



## Introducing IMPACT Connect

In Milwaukee, the vulnerable in our community have to navigate a myriad of systems to access the care and services they need to be healthy. For many this can be difficult, if not impossible. We lack a tool to coordinate care effectively between healthcare, government, and social services systems. Now...that is about to change.

Introducing IMPACT Connect, a collaborative partnership of agencies combining efforts to make social services accessible and navigable to the people who need them. Using a robust, shared electronic resource network, IMPACT Connect members are able to easily work together to foster whole person care and a healthier community for everyone.

### Why IMPACT Connect?

Recognizing the need to improve the health of at-risk individuals in our city, the Milwaukee Health Care Partnership mobilized local health systems to explore the potential of a community information exchange to enhance health navigation and improve outcomes. As the provider of 211 services in Southeastern Wisconsin, IMPACT was tasked to lead the effort and share expertise — including managing complex social service systems, an established network of partnerships, and the largest and most comprehensive resource database in Wisconsin. NowPow, the innovation leader in digital health products for complex populations, provides the technology platform.

**IMPACT Connect will significantly improve care in our community round-the-clock, and will be a vital tool in times of crises such as weather-related emergencies or health pandemics like COVID-19.**

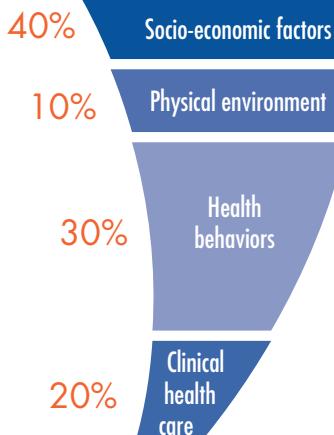
### Together We Can:

- 1 Collectively change the way we deliver care to focus on the whole person
- 2 Understand the complete social needs of those we serve
- 3 Better address the root causes of poor health and health disparities among vulnerable populations
- 4 Build a welcoming, accessible, and fully integrated platform that fosters better health and wellness for all
- 5 Streamline referrals and the sharing of information
- 6 Foster a healthier Milwaukee

### FOUNDATIONAL PARTNERS



# Whole Person Care Improves Lives and Communities



Recent studies indicate that socio-economic factors, such as education, employment, family and social support, income, and community safety impact 40% of overall health outcomes; while traditional health care accounts for just 20%.

IMPACT Connect is designed to help member organizations better understand the social needs facing patients/clients, track their ongoing use of community resources in real-time, make closed-loop referrals, and significantly improve care coordination and health outcomes.

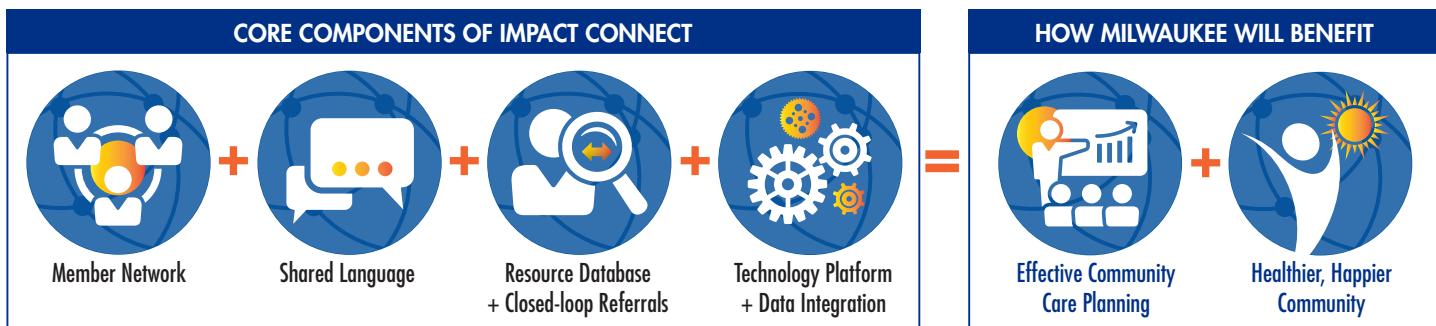


**With a global overview of needs across systems, demographics, and geography, IMPACT Connect members are better able to connect the dots, match target populations to needed resources, and work with patients/clients to develop long-term solutions.**



The patient/client record is not simply a collection of referrals, but rather a complete, real-time picture of an individual's medical and social needs.

# How IMPACT Connect Works



IMPACT Connect empowers members to efficiently collaborate with other providers across all sectors using a shared language and shared outcomes to seamlessly make and close the loop on referrals to offer comprehensive, HIPAA-compliant, whole person care.

Using a shared language, a universal screening tool, comprehensive resource database, and sophisticated, integrated technology platform, IMPACT Connect links health and human service providers, government, and other key agencies to develop complete records of vulnerable populations in our community. As members of IMPACT Connect, organizations are able to better understand the needs of those they serve, connect to resources, and make and track referrals using real-time data. This unified approach to whole person care ensures all Milwaukee residents have access to the same level of care and services and allows us to collectively gather vital health data so that we can identify and address systemic issues in our community.

## Member Benefits

- **Save time and costs** — Reduce re-admissions, ER visits, length of stay, and duplication of services
- **Improve health outcomes** — Identify unmet needs and remove barriers to stability
- **Streamline cross-sector coordination of care** — Access qualified referrals and share information
- **Improve system efficiency** — Conduct data-based planning and evaluation
- **Enhance employee morale** — Optimize role in patient/client success



## Meet the IMPACT Connect Team

IMPACT Connect is led by IMPACT, a long-term partner of the Milwaukee Health Care Partnership and the go-to source for social service referrals in Southeastern Wisconsin. NowPow provides the digital infrastructure and personalized community referral solution to support the initiative. Governance Board members include Advocate Aurora Health, Children's Wisconsin, Froedtert & the Medical College of Wisconsin health network, Sixteenth Street Community Health Centers, the Milwaukee Healthcare Partnership, and United Way of Greater Milwaukee and Waukesha County.



For nearly 60 years, IMPACT's role has been to connect people to appropriate resources; work with providers to deliver services that produce positive, sustained change for individuals; and create efficiencies that foster system improvement. Over the past 22 years, IMPACT has served as the facilitator of closed-loop-referral systems through highly collaborative projects in both housing and AODA service navigation for Milwaukee County.



NowPow uses technology to power entire communities by connecting people with the vital services they need to stay well, meet basic needs, manage with illness and care for others. The technology leader serves a range of clients across the U.S. from big health systems and health plans to small community health centers and community-based organizations.

## Join Us!

**IMPACT Connect is designed to meet the ever-evolving needs of the Milwaukee community and can support referral members that touch all phases of a patient's/client's life. We invite you to learn more and become a valued member in our shared quest for a healthier community.**

**Contact: Emily Kenney, LCSW, Director of Systems Change, [impactconnectwi@impactinc.org](mailto:impactconnectwi@impactinc.org) or 414-256-4808.  
[impactconnectwi.org](http://impactconnectwi.org)**

