program evaluations, grants and fundraising, and external reporting to funders and/or regulators;
- **Show impact** through Referral data highlights effectiveness;
- Demonstrate the need for **additional resources or staff**.

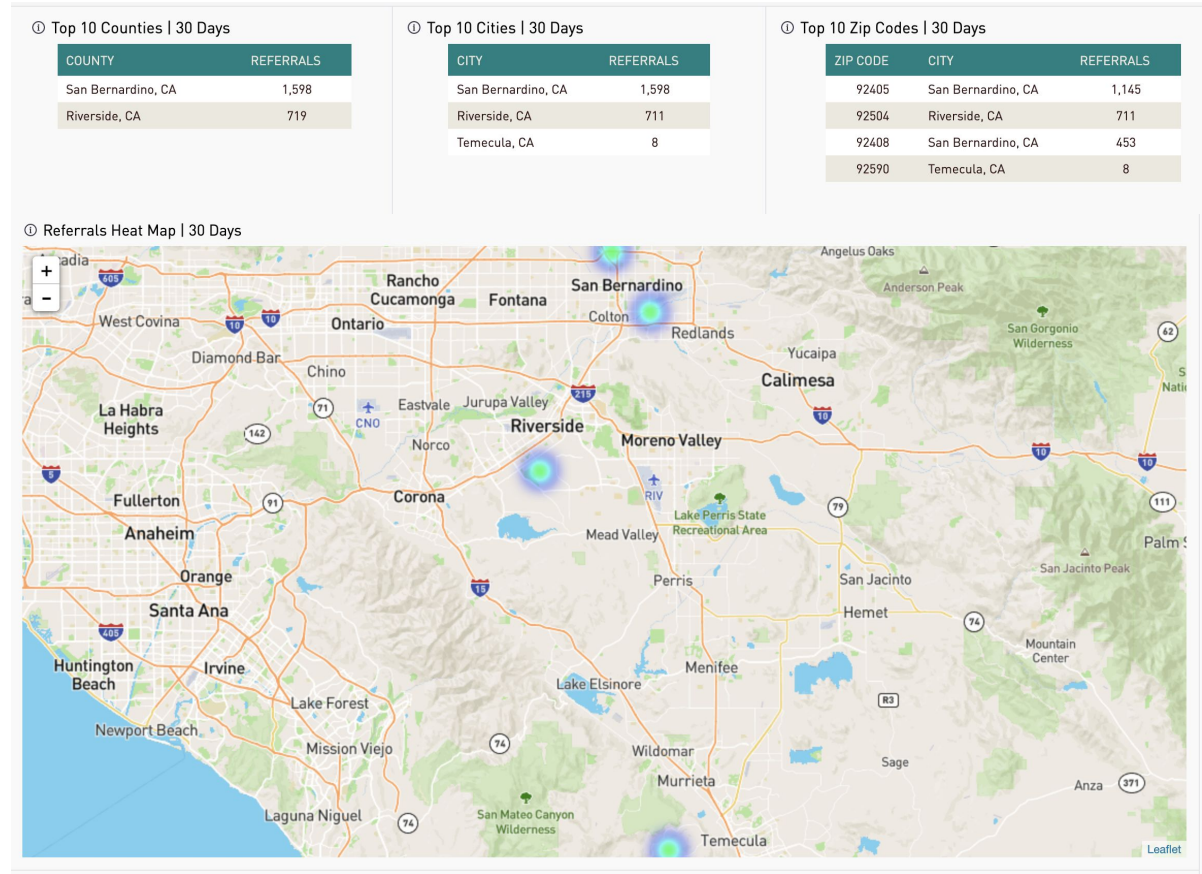


# Claimed Program Dashboard





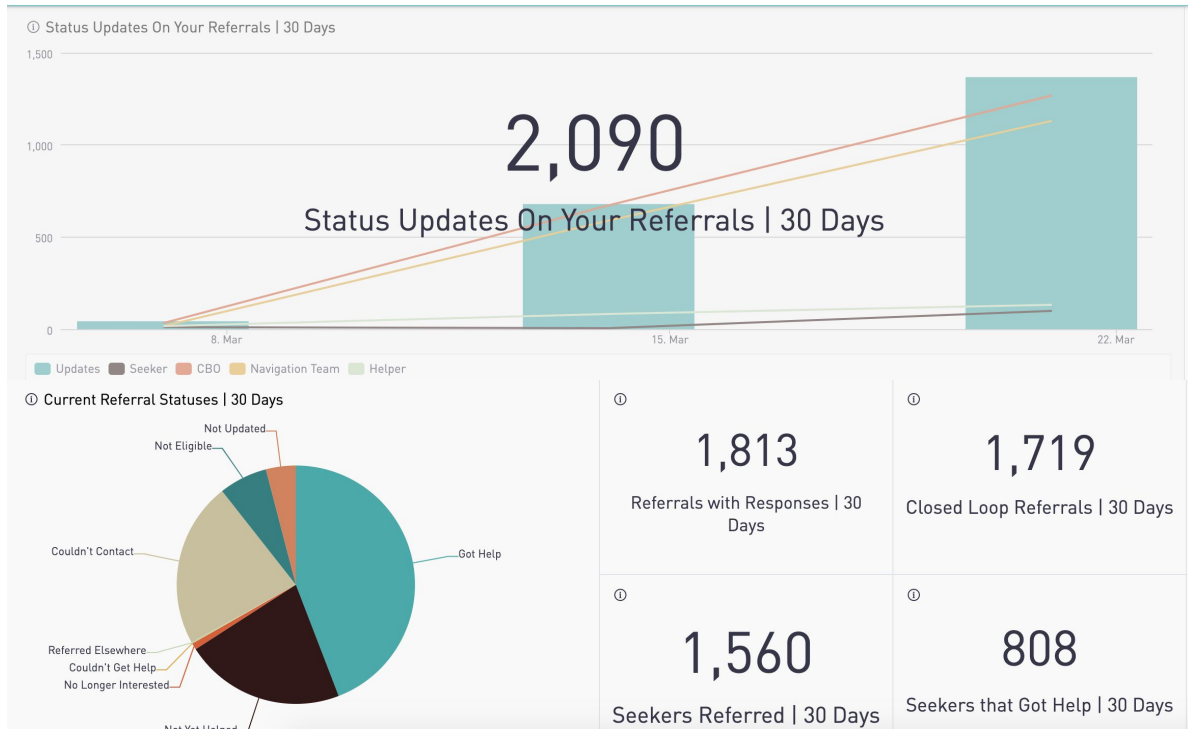
# Claimed Program Dashboard







# Intake Tools Dashboard



## ① Referral Details | 90 Days

SEEKER NAME	SEEKER PHONE NUMBER	SEEKER EMAIL	SEEKER USERNAME	SENDER EMAIL
Sheena Tallthere	234-567-8901		2345678901_sheena_tallthere	aschulte@nebraskahealthnetwork.com
Karen Roller		karenroller@gmail.com	karenroller@gmail.com	karenroller@gmail.com
Jon Doe		jondoe@gmail.com	jondoe@gmail.com	aschulte@nebraskahealthnetwork.com
Lehua Gray		lehua.gray+seekerexample3679@gmail.com	lehua.gray+seekerexample3679@gmail.com	lehua.gray+seekerexample3679@gmail.com
Jess Johnson	615-594-1517	jjohnson+demo@auntbertha.com	jjohnson+demo@auntbertha.com	surelyyujesst@gmail.com

More Options

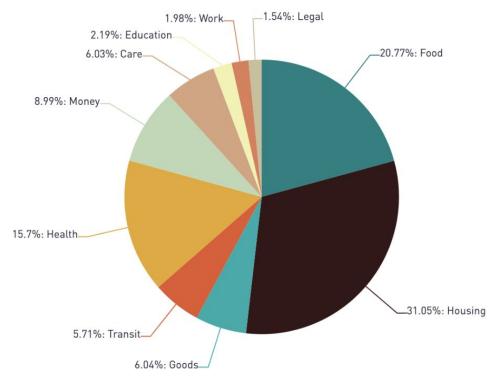


# Search Trends In Your Area Dashboard

① All Searches | 90 Days



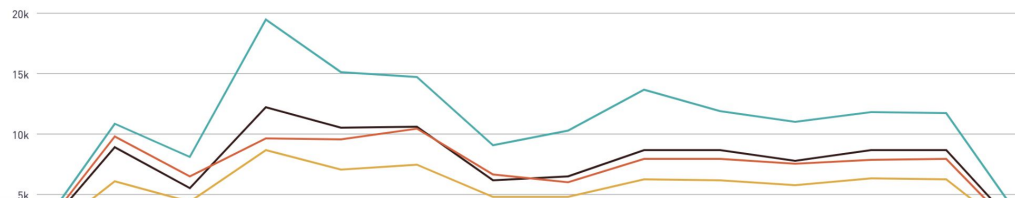
② Searches by Category | 90 Days



③ Most Common Search Terms | 90 Days

TERM	DOMAIN	SEARCHES
help pay for housing	housing	155,039
undefined		118,503
food pantry	food	109,084
help pay for utilities	housing	106,535
help find housing	housing	78,041
emergency food	food	64,589
food delivery	food	62,081
financial assistance	money	48,543
help pay for food	food	43,957
government food benefits	food	37,521
help pay for internet or phone	housing	37,019
housing vouchers	housing	33,195
transportation	transit	31,686
temporary shelter	housing	28,420
transportation for healthcare	transit	28,042

④ Top 5 Search Terms | 90 Days





## > Data Collection Form Report

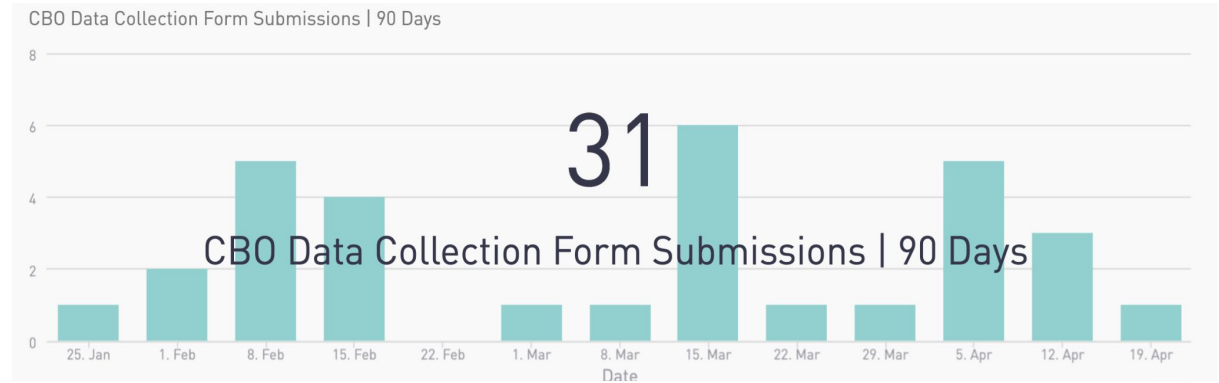
**Download your Data Collection  
Forms for additional analysis!**

Use this Dashboard to:

- **Quantify the information** in your Data Collection Forms;
- **Show your program's impact** through services rendered;
- **View trends** of demographic data, services provided;
- **Understand volume** of form submissions over time.



# Data Collection Form Report



## CBO Data Collection Form Details | 90 Days

CREATED AT	FIRST NAME	LAST NAME	QUESTION	ANSWER
2021-04-21	Aaron	Fakename	Annual Family Income	\$10,001 - \$25,000
2021-04-21	Aaron	Fakename	Services Provided	Rent Assistance
2021-04-21	Aaron	Fakename	Total dollars granted	4,000

- Edit Pivot
- Search
- Download Data  
290 Rows



## > Key Takeaways



# Interact with programs

☐ **Bertha Grows: Community Gardens**  
by **Aunt Bertha Community Foundation**

Bertha Grows: Community Gardens program provides resources and education to enable participating families to grow their own food for their own health and well-being and the benefit of their families, their community, and the...

**Main Services:** [help pay for food](#), [community gardens](#), [nutrition education](#)

**Serving:** [all ages](#), [all disabilities](#), [families](#), [low-income](#)

**Next Steps:**  
Call **832-274-8764 ext. 1234**.


**2.8 miles** (Serves nationwide)


**7514 North Mopac Expressway, Austin, TX, 78731**

**Open Now: 8:00am - 5:00pm** ▼

**MORE INFO** ▼

 **SAVE**

 **SHARE**

 **NOTES**

 **SUGGEST**

**CONTACT HERE**

Create folders of  
**Favorite** programs

Keep personal notes  
about programs



# Refer to programs

## ☐ Meals & Medicine - Nutrition Services

by Southeast Tennessee Human Resource Agency (SETHRA)

Nutrition Services provides at least one hot or appropriate nutritionally balance congregate or home-delivered meal a minimum of five days per week. Other nutrition services include nutrition...

 Main Services: [food delivery](#) , [nutrition education](#) , [counseling](#)

 Serving: [adults](#) , [seniors](#)

### Next Steps:

Call [800-852-6155](tel:800-852-6155).

 1.83 miles ( serves your local area)

110 Gamble Lane, Jasper, TN 37347

 Open Now : 8:00am - 5:00pm ▼

MORE INFO ▼



SAVE



SHARE



NOTES



SUGGEST

REFER



SAVE



SHARE



NOTES



SUGGEST

REFER

Who is this for? ☒ For myself or my family

☐ I'm referring someone else

Your Name \*

Erica

Rodriguez

Your Email Address

erodriguez@auntbertha.com

Your Phone Number

Best way to reach you\*

☐ Email

☐ Text message

☐ Phone call

Comment [Add a comment...](#)

My Consent \*

☐ I agree to:

- ☐ Send my contact info and additional info to this agency, and
- ☐ Receive info **about this program** from the Find Help site ( like steps to contact them, or messages sent to you from the program ). [Learn](#) how we keep your info safe.

SEND

**Important!** We'll do our best to send them your information, but it's possible that we may not be able to reach the agency or get a quick response. If you are in an emergency situation, call 911.



# Access your free suite of tools

The screenshot shows the Aunt Bertha website. The header includes the Aunt Bertha logo and 'The Social Care Network' on the left, and 'Support', 'My Program Tools' (highlighted with an orange box), 'People I'm Helping', and a user profile 'EC Elaine' on the right. The main content area has a search prompt: 'Search for **free or reduced cost** services like medical care, food, job training, and more.' Below this is a search bar with '90210' entered and a 'Search' button. A statistic shows '3,386,449 people use it (and growing daily)'. A disclaimer states 'By continuing, you agree to the Terms & Privacy.' The footer contains a language selector, 'Browse Programs', 'Suggest Program', 'Claim Programs' (highlighted with an orange box), 'For Nonprofits', 'About Us', 'Accessibility', 'Terms', and 'Privacy'. An orange arrow points from the 'Claim Programs' link in the footer to the 'My Program Tools' link in the header.

ab auntbertha | The Social Care Network

Support My Program Tools People I'm Helping EC Elaine

Search for **free or reduced cost** services like medical care, food, job training, and more.

Zip 90210 Search

3,386,449 people use it (and growing daily)

By continuing, you agree to the Terms & Privacy .

Select Language

Browse Programs Suggest Program Claim Programs For Nonprofits About Us Accessibility Terms Privacy





# Select an intake tool that fits your needs

The screenshot shows a web application interface. At the top, there's a navigation bar with 'Support', 'My Program Tools' (selected), 'People I'm Helping', and a user profile 'EC Elaine'. A dropdown menu is open under 'My Program Tools', listing: 'Inbound Referrals', 'Calendar', 'Agenda', 'Appointments List', 'Edit Program Listings' (highlighted with an orange box), 'My Team', and 'Program Analytics'. Below this, there's a table with the heading 'Actions'. The table has three columns: a time column, 'Edit Program', 'Edit Contact Settings', and 'Edit Hours/Locations'. The 'Edit Contact Settings' column is highlighted with an orange box, and a yellow arrow points from this box to the list of intake tools on the right.

Actions			
12:41am	Edit Program	Edit Contact Settings	Edit Hours/Locations
1:20pm	Edit Program	Edit Contact Settings	Edit Hours/Locations
1:12pm	Edit Program	Edit Contact Settings	Edit Hours/Locations
1:17pm	Edit Program	Edit Contact Settings	Edit Hours/Locations

- ✉ Pass along their name, phone, and email address with One-Step Referrals (free, default)
- 📋 Gather more info about eligibility with a customized Screening Form (free)
- 📅 Let them schedule an appointment (free, must set up available times)
- ⊗ This program can't help people who make contact through Aunt Bertha
- 🔗 We want to link them to an existing application, scheduler, or contact form



## > Next Steps

1. Claim your program
2. Add members of your team via “My Team” tool
3. Review Program Information
4. Select a referral tool that best meets your needs
5. Let Earl and Vickie know your program(s) is ready to rock!



# Join our Certified Community!

Collaborate and partner with like-minded professionals by becoming findhelp.org Certified.

## You'll receive:

- Membership to our online community;
- Speaking opportunities in partnership with findhelp.org;
- Certification badge to add to website and professional networks;
- Certification icon on program listing(s) for certified claimers

**Simply take the quiz after this training!**





## → Findhelp CEU Academy



### Looking to grow your career with continuing education?

Our courses, provided in partnership with the continuing education curriculum platform **OfCourse!**, cover topics in health and social care that will support your day-to-day work. These free courses will help you better serve the people in your care.

Simply [claim your program](#) to get started!



## Let's Connect!



**Name:** Vickie Walsh

**Email:** [vwalsh@findhelp.com](mailto:vwalsh@findhelp.com)

**Phone:** (608)386-7657

**Contact Us:** [support@findhelp.com](mailto:support@findhelp.com)

**[Schedule a meeting!](#)**



**Name:** Earl Calloway

**Email:** [earl.calloway@nwfhealth.org](mailto:earl.calloway@nwfhealth.org)

**Phone:** (850)728-0758



**> What questions do you have?**