



PA 211 and PA Navigate

This document is intended to support local United Ways and PA 211 regional partners to help describe the potential for partnership between PA 211 and PA Navigate, as well as to increase understanding about the differentiators between PA 211's service, and the goals of PA Navigate as a web-based platform to connect health care and social care.

Internal/Trusted Partner Conversations (discussion points for audiences such as health systems who have been engaged in PA Navigate planning or have a greater understanding of social determinants of health strategies and closed loop between healthcare and community based organizations providing social care)

United Way of Pennsylvania and PA 211 agree with the overarching goals of PA Navigate, and our networks have an established and recognized track record statewide on the matter of understanding needs and investing in capacity to meet needs. In addition, we have been developing PA 211's technological capabilities to support a statewide platform for connecting patients to social services. PA 211 has been at the forefront of curating community resources for decades, and has focused on making those resources publicly-searchable on a user-friendly statewide web site at pa211.org. PA 211 now also has deep integration capacity to share client data via API. PA 211 is involved in regional and statewide projects which deliver a referral outcome identified at the individual level, where consent is provided by the customer.

PA 211's new statewide database provides community-based organizations with the opportunity to engage in various levels of relationship and data sharing with PA 211, and between each other – we call these "referral pathways" which allow neighbor information about social needs and social care to be shared across their supports, IF consent is provided. But community based organizations can also choose to continue to maintain their agency information in the PA 211 database without opting in to referral pathways.

The PA Navigate vision allows for third-party technology already used at scale to be integrated with PA Navigate. This vision empowers community partners to use this opportunity to think about what technology is needed to better serve community members in support of goals to improve health outcomes and advance health equity. Data integration provides a pathway to support the objective of making SDoH data as share-able as clinical data.

United Way of Pennsylvania and PA 211 are committed to supporting PA Navigate in the following ways:

- Share PA 211's aggregated and anonymized needs data via API, so it can be combined with other "closed loop" data from PA Navigate to provide a more complete population health management data set which includes PA 211's real-time data on needs of community members.

- Integrate client data with PA Navigate using APIs (if client provides consent) for any closed loop projects for which PA 211's technology can be used to support community goals – either by integrating with FindHelp, any other third party platform in use by communities, or by integrating directly with the Health Information Exchanges.
- Work together with local partners to uncover more about what CBOs need to find day-to-day value to their missions from participating in sharing data and providing outcomes on services provided as a result of referrals, and adapt PA 211 technology to support those goals.
- With resourcing, PA 211 can provide person-to-person navigation via phone, text or web chat (including a chat translation tool for 75 different languages) to help close the gap for those who do not have access to a high speed internet connection, or who due to preference or ability want to have human support to guide them through their community referral pathways.

PA 211 is a HIPAA compliant organization that is committed to protecting the security and privacy of the thousands of individuals and families that we serve year each. Individual referral information and API integration will only be provided following client consent.

External/all audiences – Discussion points that help answer questions about how PA 211 and PA Navigate are similar and different, what PA 211's ongoing commitment looks like to communities across PA.

- The PA 211 network provides the only statewide, person-to-person support in multiple channels, including phone, text, web site chat, and via our chat translation tool which facilitates communication in 70 different languages and allows English-speaking agents to interact with customers who have a preferred language other than English.
- PA 211 is the most easily-accessible connection to community services which have been strengthened over decades, and rooted in local relationships that are long-lasting.
- PA 211 continually curates accurate community resource information, providing the most expansive set of agencies and services (more than 80,000) available in the state, which are assembled in close partnership with nonprofits across PA.
- PA 211 will continue to make the information available free to all Pennsylvanians for self-guided search on the pa211.org web site, which was used by more than 880,000 Pennsylvanians in 2023 to search for community resources.
- PA 211 supports closed loop projects, and will also preserve the option for confidential information and referral services so that people who contact PA 211 can receive help without any identifying information attached to their request.
- PA 211 will continue to work with communities on a wide variety of special projects which intersect and build upon core services, including coordinated entry intake for housing and homeless services, homelessness prevention, supporting disaster response and recovery, and advancing digital equity.
- The mission of United Way and of PA 211 complement the goals of PA Navigate, and there are a variety of ways in which we envision supporting PA Navigate, including providing anonymized, aggregated needs data to enhance population health insights, providing person-to-person navigation support to complement web-based interfaces with PA Navigate, and working with local coalitions/collaboratives to design workflows and data integrations that can support referral pathways and information-sharing locally and with PA Navigate.