

# IMPOWR

## CASE STUDY: EMPOWERING COMMUNITY HEALTH

### Background:

Since 1965, Community Action of Orleans and Genesee County (CAOG) has championed self-sufficiency through various programs. Acting as trusted partners, they navigate vulnerable populations and collaborate with non-medical partners like schools. Recognizing Social Determinants of Health's (SDoH) importance, CAOG provides critical support, acting as a community health delivery hub.



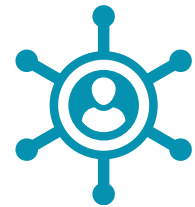
### Problem:

Orleans and Genesee counties faced challenges in healthcare accessibility due to their rural nature. Orleans County's health outcomes are among the poorest in New York State, which is further exacerbated by a shortage of healthcare providers. Data silos hindered collaboration between Community-Based Organizations (CBOs) and healthcare, leading to inconsistent information availability.



### Solution:

Leveraging IMPOWR, CAOG established the "Axis of Care" program to seamlessly connect services and healthcare providers. Five partners integrated services like Insurance Enrollment, Telehealth, and more. IMPOWR unified data, while its intuitive modules facilitated SDoH services.



**DATA IS CRUCIAL FOR UNDERSTANDING CUSTOMER NEEDS AND RESOURCE ALLOCATION. PARTNERING WITH IMPOWR, WITH ITS SCALABLE HEALTHCARE DATA SYSTEM AND SDOH TRACKING, WAS STRATEGIC. DEMONSTRATING SDOH'S VALUE DEMANDS MEASURING IMPACT ON HEALTH OUTCOMES, AND WE ENVISION COMMUNITY ORGANIZATIONS AT THE FOREFRONT OF VALUE-BASED HEALTHCARE. IMPOWR IS CENTRAL TO OUR ABILITY TO COLLECT AND ANALYZE DATA, HIGHLIGHTING OUR POSITIVE IMPACT ON HEALTH.**

– Renee Hungerford, Executive Director/CEO, Community Action of Orleans and Genesee

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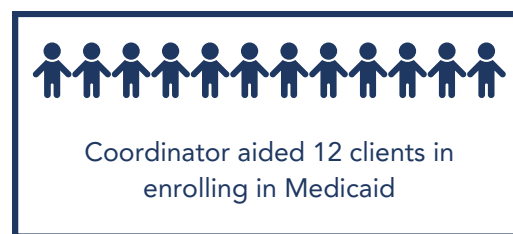
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### Outcome / Impact:

IMPOWR, a cost-effective technology solution, enabled CAOG to expand access to vital services through trusted staff engagement, forging valuable partnerships with healthcare organizations. Specifically, IMPOWR allowed CAOG to:

- Track evolution of participant engagement
- See a holistic view of outcomes
- View the correlation between engagement in Community Action Agency services and participation in health-related activities
- Gain valuable insights into variables impacting participation

### Key results included:



### Future:

Given the outcomes, the Axis of Care pilot has evolved into a sustained program. Continued community partner collaboration is crucial as CAOG seeks funding for expansion to reach more community members. Merging CBO and healthcare data demonstrates SDoH's value, and implementing bi-directional data sharing improves connectivity and reduces wait times. By continuing to leverage IMPOWR—which facilitates seamless referrals and consented data sharing—community partners can keep the promise of improved community health outcomes.