Building Relationships to Enable Clinic-Community Linkages

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Dr. Stacy Lindau is the founder and owner of a social impact company NowPow, LLC and president of MAPSCorps, 501(c)(3).

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How to identify community assets?

Comprehensive Approach
• Fills critical gaps in mainstream data sources
• Deeply engages stakeholders
• Creates learning and employment opportunity for community members (including youth)
• Costly

Targeted Approach
• Specific to a condition (e.g. heart disease) or population (e.g. caregivers of people with dementia)
• Evidence-based guidelines (e.g. ABCS\textsuperscript{1} or NAPA\textsuperscript{2})

Comprehensive Approach
Vision: Cultivate scientific minds, healthy people and invested citizens using the assets of our communities.

Mission: Actively engage youth in producing meaningful scientific data about community assets that everyone can use to improve the human condition.

https://www.youtube.com/watch?v=Wi0MFaSl6L8

36% of Health Services assets discovered by MAPSCorps*

28% of Human Services assets discovered by MAPSCorps*

Makelarski et al. (2012.) *Journal of Urban Health.*  
*Data from Dun & Bradstreet, National Center for Charitable Statistics, government blue pages, City of Chicago, University of Chicago campus directory*
MAPS Corps USA

High School & College Students Employed: >1,200
Communities Mapped: 114
Square Miles Covered: 600
Active Places Mapped: 44,364
New Places Mapped: 14,739

- **Chicago, IL**: 21,004 active places, 9% newly identified in 2018
- **Niagara Falls, NY**: 1,270 active places, 7% newly identified in 2018
- **Watauga County, NC**: 1,857 active places, 8% newly identified in 2018
- **Nash & Edgecombe Counties, NC**: 1,554 active places, 22% newly identified in 2018
Targeted Approach
• Implementation + evaluation of quality improvement strategies for CV care

• 226 small practices
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Integrate into the Workflow
288 local youth employed to generated data for 19,589 places

Businesses and organizations serving the community have more demand

37 condition algorithms linked
3 EMR platforms to CommunityRx database at 33 health care sites

>113K participants received >253K personalized HealtheRx >7,000 community resources

19% went to community resource found on HealtheRx
49% told someone else about HealtheRx

Lindau et al. (2016.) Health Affairs.
We offer three types of referrals to deliver solutions across the community's entire risk and support spectrum.

**Shared**
- Patient Type: Well, low-medium risk

**Tracked**
- Patient Type: High risk

**Coordinated**
- Patient Type: Highly complex; super user