



## Marketplace: Meeting People’s Immediate Needs

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As healthcare costs in the US continue to rise, the industry is moving towards payment models that focus on value — improving a patient’s health while reducing the cost of care. Healthcare organizations and health plans are looking beyond just medical care and starting to address patients’ social care needs. Organizations are either paying directly for these social care services or reimbursing healthcare groups for arranging them, and in 2020 the CHRONIC Care Act allowed Medicare to begin reimbursing Medicare Advantage plans for “non-medical” services.

### Where does findhelp fit into these changing models?

Care managers are already using our platform to find, refer to, and coordinate services from non-profits, social service organizations, and government entities. We want to make it just as easy for them to find marketplace vendors to help address additional social care needs, including:

- Home modifications, such as ramps, grab bars, and support stalls
- Air conditioners for asthmatic patients
- Mold removal for emphysema patients
- Pest control for homebound patients
- Food delivery for recently discharged or homebound patients
- Transportation to medical and social services appointments.

### How does findhelp support your workflows?

As the industry shifts and payers become more involved in managing social care, there are going to be questions around who vets, orders, and pays for these services. At findhelp, we provide health care organizations with a streamlined workflow to manage these processes:

- Find and vet vendors
- Integrate into the paid vendor’s systems (to send work orders)
- Handle approvals in findhelp, removing them from inboxes and paper
- Facilitate invoicing
- Reporting on services, fulfillments, and payments



### Want to learn more?

Connect with one of our team members at [partnerships@findhelp.com](mailto:partnerships@findhelp.com) to see how we can support your organization!