

# The Will and the Way: Integrating Social Needs into Population Health Management



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**Health Leads**



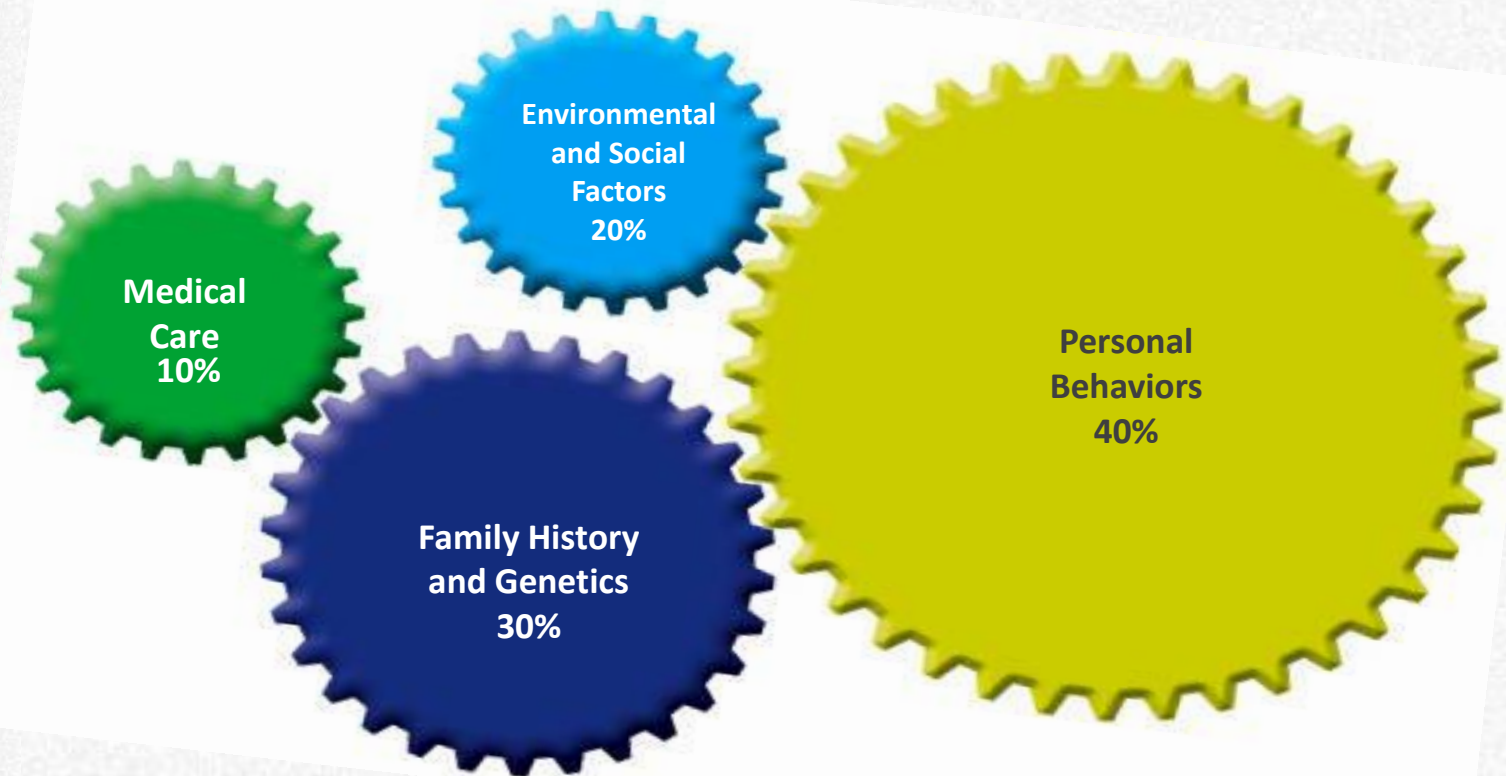
Better Health.  
One Connection  
at a Time.



# THE PROBLEM

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- Only 10% of health outcomes are driven by medical care
- Healthcare systems (in U.S. & abroad) are not built to account for 20% of health impacted by social & environmental factors or 40% of health tied to “personal behaviors” (also impacted by social & environmental factors)
- As a result, U.S. healthcare system delivers poor health outcomes at high cost





# RETHINKING THE PRESCRIPTION PAD

**Health Leads**

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Patient Name: Tom Jackson  
Parent Name if under 18: Nora Jackson  
Medical Record Number: AB54123  
Date: October 15, 2013  
Patient Phone: (410) 555-8123  
Referring Provider is (circle): Nurse Doctor Social Worker Other  
Referring Provider Name: Dr. Peterson

**NEEDS**

<input checked="" type="checkbox"/> Food Assistance	<input checked="" type="checkbox"/> Job Search/Training
<input checked="" type="checkbox"/> Housing Search/Conditions	<input type="checkbox"/> Adult Education
<input type="checkbox"/> Financial assistance: cash assistance, SSI, disability	<input type="checkbox"/> Childcare
<input checked="" type="checkbox"/> Fuel/Utilities Assistance	<input type="checkbox"/> Clothing
<input type="checkbox"/> Health Insurance	<input type="checkbox"/> After School Programs

# ADDRESSING SOCIAL NEEDS...



# OUR VISION

## Health Leads

envisioning a healthcare system that  
**addresses all patients' basic resource needs**  
as a standard part of quality care

**Health Leads**

Patient Name: TOM JACKSON  
Client (Parent) Name: NADA JACKSON  
Medical Record Number: AB54123  
Date: NOVEMBER 15, 2010  
Patient Phone: (410) 555-7823  
Referring Provider is (circle): Nurse Doctor Social Worker  
Referring Provider Name: DR. PETERSON

<input checked="" type="checkbox"/> Food Assistance	<input checked="" type="checkbox"/> Job Search / Training
<input checked="" type="checkbox"/> Housing Search / Conditions	<input type="checkbox"/> Adult Education
<input type="checkbox"/> Income Supports	<input type="checkbox"/> Childcare
<input checked="" type="checkbox"/> Fuel / Utilities Assistance	<input type="checkbox"/> Clothing
<input type="checkbox"/> Health Insurance	<input type="checkbox"/> After School Programs

Health Leads hours and 24-hour voicemail  
are available at (617) 414-4349.





# RAISING THE BAR

