



Community Connector

Member-centric service designed to assess SDOH needs and provide referrals to community-based organizations

Social determinants of health (SDOH) have a major impact on health outcomes – especially for vulnerable populations.¹ Researcher Frost & Sullivan estimates that 40% of U.S. health systems and payers use SDOH data for risk assessment and patient outreach.¹ Factors such as home environment, housing, education, race, social support, access to food and transportation have an impact on health, well-being and quality of life.²

Optum® Community Connector helps plans address individual needs through appropriate screening and referral to community-based organizations (CBOs). The service helps plans refocus care on the whole person and addressing SDOH factors.

Addressing SDOH through assessments and referrals

Community Connector helps plans ensure that member SDOH needs are met using members' own preferred communication channels. The key is to refer members to CBOs that can provide them with social service program advice and assistance.

The key services include:

- Helps assess member SDOH needs through a customizable, multichannel approach
- Provides program education and referrals to CBOs to help address localized SDOH needs
- Closed-loop follow-up to ensure SDOH needs are met through multiple channels
- Metrics and insights reported at both the member and population level

Our Community Connector team monitors programs across the country to help ensure we have reliable, accurate data. This includes:

- Online CBO programs
- Physical CBO services
- State and local programs
- Hard-to-find program benefits
- Non-exclusive program benefits



We can help streamline engagement and communications channels to improve referral results, reduce abrasion and increase retention.

By helping members improve their quality of life, members' overall satisfaction with health care can increase.

1. Frost & Sullivan. [Explosion of data drives the US social determinants of health market](#). May 21, 2021.

2. U.S. Dept. of Health and Human Services. [Social determinants of health](#). Healthy People 2030.

Accessing CBOs

Our network incorporates more than 300,000 CBO programs around the country. Our SDOH workflow is based on industry best practices and desired outcomes and includes member advocates with bilingual Spanish and English skills.

The service also connects with our government relations team that stays on top of federal and state regulations and SDOH goals.

Program education and follow-up

Community Connector helps payers assess SDOH needs and refer members to CBOs that provide social service program assistance. Community Connector helps:

- Aggregate, normalize and integrate clinical and SDOH data
- Assess and stratify people and populations based on whole-person indices, gaps in care and risks
- Create hyper-personalized, targeted education, communication and interventions to improve health outcomes and address SDOH and health equity needs
- Enable multichannel and stakeholder whole-person reporting and metrics

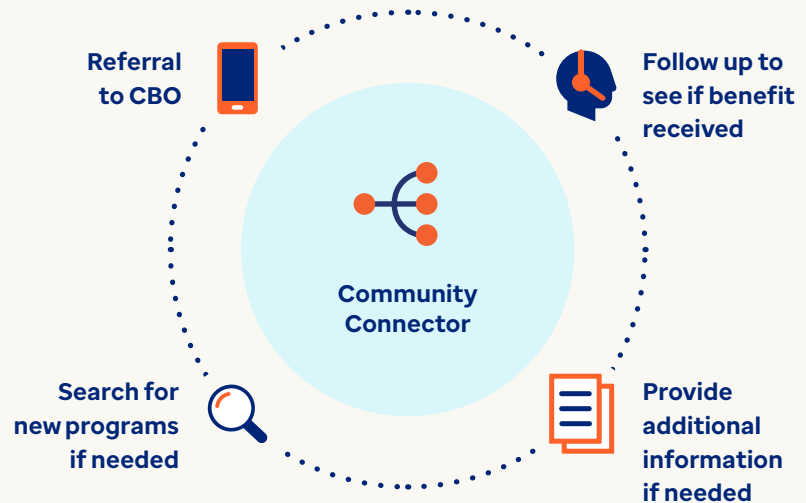
Community Connector services

- Multichannel assessment
- Program education and member referral to CBOs
- Closed-loop follow-up
- Monthly reporting includes:
 - Summary member- and population-level reporting
 - Year-to-date summary
 - Summary of identified needs by SDOH category
 - Summary of programs referred by SDOH category
 - Follow-up outcomes – needs fulfilled by SDOH category

Our approach

Community Connector engages in robust follow-up to ensure members have received the help they need.

- Did you get the help you need?
- Do you need additional information?
- Do you need help with a new program?



Community Connector helps plans demonstrate improved health outcomes and provide a more satisfying member experience – goals that help payers address social needs.

Learn more at optum.com/risk



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