



Leadership Council for Healthy Communities Assessed Over 550 Community Members for SDoH Needs During the COVID-19 Pandemic

Executive Summary

After witnessing the devastating impact of the COVID-19 pandemic on the health of their community, the Leadership Council for Healthy Communities (LCHC) rose to action. They developed a Virtual Health Ministry (VHM) in Washington, D.C. with virtual call centers in four of their network churches to contact church members and residents to assess their social needs. Through the VHM's Outreach activities from May 2020 to September 2021, they directly engaged 53,000 people, assessed over 550 community members for Social Determinants of Health (SDoH), and submitted more than 4,300 referrals (with a 77% closed-loop rate) via their [findhelp platform](#).

About LCHC

The [Leadership Council for Healthy Communities \(LCHC\)](#) promotes healthy communities through comprehensive programs and services throughout the District of Columbia region. LCHC's mission is to educate, inspire, and promote healthy behavior; their health ministry network incorporates key strategies to encourage overall health (including physical, mental, social and spiritual well-being) to eliminate health disparities.



One of their core goals is to connect multi-disciplinary team members to make entering the health care system seamless and easy for individuals. Delivered by trained and skilled health coordinators, LCHC's programs include opioid response and recovery, respirator wellness, and health literacy, and have served more than 250,000 District of Columbia residents.

Challenges

In early 2020, LCHC was struggling to identify and support the health and social service needs of vulnerable residents during a massive public health crisis – the COVID-19 pandemic. Historical and modern healthcare treatment of Black Americans has led to medical mistrust¹; many District residents instead turn to their faith institutions for medical information and guidance. The pandemic reinforced health disparities that disproportionately affect populations of color, who experienced more severe consequences.



In April 2020, the board and leaders at LCHC saw the unequal impact of COVID-19 on the District of Columbia's vulnerable populations, both from a medical and social perspective. They recognized the need to build an infrastructure for community outreach and delivery of services to support underserved priority populations. LCHC wanted to leverage the value of their health ministry partners to stay connected with vulnerable residents and assist them during a health crisis. They need a way to swiftly identify, integrate, and measure the impact of a virtual solution for both the general public and LCHC staff to find and refer to local community resources.

¹ Hostetter, Martha & Klein, Sarah: "[Understanding and Ameliorating Medical Mistrust Among Black Americans](#)". Published January 2021 on [commonwealthfund.org](#); retrieved March 22, 2022.



How findhelp Supported LCHC

Findhelp collaborated with LCHC to identify and address their challenges and customize their platform to serve LCHC's goals, both their short-term COVID-19 response goals and their long-term community wellness goals.

- **Technology Support.** Findhelp provided LCHC with a technical platform to support their outreach and care coordination programs, and strengthened their ability to identify and connect the community to clinical linkages and support for social determinants of health. Through the [LCHC Network](#), health coordinators can send and receive referrals and manage care coordination services to vulnerable communities within a single platform.
- **Community Organization Partnerships.** Working collaboratively, findhelp and LCHC identified and connected with community organizations to form a cohort of trusted partners, such as Mary's Center, the Rodham Institute, D.C. Department of Health, FiveMedicine, United Way New York, the Black Coalition Against COVID, George Washington University, and Howard University. These organizations join and co-lead community events and help close the loop on social care referrals.
- **Social Needs Assessment.** Findhelp integrated a custom social and health assessment into the [LCHC Network](#) so that health coordinators could easily identify community member needs and connect them to relevant programs based on their responses.
- **Real-Time Promotions.** LCHC was able to create various pop-ups on their findhelp platform to guide community members to specific events and providers, such as Toys for Tots, vaccine drives, and food boxes for seniors.

LCHC's Workflow



A trained Health Coordinator answers calls on LCHC's virtual health ministry call line.



The Health Coordinator identifies the client's needs using the custom Health Ministry Assessment on their staff findhelp platform.



The Health Coordinator follows up with the client to close the loop on the referral and confirm that they are satisfied with the services provided.



The Health Coordinator navigates on behalf of the caller to find resources in their ZIP code and make referrals. They also share the LCHC community site so the client can self-navigate.



Results: 77% Referral Closed-Loop Rate

LCHC staff connect people with services and check in to make sure that they received the help they need; as a result of this outreach and follow-up, **LCHC's closed-loop rate for referrals made through their findhelp platform is 77%**. Some of LCHC's clients prefer to search anonymously, and they have reported positive experiences with self-navigating for resources via LCHC's public, community-facing version of the platform. Self-navigation usage continues to grow, and clients are sharing the community site with their friends and families.

“ What makes findhelp unique is they listen to the needs of the customer to design a solution that fits the organization's program objectives. They offer a user-friendly solution for low-tech (or no-tech) savvy people, making it easy for our community members to find help.

Findhelp's platform helps LCHC connect people in need of assistance to programs and services in real time, and assists in identifying local organizations that staff might not be aware of. It serves as an extremely important resource in LCHC's toolkit for doing care management.

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Deonne Gantt-Bey
Program Manager
Leadership Council for Health Communities

Promoting Vaccine Distribution Events

Beyond connecting clients to resources as needs arise, LCHC uses their findhelp platform to promote proactive initiatives, for example, vaccine distribution partnerships with Walgreens, local community health centers, the D.C. Department of Health, the Virginia Department of Health, faith partners, and Boys and Girls Clubs. LCHC created event pop-ups on their findhelp staff and community sites to encourage people to attend the events to learn more and receive their vaccines.

LCHC's network of partners has been extremely successful in engaging those who are vaccine-resistant, providing prevention and education to encourage acceptance, hosting vaccine and testing opportunities in community spaces throughout Washington, D.C., Maryland, and Virginia areas. **Three recent vaccination events resulted in hundreds of unvaccinated adults and children receiving their first, second, or booster shots along with flu vaccines.**



To find out more about LCHC's work in the Washington D.C. area, please visit [their website](#).

Want to learn more about findhelp?

[Schedule a demo](#) with one of our team members to see how we can support your organization.