

Integration and Expansion of CommunityHELP Through Outreach to Community Based Organizations in the UMass Memorial Health Care Service Area

UMass Medical School Summer Community Assistantship
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CommunityHELP: Addressing Social Determinants and Barriers to Health

Overview of CommunityHELP Platform

Mission:

Improve the health of the people in our communities by bridging the gap between the community and clinical systems with true collaboration across the continuum of care

Guiding Principals:

Bi-Directional Communication
Collaboration & Partnership
Cultural & Linguistic Competency



Single place to connect to free and reduced cost services
Public website available in 104 languages
Share and print resource lists
Create saved favorites folders
Capability for Community Based Organizations to list and update programs, utilize electronic referrals and scheduling, and access analytics

2018 Greater Worcester Community Health Assessment (CHA)

Affordable Housing

Transportation

Food Access

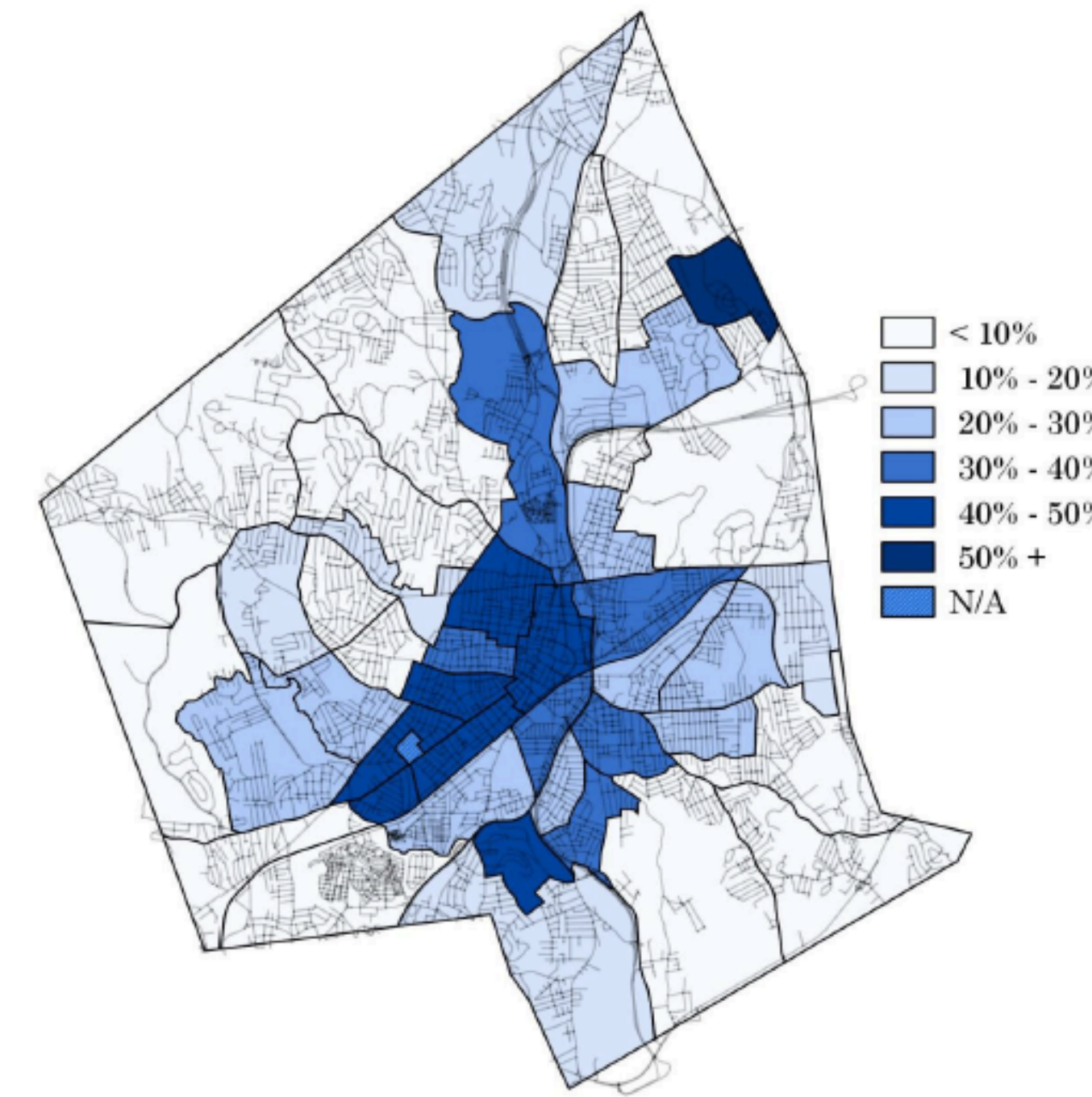
Crime and Violence

Built Environment

Environment and Climate

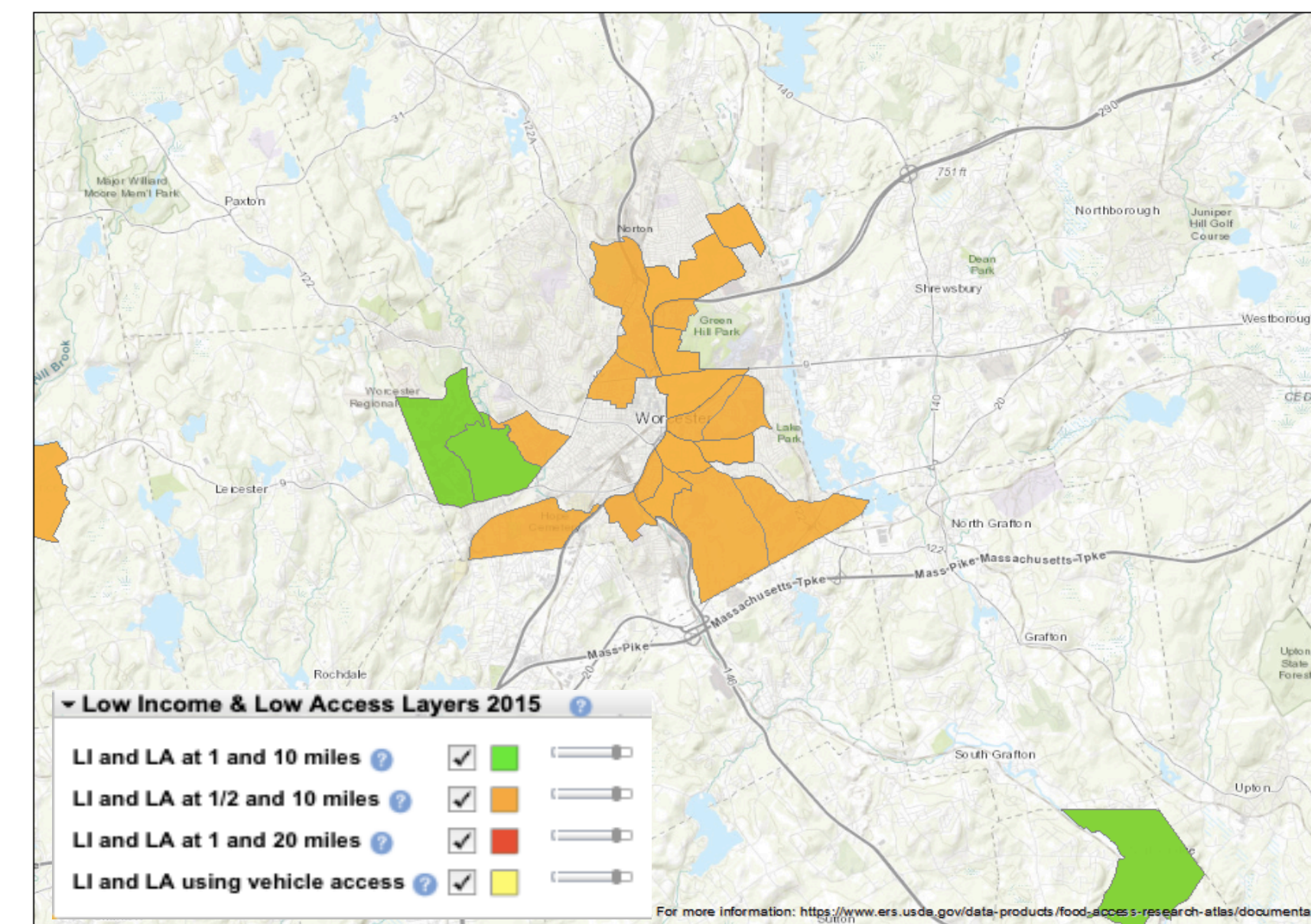
Health Literacy

Percent of Worcester Residents Living Below the Poverty Line (2012-2016)



Source: U.S. Census Bureau, American Community Survey, Image from Worcester Almanac

Worcester Food Deserts



Low-income census tracts where a significant number of residents are more than 1 mile (green) or 1/2 mile (orange) from the nearest supermarket
Source: USDA Economic Research Service Food Access Research Atlas

Targeted Outreach to Community Based Organizations

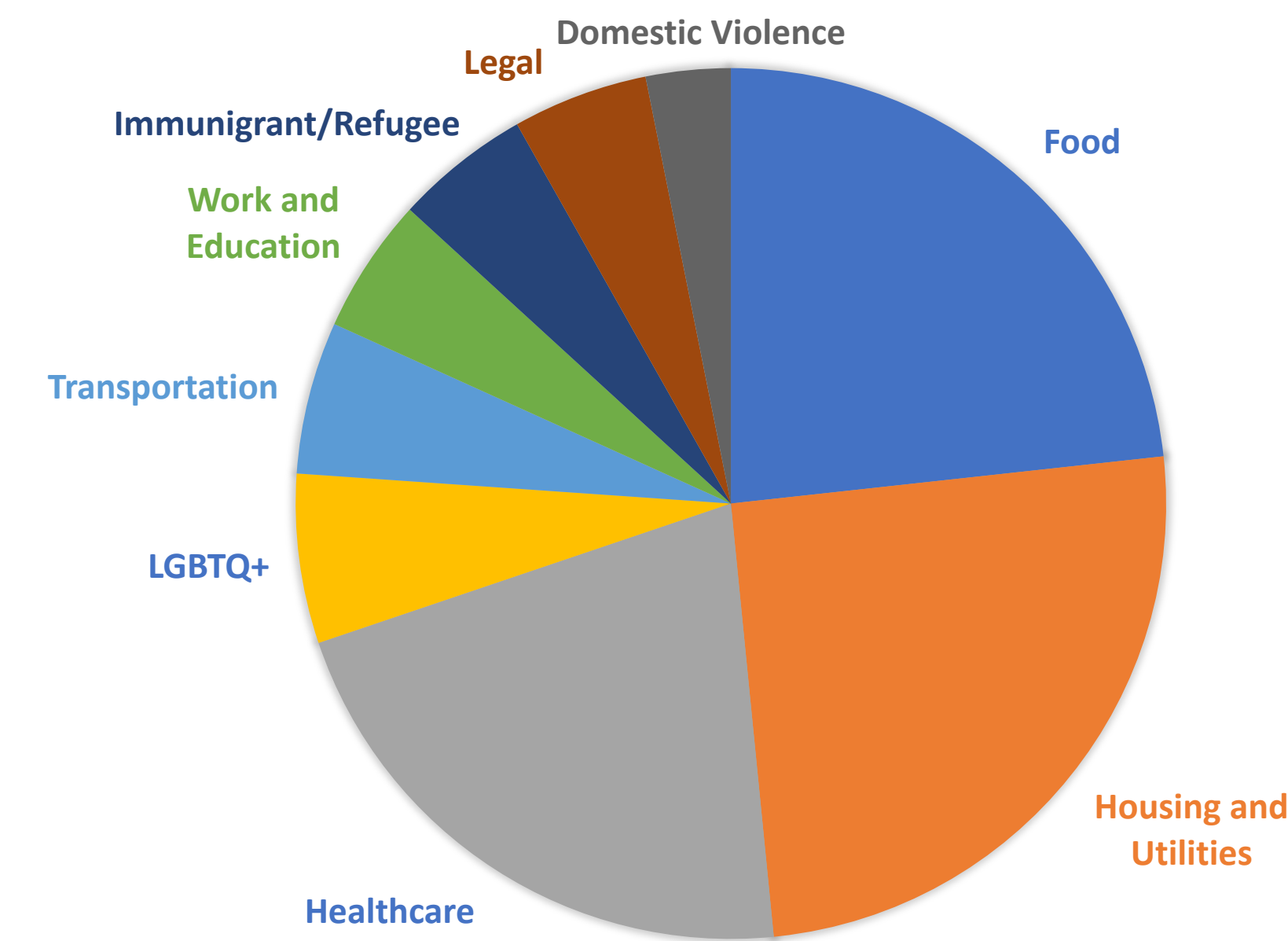
Why Target Our Outreach?

Community buy-in is essential for expanding the pool of resources and for the overall success of the platform. In CommunityHELP there are 5,626 programs that serve the UMass service area. 705 of those are unclaimed (as of July 24 2019). Using the key social determinants of health from the 2018 Greater Worcester CHA as a guide, we began outreach through e-mail, telephone, and site visits. We also encouraged members of the Coalition for a Healthy Greater Worcester to claim their listings and utilize CommunityHELP.

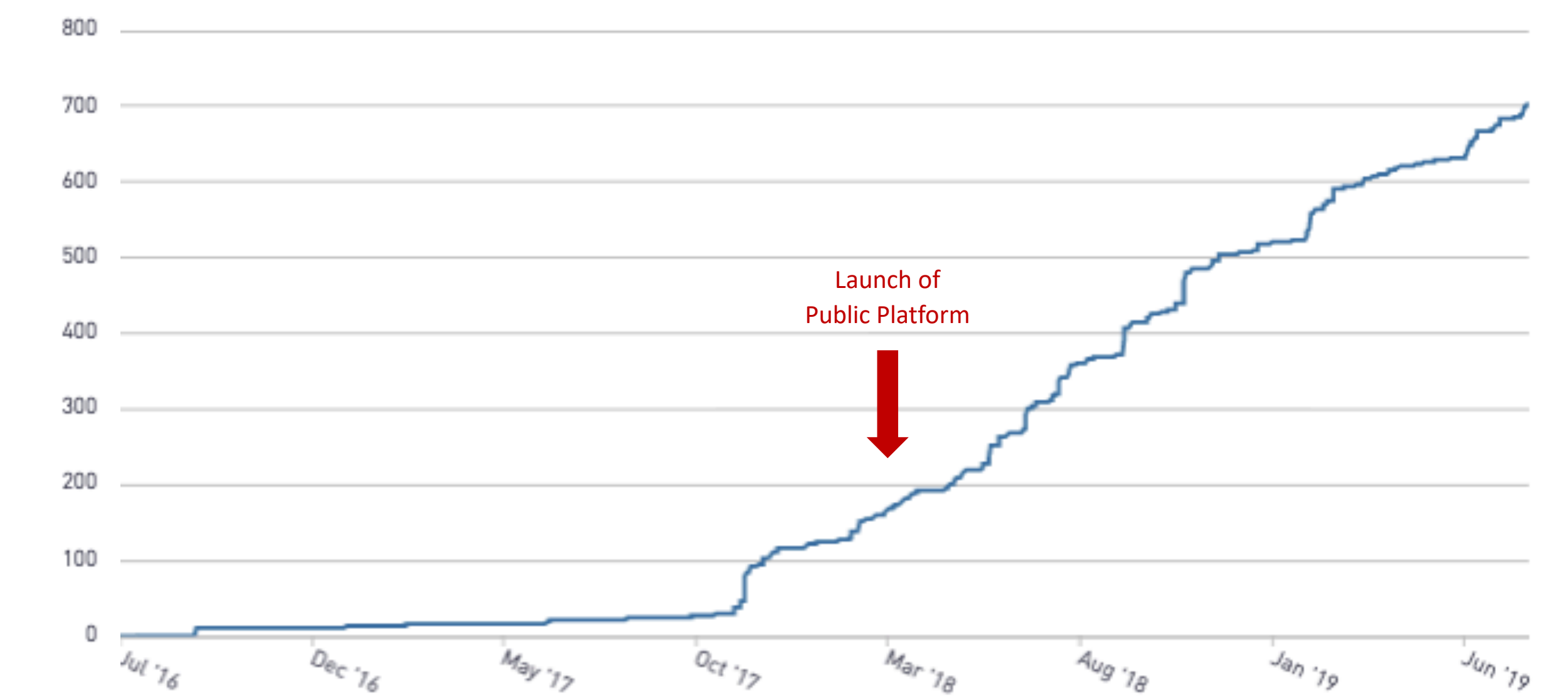
Utilizing the Worcester Free Clinic Coalition

The Worcester Free Clinic Coalition (WFCC) provides free or low-cost healthcare services to those uninsured or underinsured individuals in the greater Worcester area. Many of these individuals have high barriers to receiving healthcare. Their case managers had identified reliable and useful resources in the greater Worcester Community. We used this list as a way to target CBOs that are recommended by individuals already referring patients.

Breakdown of Targeted Organizations' by Service Category



Growth of Claimed Programs in the UMass and Reliant Service Area



Growth of claimed programs in the UMass Memorial Health Care and Reliant Medical Group service area from July 2016 to present. The platform went live in March 2018 and since then, the number of claimed programs has increased 4-fold. Currently there are 705 claimed programs representing 12.5% of the total listed programs
Source: Communityhelp.cm.auntbertha.com Analytics

Acknowledgments

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