



Save Time and Resources by Encouraging Self-Navigation

A patient's health outcomes are determined by more than just their medical needs, but addressing their social needs can be complicated and time-consuming. Self-navigation should be an essential part of your SDoH strategy. Whether your clients need food resources, housing support, legal assistance, or more, our platform makes it easy for patients to find and connect to resources for themselves, family members, or friends.

The Importance of Being Able to Help Yourself

Patients may hesitate to share personal social needs with navigators or providers due to shame, stigma, or concerns about privacy. We've found that it's important to provide easy and secure ways for them to self-navigate anonymously via a community-facing version of our platform.

- Giving your patients the option to anonymously search for resources allows them to find help on their own and take control of their experience. There's dignity in being able to help yourself and those you care about.
- Findhelp patient-facing sites often have **5x as many searches and connections** as staff sites, demonstrating the desire for patients to find and connect to resources on their own.

Easy, Fast, Anonymous: Patient Self-Navigation

We make it simple for your patients to directly connect to a program through our intuitive referral functionality. The Connect button on every Program Card tells them the best way to contact the program. If a program, like a food pantry, does not accept direct referrals, the button will indicate other ways to reach them, like applying on the program's website or scheduling an appointment.

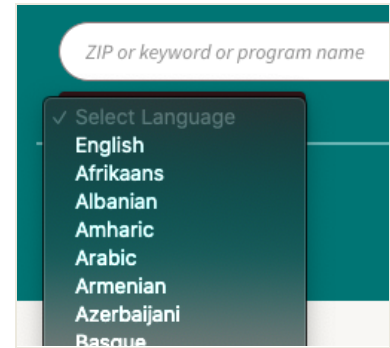




A Platform for All: Cultural and Language Support

We support sitewide translation in more than 100 languages (including assessments and screening forms), and users can choose their preferred language for text messages and email notifications from the site. For referrals, we share the chosen language preference with the referred-to program so that they can adapt their outreach as needed.

In addition, your patients can use search filters to identify programs that serve specific demographics, languages, and cultural backgrounds. As an example, 55% of our listed programs provide services in a language other than English.



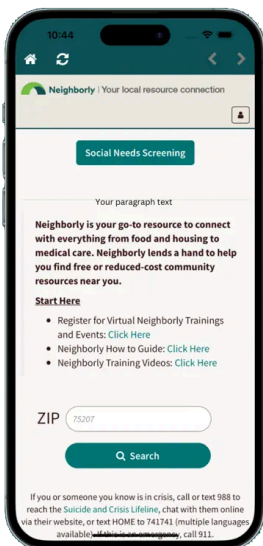
CTA: [\[EXTERNAL\] Feature Use Case – Cultural and Linguistic Support | rev. August...](#)

Whenever, Wherever They Need: Create a Branded Findhelp Mobile App

Another way to provide a more seamless user experience for your patients is by creating a mobile app version of your branded Findhelp platform. Mobile apps allow patients to go straight to your Findhelp platform, help build brand recognition, and provide access at all times, directly on your patients’ phones.

More than 500 Downloads: Geisinger Health

Geisinger, a customer since 2019, serves 1.2 million people in urban and rural communities across Pennsylvania. The nonprofit system has 134 care sites, including 10 hospital campuses and Geisinger Health Plan, with 600,000 members in commercial and government plans.



Geisinger released their branded platform, [Neighborly](#) (powered by Findhelp) throughout Pennsylvania. In the spring of 2023, Geisinger launched the Neighborly mobile app on [Apple](#) and [Android](#) to improve accessibility to resources across Pennsylvania and connect their members and patients to important social care support.

The app, the first to be launched in Pennsylvania, provides community members a quick and easy way to access food, housing, and transportation resources without the extra step of pulling up a web browser and navigating to the site.

From July 2023 to July 2024, the Android version of the app was downloaded more than 900 times, and the Apple version over 1,300 times.

CTA: [Branded Mobile App use case](#)



Easy Access: Integrate Findhelp into Your Patient Portal

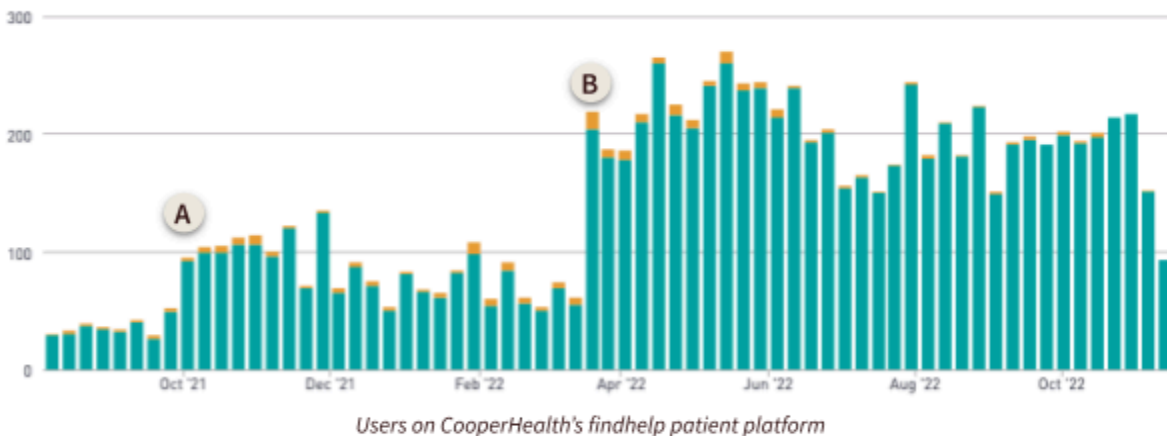
Linking your organization’s branded version of Findhelp in your Epic MyChart or other patient portal provides a convenient, trusted access point for your patients while giving your organizations important insight into SDoH trends. Simply configure MyChart campaigns and patient notifications to highlight your Findhelp platform.

Doubling Patient Usage via MyChart: Cooper University Health Care

Cooper, a Findhelp customer since 2020, is an academic health system in southern New Jersey with primary, specialty, tertiary, and urgent care services. They have nearly 11,000 team members, including 1,600 nurses, more than 1,000 physicians, and 550+ advanced practice providers in more than 75 specialties.



In October 2021 Cooper linked their Findhelp patient platform to their MyChart (A), and patient searches, interactions, and connections doubled. In March 2022, they added a MyChart Announcement (B), and patient usage doubled again. Due to limited staff capacity, these patients would not have had an opportunity to be helped by Cooper staff. The high usage numbers achieved through low-lift promotions demonstrates patients’ desire and willingness to find and connect to help on their own.



CooperHealth's MyChart announcement

CTA: [DRAFT] Feature Use Case – MyChart | November 2023



Helping Patients to Help Themselves

Patient self-navigation should be an essential part of your health equity strategy. Expand your impact and serve more patients while saving staff time and resources by providing easy access to your Findhelp platform for patients to connect themselves to needed support.

Findhelp works with more than 150 hospital systems, clinics, medical groups, and provider associations to enhance their social care strategies and address their patients' SDoH needs. Talk to one of our expert team members to explore how we can partner with your organization.

CTA: [Demo site](#)