findhelp

NWF Health CONNECTS

Navigating Your Free Suite of Tools on NWF Health Connects

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

April 13th, 2023
We'll get started at 11:03am.
Please note, we are recording today's session, which we will share.

Agenda

- Welcome
- Partnership with Organizations
- How Organizations can use the NWF Health Connects
- Key takeaways
- Next steps

Certification

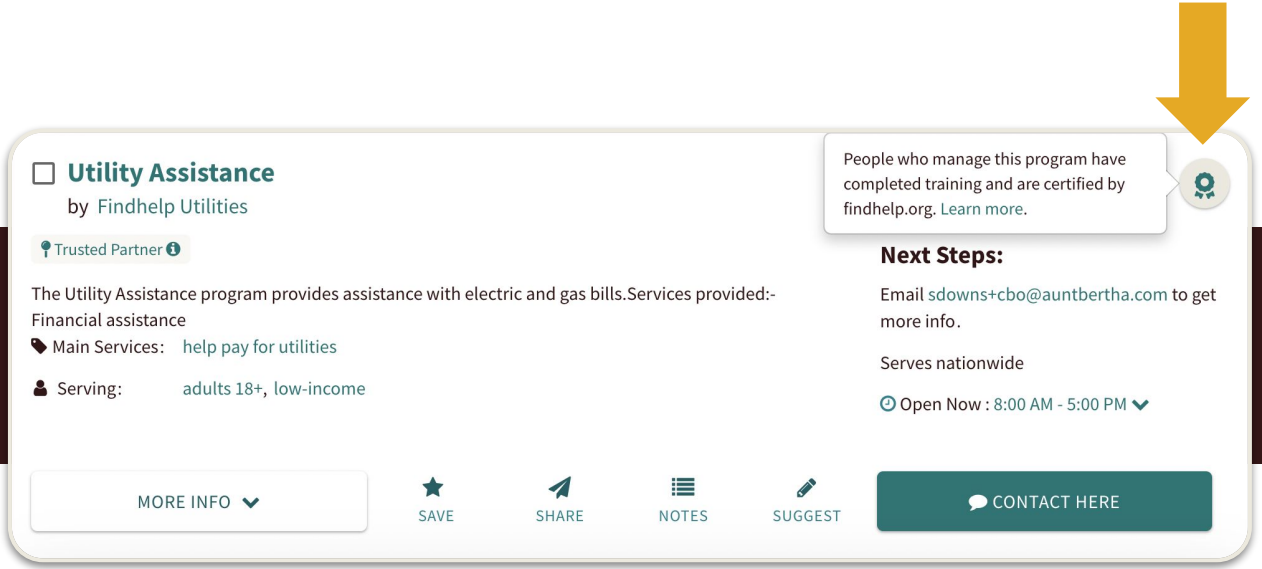
Take your findhelp.org knowledge to the next level by becoming findhelp.org **Certified**! After you take this course, we'll send you a short quiz. Pass the quiz and you'll be certified!

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

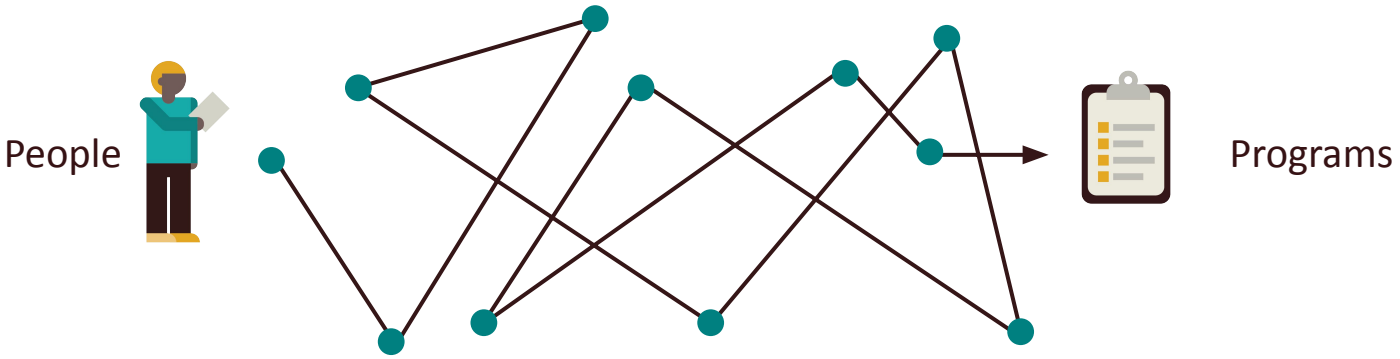
- **Certified program claimers** will have this icon on their program(s)
- **Certified programs** display higher in search results



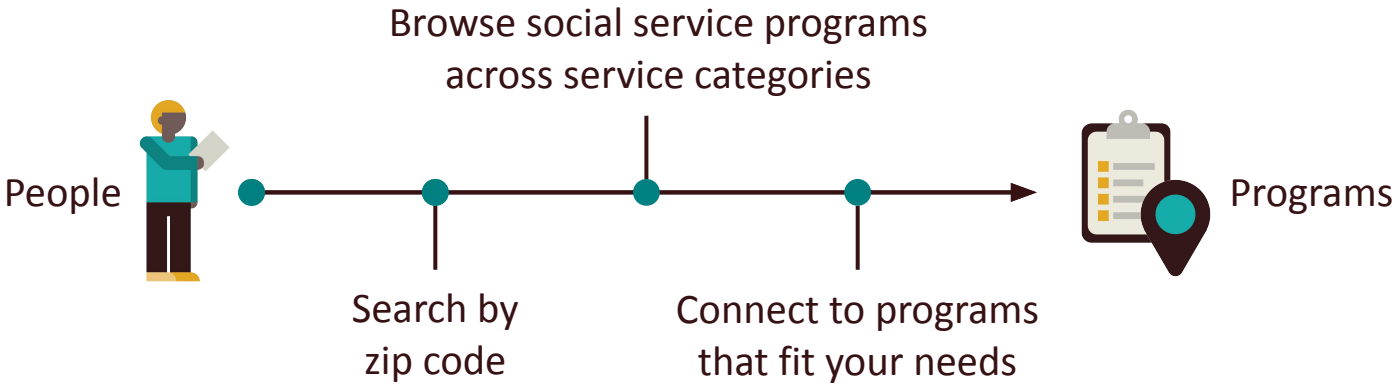
Our Mission:

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

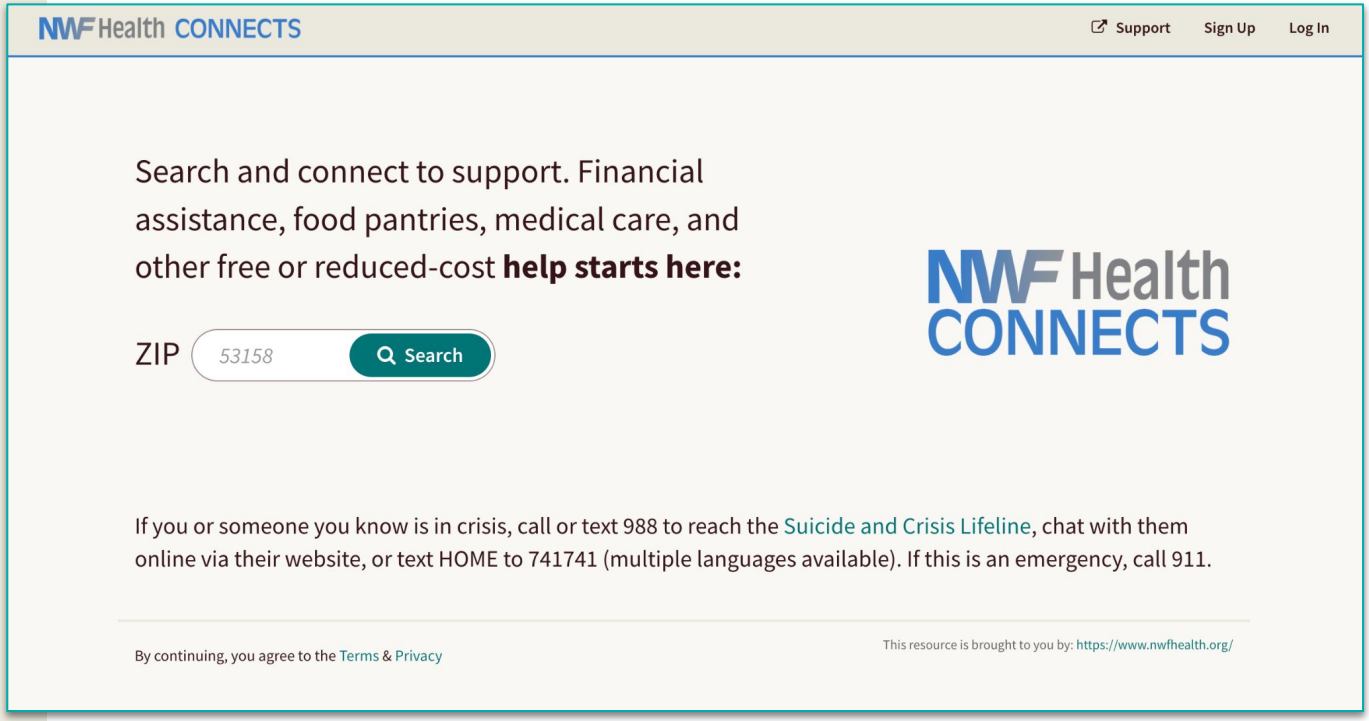
It’s too hard to navigate the system.



We’re trying to make it easier.



What is NWF Health Connects?



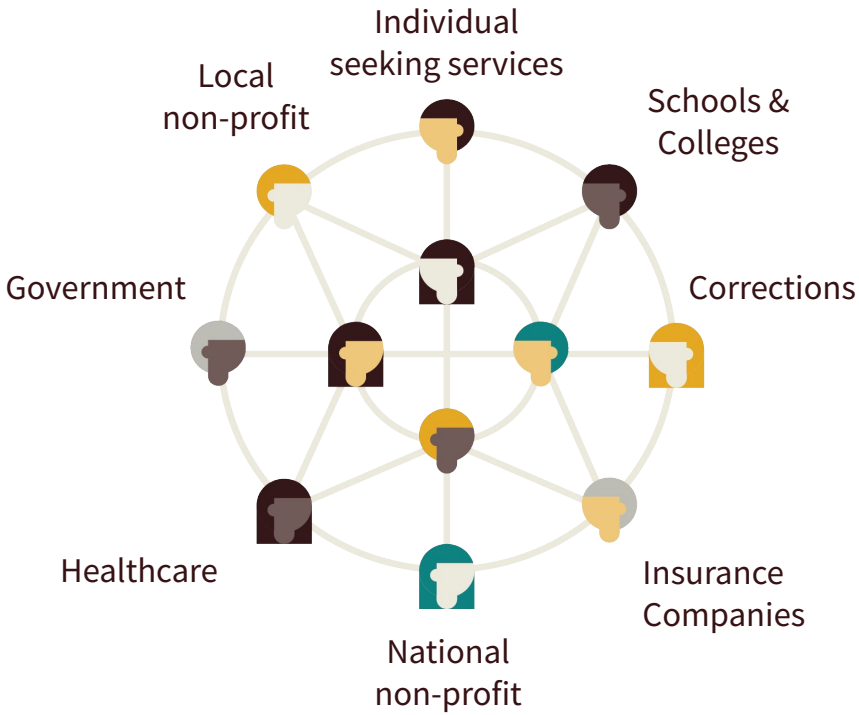
- Online directory of free and reduced-cost services;
- **Free** to those looking for help;
- **Free** for nonprofits to manage their programs;
- Over 1,300 programs in every county.

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

© Aunt Bertha, a PBC — Proprietary & Confidential

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

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

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:

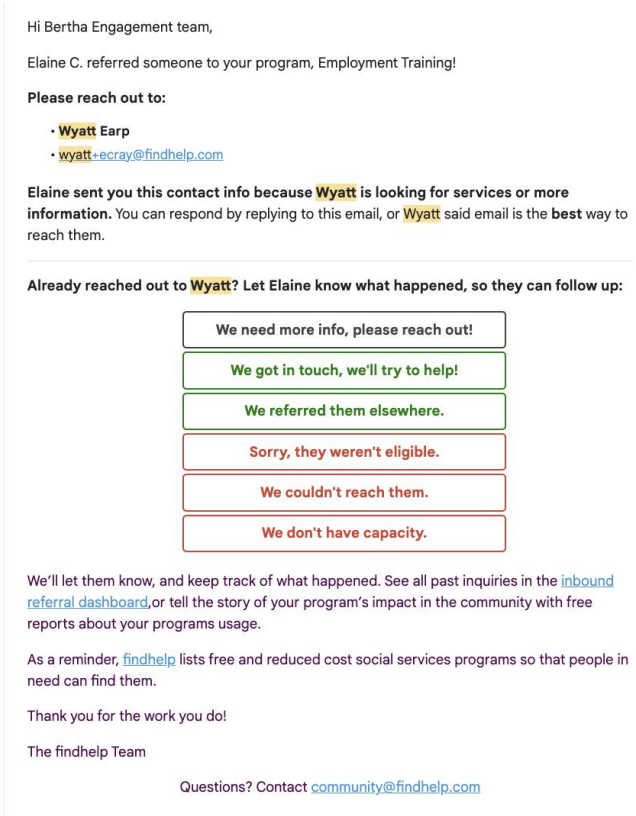
- Takes more time for seeker to complete.

→ 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

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.

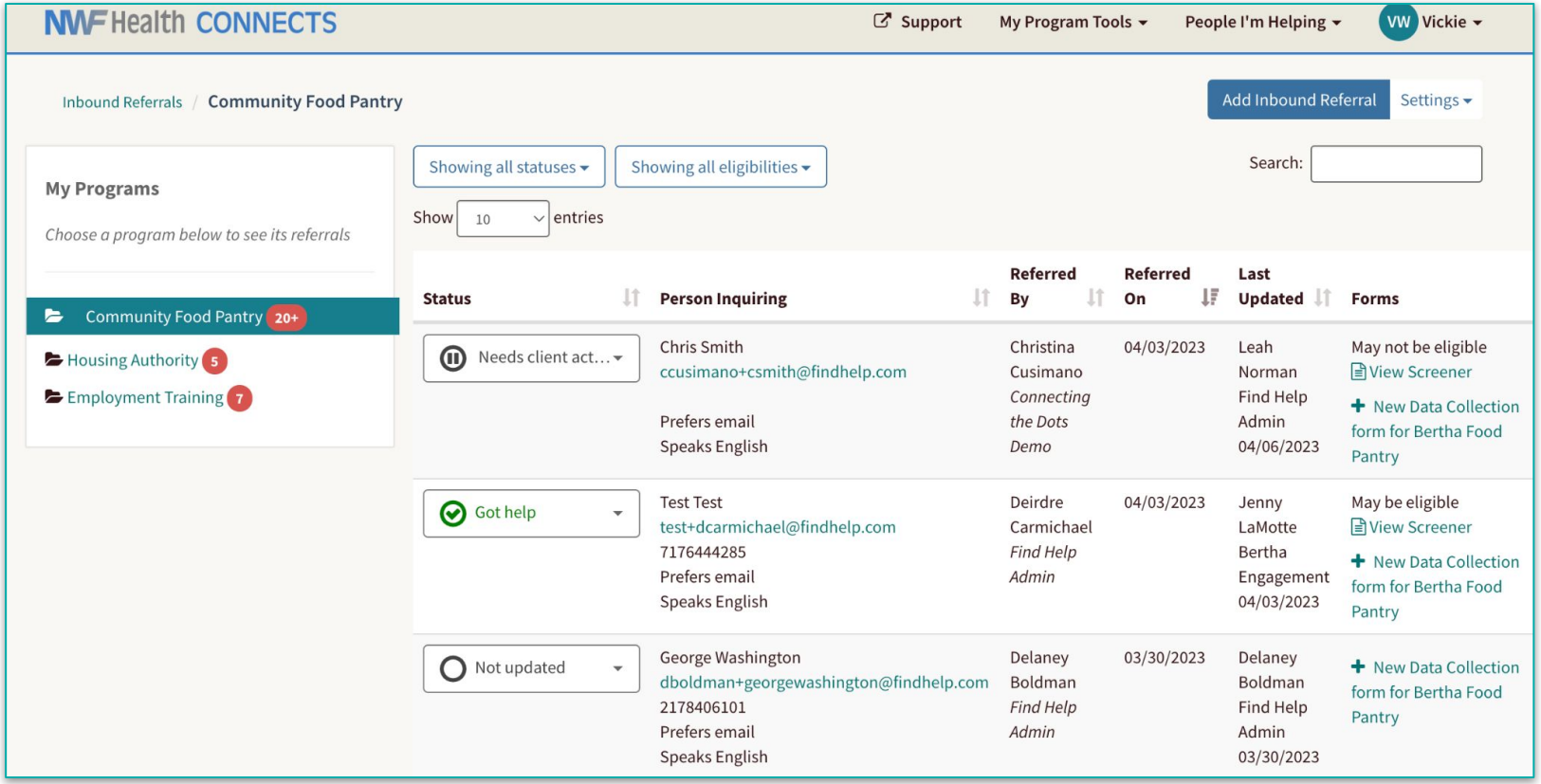
As a reminder, findhelp lists free and reduced cost social services programs so that people in need can find them.

Thank you for the work you do!

The findhelp Team

Questions? Contact community@findhelp.com

Option 2: Inbound Referral Dash



Program Analytics

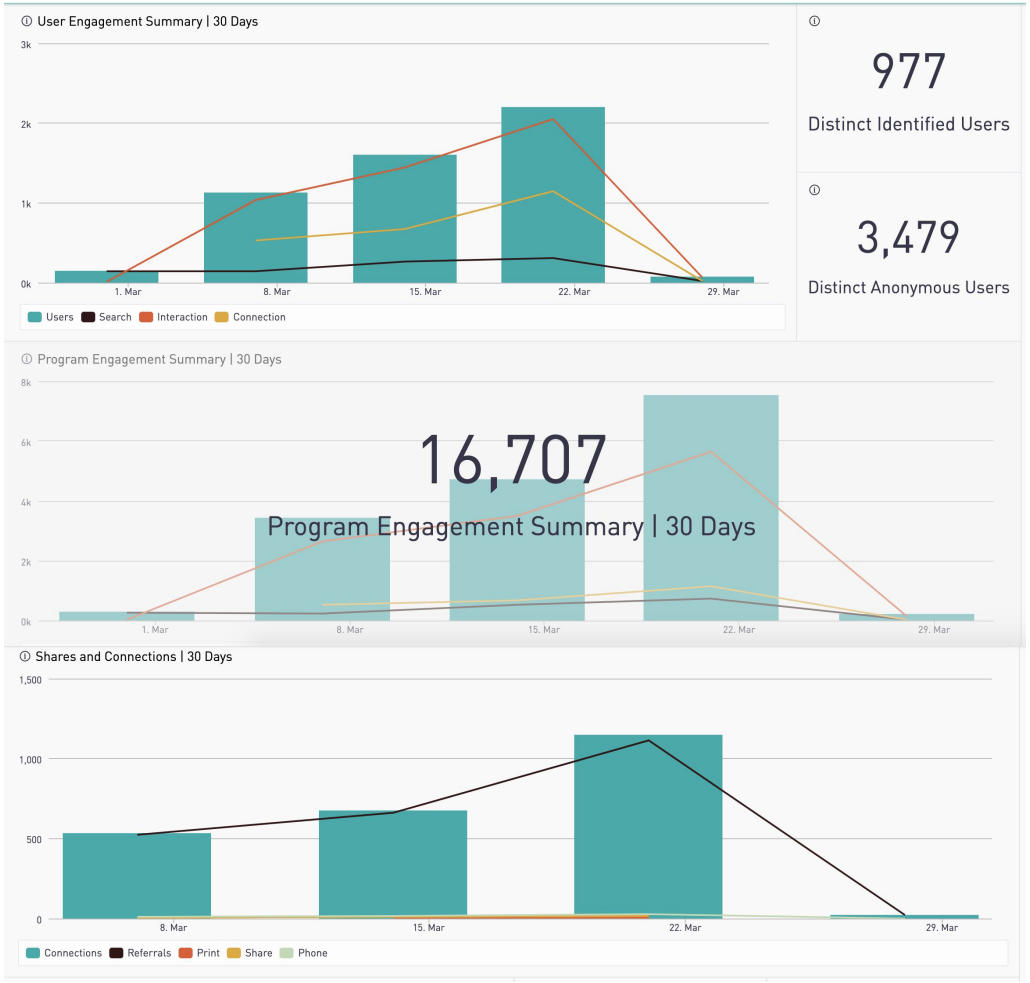
Analytics: Claimed Program Dashboard

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

ⓘ Top 10 Counties | 30 Days

COUNTY	REFERRALS
San Bernardino, CA	1,598
Riverside, CA	719

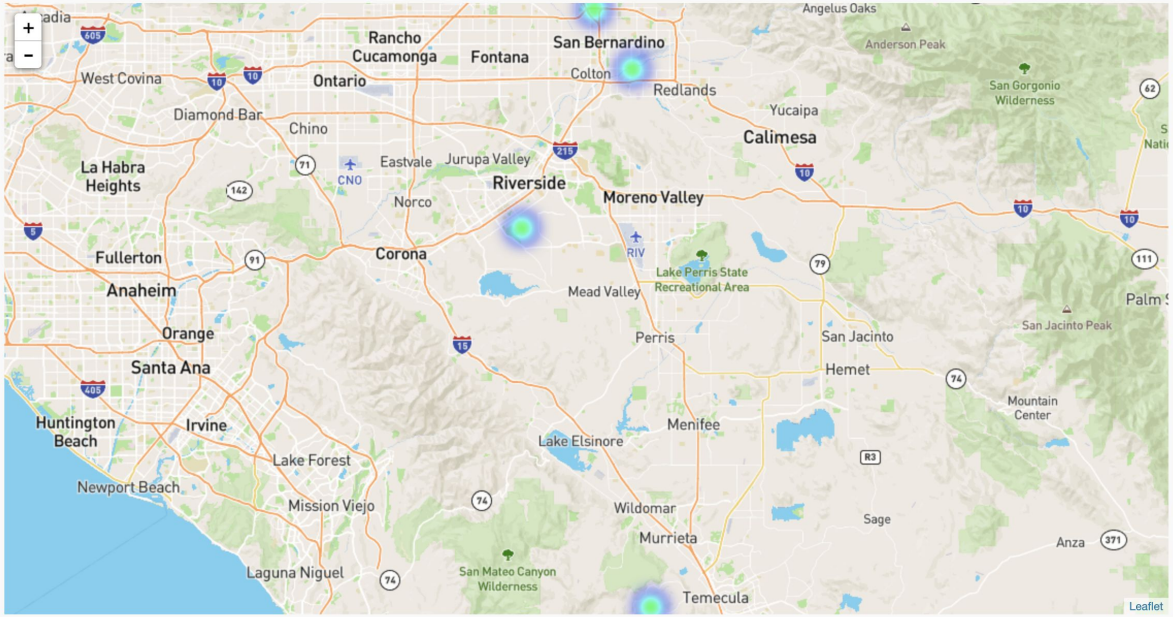
ⓘ Top 10 Cities | 30 Days

CITY	REFERRALS
San Bernardino, CA	1,598
Riverside, CA	711
Temecula, CA	8

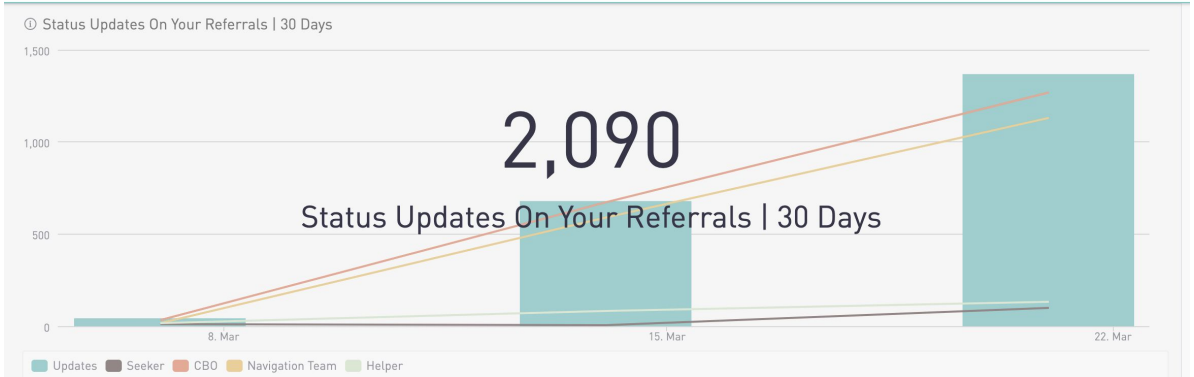
ⓘ Top 10 Zip Codes | 30 Days

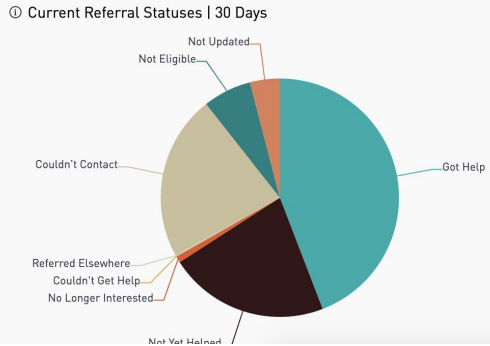
ZIP CODE	CITY	REFERRALS
92405	San Bernardino, CA	1,145
92504	Riverside, CA	711
92408	San Bernardino, CA	453
92590	Temecula, CA	8

ⓘ Referrals Heat Map | 30 Days



Intake Tools Dashboard





1,813
Referrals with Responses | 30 Days

1,719
Closed Loop Referrals | 30 Days

1,560
Seekers Referred | 30 Days

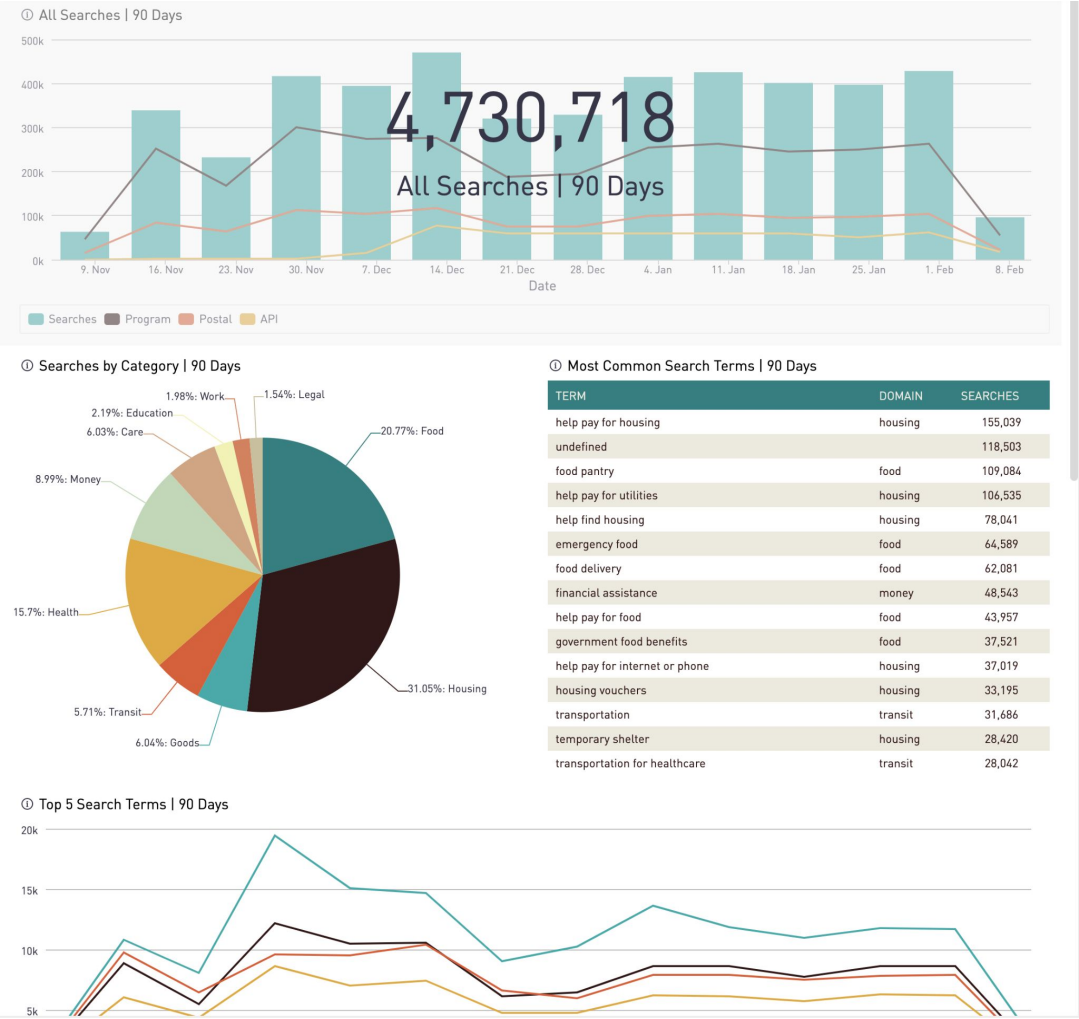
808
Seekers that Got Help | 30 Days

More Options

Referral Details | 90 Days

SEEKER NAME	SEEKER PHONE NUMBER	SEEKER EMAIL	SEEKER USERENAME	SENDER EMAIL
Sheena Tallthere	234-567-8901		2345678901_sheena_tallthere	aschulte@nebraskahealthnetwork.com
Karen Roller		karenlroller@gmail.com	karenlroller@gmail.com	karenlroller@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@gmai
Jess Johnson	615-594-1517	jjohnson+demo@auntbertha.com	jjohnson+demo@auntbertha.com	surelyyoujesst@gmail.com

Search Trends In Your Area Dashboard



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

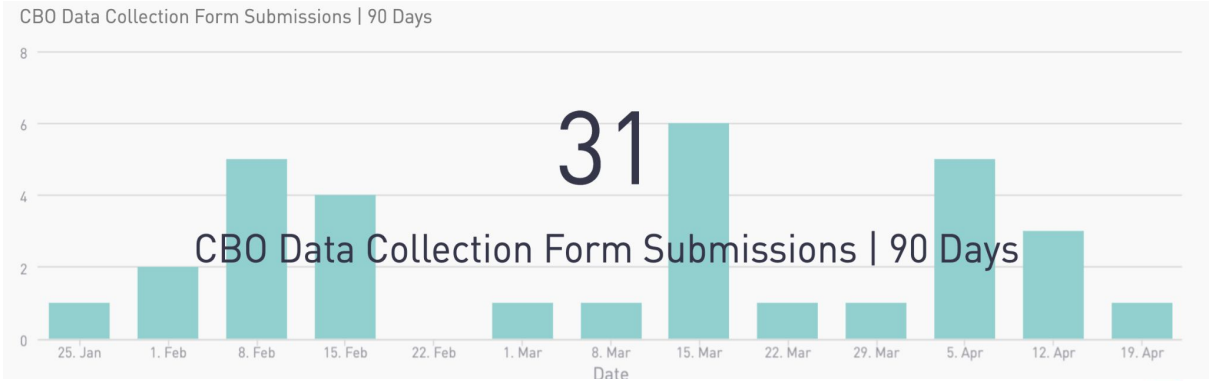
Data Collection Form Report

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

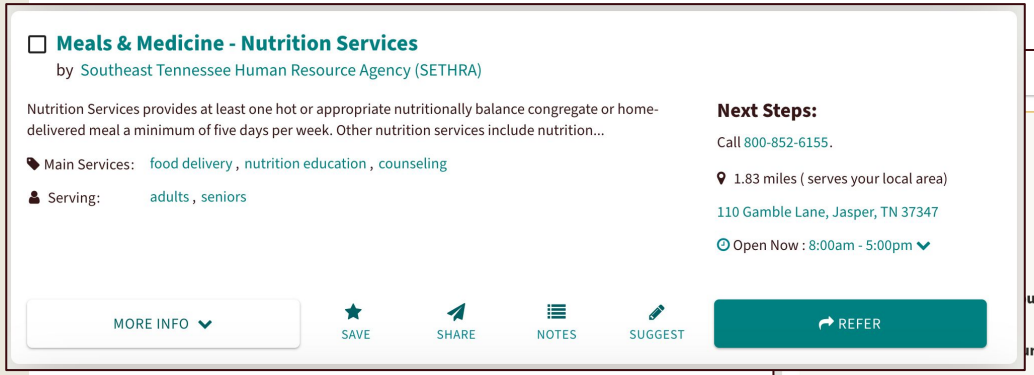
Key Takeaways

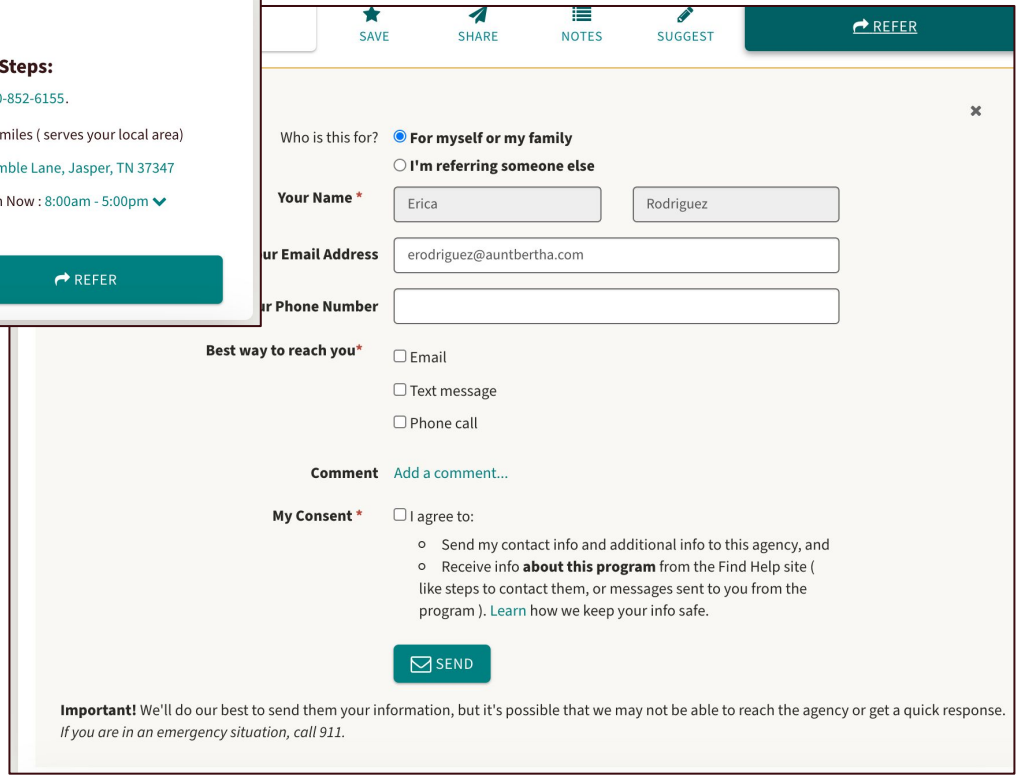
Interact with programs

Create folders of **Favorite** programs

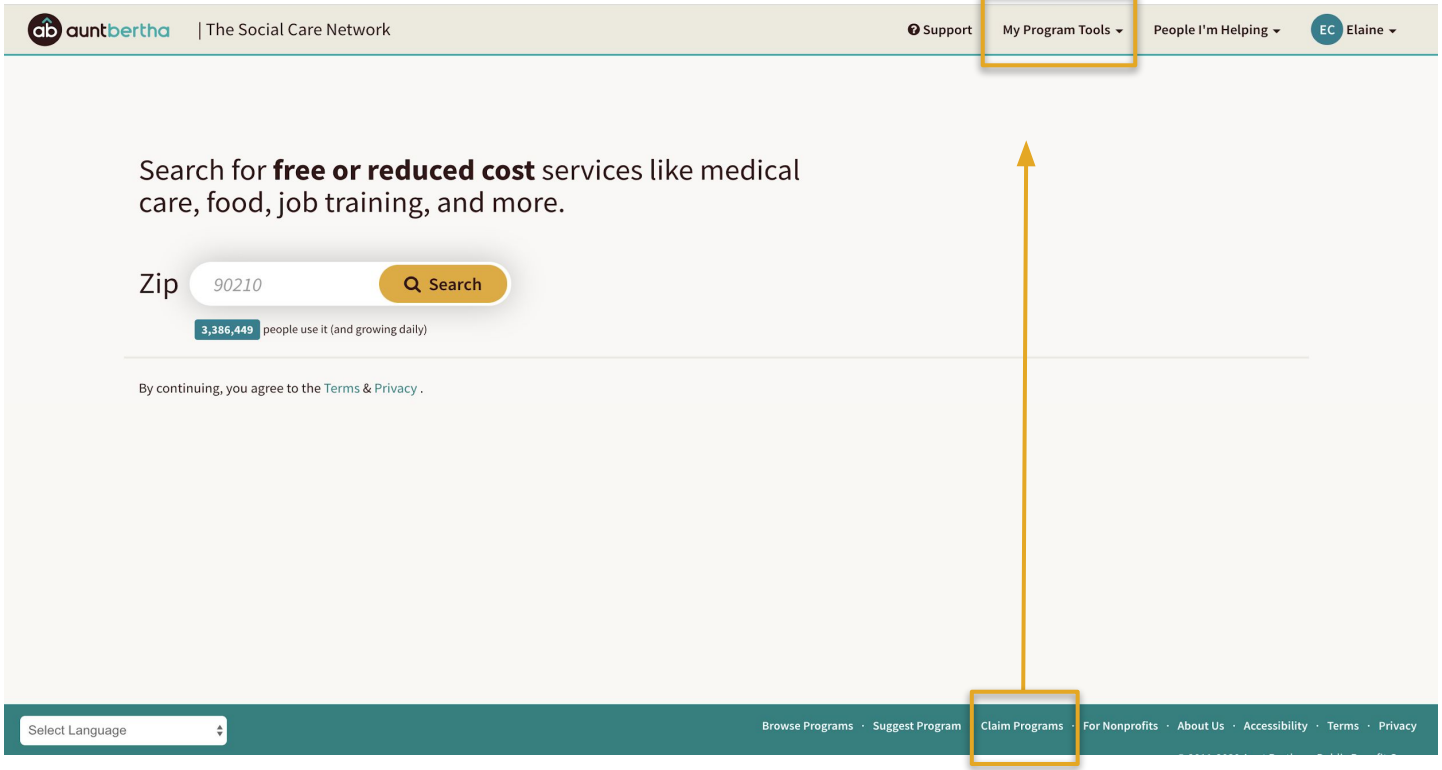
Keep personal notes about programs

Refer to programs

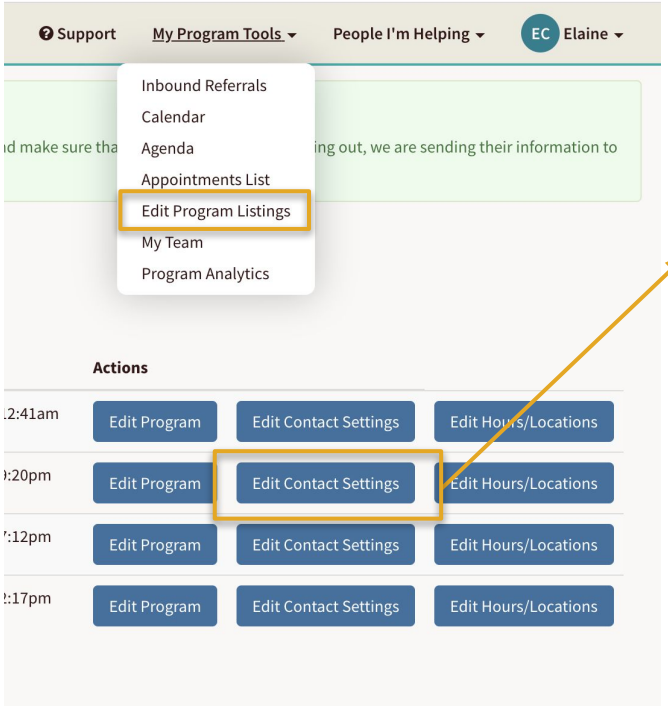




Access your free suite of tools



Select an intake tool that fits your needs



- 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
Phone: (608)386-7657
Contact Us: support@findhelp.com
Schedule a meeting!

Name: Earl Calloway
Email: earl.calloway@nwfhealth.org
Phone: (850)728-0758

What questions do you have?