



## Advancing Health Equity

### How Unite Us Creates Equitable Communities

**Achieving health equity** is a guiding priority and core value of Unite Us. Everyone deserves a fair and just opportunity for a healthy life and economic stability. To realize this vision, states must find ways to increase access to health and human services, address the fragmentation of services that makes our health system challenging to navigate, and confront institutionalized barriers to health equity such as poverty, racism, and discrimination.

Unite Us supports the advancement of health equity through our shared, community-wide infrastructure. Our platform seamlessly connects everyone to the care they need, wherever they are. We partner with states to reduce typical barriers to care, such as geography and lack of transportation, and by building networks that include

culturally appropriate staff and services. Unite Us provides community leaders and policymakers with the tools they need to collaborate across sectors to achieve their goals. In turn, care providers can make sure people get the services they need: access to healthy food, employment, housing, and other supportive services.

Our work relies on developing genuine, lasting partnerships. We recognize the work that's already been done, and partner closely with existing collaboratives, coalitions, and community leaders to implement customized solutions appropriate for a given community. We also acknowledge the power of history and employ engagement strategies that mitigate the risk of building upon or exacerbating inequalities and inequities that may already exist.

### How We Can Support Your Work



**Community engagement** and training



**Data and insights** on inequities and disparities



**Partnership** on strategy and policy development



Support for place-based initiatives and **community investment strategies**



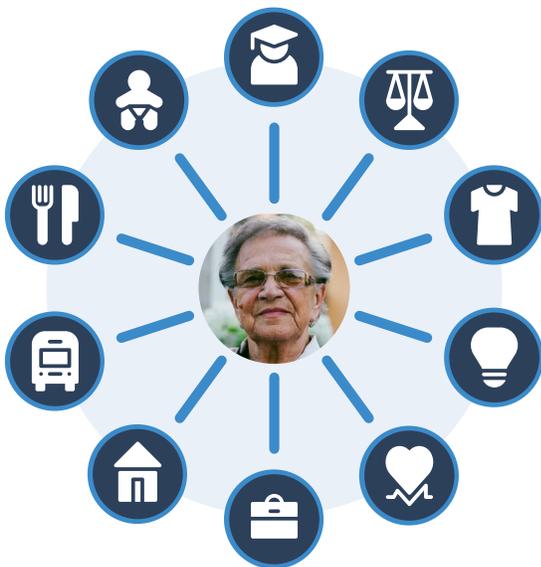
**A platform for coordination** in support of strategic initiatives (e.g., maternal health, social isolation initiatives, opioid strategies, reentry programs)



Alex Love, Director, Learning and Development

## Coordinated Care Networks

Unite Us' coordinated care networks connect social service organizations, government agencies, and health care providers to deliver integrated whole-person care through a shared technology platform. Providers can use Unite Us to identify individuals' unmet social needs, quickly and efficiently connect clients to the right service, and collaborate on their clients' care beyond their own four walls. Unlike a traditional referral, with Unite Us, the receiving organization will reach out to a client to engage them in services rather than require the client to contact that organization. Our technology ensures that client information is captured once and shared securely on their behalf, reducing the need for clients to share difficult experiences again and again.





## Community Engagement

Our community engagement experts are representative of the communities served, hired locally, skilled in stakeholder engagement and collective impact, and have past experience in public health, non-profit management, and community-based care coordination. Our ability to meaningfully and respectfully engage is rooted in our understanding of how injustice impacts health and health equity and our desire to be a true partner and ally to all communities we serve.

Additionally, we develop an inclusive and culturally relevant network of providers to create meaningful access to care through accessibility, acceptability, availability, and accommodation. To build authentic partnerships, our community engagement managers conduct landscape analyses and asset mapping to identify local leaders, existing collaboratives, and community assets. Our team focuses on the interaction between gender, race, and other categories of social difference and recognizes there is no one-size-fits-all solution. We reach clients where they are to ensure that all populations have access to network resources.

**We ask: Where do individuals in need have trusted relationships?**

**Is it a place of worship?  
A salon or barbershop?  
A youth or community center?**

If so, we bring those organizations on board. By identifying and engaging with a wide range of credible messengers, we build trust and remove traditional barriers, **creating new entry points for community members** to access previously underutilized resources.

## Data and Impact

Unite Us utilizes data, research, and evaluation to demonstrate impact, identify gaps in services, and improve access to resources. Our community-level data can be disaggregated by race, ethnicity, gender, age, and geography, and used to pinpoint health inequities in service types, populations, and other focus areas. We have established clear, standardized metrics to measure network performance, and our team regularly monitors network health, communicates with users to learn about their platform experience, and reviews key indicators to understand long-term success. Our team routinely tracks a specific region's public health trends and service needs.

When possible, Unite Us employs qualitative methods and community-based participatory research to bring quantitative data to life, elevate community voices, and strengthen relationships. It's important to frame data within the appropriate context. We don't want to inadvertently reinforce negative stereotypes, but instead, show the direct correlation between social determinants and health outcomes. We welcome partnerships with governments and community organizations to identify areas of interest, define methods for measuring health outcomes, and inform community decision-making.

**Unite Us is uniquely positioned to address health equity. Our solution brings together partners from government, health care, and community-based organizations, identifies and elevates the needs of local communities, and builds an inclusive infrastructure that increases access to resources and improves the health of all communities.**

To learn more, visit [www.UniteUs.com](http://www.UniteUs.com)