

Social Care Marketplace:

Delivering Social Determinants of Health Goods & Services

How are you currently addressing social determinants of health (SDoH) needs for your members? How might you stand up programs to order social goods and services? You may already be investing in meeting SDoH, whether for food, transportation, housing support, or other needs.

What are some examples of Marketplace programs?

- Transportation
- Medically-tailored meals
- Car seats and diapers
- Food boxes
- Asthma remediation
- Kids camp benefit
- Value-Added Benefits or Services
- Wellness intervention
- Nursing home kits
- NICU kits
- Foster care kits
- GED materials
- Gas cards
- Reimbursement via Medicaid Waivers
 - Flexible Services (MA)
 - CalAIM (CA)

Product Capabilities and Workflow

We've invested in product capabilities such as screening for eligibility, ordering, fulfillment, invoicing, payment, and outcome tracking so that you can ensure delivery of goods and services to help people in need.

Why use Marketplace?



Operational Efficiency

Your care navigators save time by using one platform to place and track orders.



Streamlined Workflows

Keep your social care data in one centralized place.



Closed-Loop Delivery

Ensure closed loops through vendor agreements and shared processes.



Auto Authorized Files

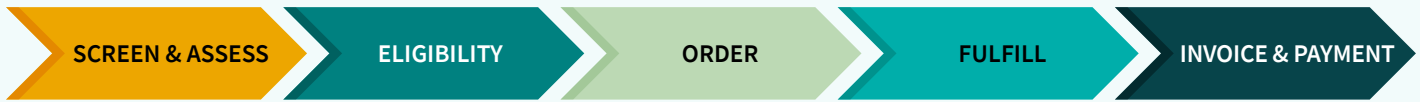
We can ingest member files and place bulk orders for approved goods or services.

Findhelp's Marketplace program can help.

We can simplify and streamline your fulfillment processes; you can use your findhelp platform to place orders for reimbursable goods and services to meet the needs of your members or patients, the moment the need is identified.



Fulfillment Workflow



Screen for eligibility & place orders via the Findhelp platform

Your care managers or patients can search by ZIP Code and your organization's name to easily find your internal programs and benefits. You can feature them as a Member Benefit or other designation so that they appear at the top of search results.

[GED Exam Support](#)
by [findhelp Health Plan](#)

Member Benefit ⓘ

This Value-Added Benefit will cover up to \$100 for a GED. Preparation Class and will cover the cost of the GED Exam.

Main Services: [help pay for school](#)

Serving: [anyone in need, adults 18+](#)

MORE INFO ▾

★ SAVE

📍 SHARE

☰ NOTES

✎ SUGGEST

Next Steps

Email to get more info.

📍 6.96 miles (Serves your local area)
3429 Executive Center Drive, Austin, TX 78731

🕒 Open Now: 8:00 AM - 5:00 PM CDT ▾

📄 APPLY HERE

You can associate our customizable screening forms with your programs to gather important personal information and screen for eligibility.

Please confirm eligibility for this patient based on the following criteria:

- Patient has no access to a personal vehicle or restrictions for driving
- Patient is needing transportation for well-baby visit for their infant
- Patient is needing transportation for maternity-related service (groceries, pharmacy)
- Patient does not utilize their current transportation ride benefit
- Other payer sponsored transportation is not available

Eligibility

Confirm the following: *

- Patient meets all of the criteria (eligible)
- Patient does not meet all of the criteria (not eligible)

Fulfillment & invoice option: Marketplace partners

If you offer a standard benefit across one or multiple markets, you can utilize our network of trusted vendor partners - in the areas of food, transportation, housing, and more.

Here's a few of our vendor partners:

Supplier	Marketplace Good / Service	Use Case	Workflow
Uber Health	Uber Health Rides	Rides to health care appointments for recently-settled refugee populations	Care Navigator orders the Uber ride through Findhelp. Seeker receives a text message and calls up Uber when ready.
GA Foods	Medically-Tailored Meals (MTMs)	Connecting eligible members to home-delivered MTMs	Care Navigator sends an eligibility screener to GA Foods via Findhelp. GA Foods staff follow up to determine eligibility and order meals.
Attane Health	Online Shopping Experience for Food Allergies / Sensitivities Nutritional Education	Helping a family navigate food allergies for their child	Care Navigator sends an eligibility screener to Attane Health (AH) via Findhelp. AH provides a voucher code for online grocery shopping and/or access to nutrition classes.
ThriveLink	Assistance for enrollment in social determinants of health programs	Empowers families to sign up for programs like health insurance, food stamps, and utility assistance by verbalizing their answers to application questions	Care Navigator sends a referral to ThriveLink via Findhelp. ThriveLink reaches out to seeker to provide assistance with enrollment in social programs and follow up as needed.

Fulfillment & invoice option: Findhelp

If you want to keep your staff focused on serving members, our team at Findhelp can facilitate the order and delivery of goods (including value-added benefits) to your focused patient populations.

Example: Health Plan Supports Expecting Moms

- A health plan customer sets up a diaper and car seat program on their Findhelp site for care managers to order.
- A care manager completes the eligibility screener for the new mom; if eligible, the referral is placed.
- Findhelp orders a car seat and diapers to be delivered to the new mom's house.
- We provide reports and outcome tracking and invoice the health plan for the order, plus a small transaction fee.

Findhelp Fulfillment - Pricing Options:

30%

for Service coordination

OR

20%

of cost of Good(s) under \$50

OR

10%

cost of Good(s) over \$50

Fulfillment & invoice option: community organizations

If you want to focus on a particular market and promote funding to community organizations, we can help find partners and facilitate invoicing and order fulfillment. We support flexible outcome tracking forms which capture services rendered, codes, and data needed for claims. We (or customers) can invoice paying entities and facilitate payment to service providers.

Example: a health plan orders home-delivered food boxes

- A health plan customer sets up a home-delivered meals program on their Findhelp staff site for care managers to order for members.
- We pass order information to the community organization who then updates the referral to let the care manager know the member has received the meals.
- We pay the community organization and add those charges to our monthly invoice to the health plan, for maximum efficiency.

I'm interested! What's next?

Start by identifying your targeted goods and services, as well as patient population focuses, and determine if local partnerships or larger vendor partners might be a better option (you can also do both!)

We work with you to:

- Outline your scope and determine pricing
- Design and update your workflows
- Set up the system and needed reporting
- Test and train your staff
- Facilitate connections to goods and services partners



➤ Want to learn more?

Contact your [Findhelp Customer Success Manager](#) or Customer Account Director to learn more and explore how Marketplace can support your social care strategy!