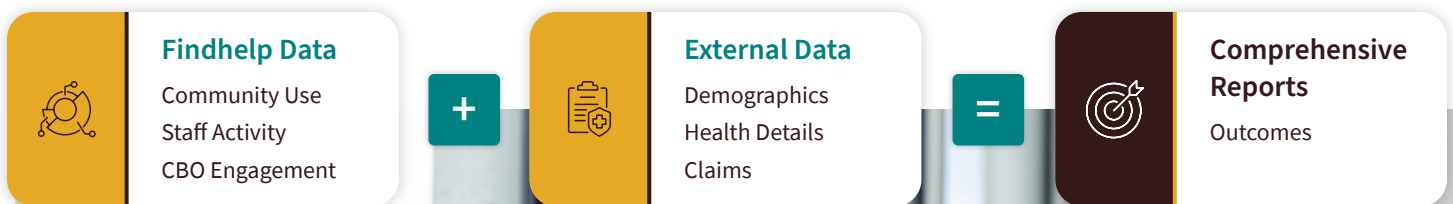# Findhelp and SQL:
Using Data to Drive Strategy

Findhelp's Customer SQL product enables your organization to utilize findhelp search and referral data to support your SDoH strategy. Analytics and program teams can access the secure database directly to create custom reports in tools like Tableau and Power BI, or extract to your data warehouse to conduct advanced analysis and marry to other data sets.

The Importance of Comprehensive Data Access

Customers can pull their findhelp data into their systems via SQL and leverage their own reporting teams to create new reports. Analyze metrics relating just to findhelp, or combine them with data from other systems that you use like a care coordination or case management system, customer relationship management (CRM), or electronic health record (EHR) or with external datasets such as income distribution by ZIP Code.

About SQL

Your findhelp SQL database includes social drivers of health (SDoH) insights like Goals, Notes, and Assessments; referral activity and status history; and insights on search trends, user engagement through clicks and shares, and other details not present in standard dashboards. We continuously innovate end user features and data delivery and regularly release new data elements.

Findhelp Data		External Data		Comprehensive Reports
Community Use Staff Activity CBO Engagement	**+**	Demographics Health Details Claims	**=**	Outcomes

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Benefits of a SQL Connection

Your organization can use one platform — findhelp — to track all social care needs for the people you serve, from transportation and food security to housing and education.

- **Build Custom Reports** | Build customized dashboards and reports. Track responses and engagement. Combine multiple datasets to see the big picture.

- **Understand your Community** | Overlay findhelp data with external datasets, such as income. Track community organization activity, responses, and engagement. Identify partner organizations.

- **Evaluate Outcomes** | Connect findhelp data with clinical, case management, or claims data to better understand the health outcomes of addressing SDoH.

How to Get Connected

There is a monthly fee to set up and maintain your access to findhelp's Customer SQL database; talk to your findhelp Customer Success Manager (CSM) for details.

1. **Create a Plan** | Engage internal stakeholders at your organization and develop a high-level strategy for how you plan to use your findhelp data.

2. **Connect With findhelp** | Reach out to your findhelp CSM or Executive Sponsor to discuss purchasing and contracting.

3. **Configure Your Setup** | After you've purchased access to findhelp's Customer SQL product, your CSM will guide you through the configuration process and send you connection information. Ensure the right resources from your organization are assigned to this project to avoid delays in technical implementation!

4. **Create a Copy of Your Data** | Most customers use an ETL process to copy the data from your findhelp SQL database to your central data location to make it available to additional users and connection applications, or to join with other data sets. An alternative is to build reports directly against your findhelp SQL database.

Track community organization activity, responses, and engagement.

Develop a high-level strategy for how you plan to use your findhelp data.

SQL in Action: Highmark Health

Highmark Health is a nationwide organization operating health plans in Pennsylvania, Delaware, and West Virginia, collectively serving more than 7 million members. **As a findhelp partner since early 2020, Highmark launched the Highmark Community Resource platform to help their members and communities search and connect with social service providers and streamline their staff navigation workflows.**

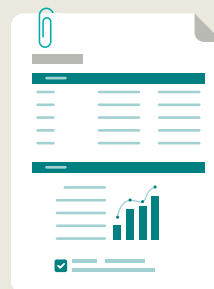HIGHMARK
HEALTH

Highmark's Use Cases

A national blended health organization, **Highmark Health supports millions of customers with products, services and solutions**.

Highmark Health collects data from multiple sources to standardize it into custom dashboards with enhanced analytics to highlight the impact of helping members.

Highmark Health has created customized reports with a centralized view of all ingested SDoH data and holistic member profiles with key data points.

Highmark has a vision of powering enhanced analytics with findhelp data; including creating custom dashboards forecasting, and crafting a geographic overlay with external datasets to illuminate additional insights.

Highmark Health Leverages findhelp Data to:

- Identify the target participating organizations
- Create custom analytics to track responses and engagement
- Drill down to individual user activity

Each of these use cases serves a different purpose for a different department within Highmark, demonstrating how findhelp data has been integrated into their organizational strategy.

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A Data-Driven Community Network

One element of Highmark's SQL strategy is their use of findhelp data to power their **high-performing social care network pilot** in Allegheny and Westmoreland counties.

In partnership with findhelp, Highmark created a **Trusted Network** where participating organizations could receive financial support for services provided.

In order to drive value-based reimbursement for the pilot organizations, Highmark identified a requirement for enhanced analytics to power their decision-making and reimbursement model. Highmark created custom analytics leveraging findhelp data to identify the top engaged organizations and to track responses and engagement from participating organizations.

Continuous Innovation

Highmark is powering enhanced analytics with findhelp data, including creating custom dashboards via Tableau's data visualization tools, forecasting, and crafting a geographic overlay with external datasets such as income to illuminate additional insights. Future plans include connecting findhelp data with clinical data to better understand the health outcomes related to addressing members' social needs.

HIGHMARK HEALTH | AHN

Thank you to these participating community-based organizations!

Society of St. Vincent de Paul U.S.A. · CORNERSTONE CARE Community Health Centers · JUST HARVEST EST. 1986 · HOLY FAMILY INSTITUTE Restoring Hope, Transforming Lives · adagio health · Greater Pittsburgh community food bank · PCSI · Urban League of Greater Pittsburgh · ACTION HOUSING INC · JFCS · shim South Hills Interfaith Movement · Pittsburgh Financial Empowerment Center · MVI MON VALLEY INITIATIVE · Rebuilding Together Pittsburgh · WESTMORELAND FOOD BANK · wesley family services · Westmoreland Community Action · Crisis Center North · TRAVELERS AID

Talk Data To Us!

To learn how findhelp can help you achieve your organization's strategic social care goals, **connect with our team**.

Chat with your findhelp Customer Success Manager (CSM) to learn how we can support your data goals, and learn more about SQL via our **Developer Portal**.

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