

Findhelp Oklahoma: Enhancing Medicaid Agency Capacity to Address Social Drivers of Health

Findhelp Oklahoma Overview

The Oklahoma Health Care Authority (OHCA) contracts with Findhelp for a statewide closed-loop referral system (CLRS) and network of community-based organizations (CBOs) and SoonerCare (Oklahoma Medicaid) contracted providers. Using Findhelp, OHCA has a shared social care technology infrastructure that enables:

- Improved coordination between government, healthcare and social service sectors
- Measurable data collection on social care outcomes and community needs
- Increased agency staff capacity to address social drivers of health (SDoH)
- Informed investments that decrease Medicaid costs and promote healthy communities

OHCA staff, SoonerCare providers, and CBOs use Findhelp Oklahoma to navigate free- and low-cost social care services. Users include OHCA nurse case managers, and staff from SoonerCare’s long-term care supports, home and community-based services supports, and other OHCA programs. Findhelp Oklahoma is also publicly available for Oklahomans to anonymously search and connect to support.

Findhelp Oklahoma: A Best Practice Model for SDoH Infrastructure

OHCA’s statewide CLRS and shared technology solution enables coordinated government, healthcare and CBO social care efforts. Findhelp Oklahoma also serves as critical infrastructure for potential agency and health plan activity that incentivizes social needs screening, social care services, and closing the loop. Findhelp Oklahoma has multiple entry points allowing all stakeholders to make closed-loop referral, while housing resulting data in a single system. Providers and health plans are encouraged to adopt Findhelp through the public-facing site or through their own licenses.



Findhelp Oklahoma Numbers to Date

562,000

Distinct users

2 million

Searches

4,800

Programs

349,000

Connections to programs

125,000

Referrals

Implementation Successes

Engaged multi-stakeholder steering committee with executive presence

The project Steering Committee, which includes the OHCA Medicaid Director, Deputy Medicaid Director, and Chief Technology Officer, drives key decisions and overall program implementation. The Steering Committee oversees Communications, Community Engagement, Technical, and Operations workgroups that help move the various project components forward. Findhelp Government Delivery and technical staff support all of these groups.

Community engagement investment towards a Trusted Network

OHCA and Findhelp are building a Trusted Network of engaged partners that will yield long-term relationships and high closed-loop referral rates. OHCA's community engagement investment is designed for widespread adoption and impact. Highly engaged CBOs are identified using Findhelp analytics, and are connected to high-touch onboarding and local trainings. Additional efforts are focused on engaging CBOs in high-need communities, including Oklahoma's rural and tribal communities.

Early launch to accommodate emergency response

The Findhelp Oklahoma public site went live in May, 2024, one month ahead of schedule, in response to tornado disaster recovery. In the first two months alone there were 41,000 distinct users, 177,000 searches, and nearly 9,800 referrals. When the immediate disaster recovery efforts subsided, Findhelp continued working with OHCA on the planned roll-out.

Using Findhelp Analytics to Scale Statewide

OHCA uses Findhelp reporting alongside its community engagement strategy to understand and increase platform engagement. Using Findhelp's analytics dashboard, OHCA can identify highly engaged organizations that regularly send and receive referrals. OHCA can also use search data to identify high-need communities and target new partnerships. OHCA also aims to engage SoonerCare members and the general public, and is leveraging its Communications workgroup to develop a marketing strategy that will increase Findhelp Oklahoma usage. Each step is supported with Findhelp's scalable training approach, which blends instructor-led sessions with multi-modal, on-demand learning tools.



> Want to learn more?

[Schedule a demo](#) with our team to see how Findhelp can partner with your Medicaid program to create SDoH capacity and connect Medicaid members to free and low-cost community programs.

