211 is a Lamborghini, not a Skateboard:
Being sure you’re on the Freeway

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211 Identity – The key to innovation

• What is the ‘core’ business of 211?
• What are your 211 assets?
• What are your local ‘pain points’?
Focus 1: Transportation

- Opportunity: Veterans’ focused grant (VTCLI)
  - Peer to Peer Community navigation with technology development capital
  - True to the mission, expertise in transportation developed gradually
Transportation focus – the result?

• 1st of its kind regional transportation discovery web portal: 211VetLink.org
• A widely recognized, extensible, fundable brand: 211VetLink
• Transportation staff: A & M Coordinator
• Additional funding & more opportunities for meaningful partnerships addressing unmet needs
Focus 2: Reentry

- **Opportunity: AB109**
- Lead Agency = Public Health
- 4 existing reentry resources?
- Phase 1 – identifying & tagging resources
- Phase 2 – Peer power
- Working out the kinks
Reentry focus – the result?
- Solid 211 Reentry Program
- Lauded 211 reentry survey tool
- Credibility with Probation & Sheriff
- Additional funding opportunities
Health – pain point 3

- **Opportunity: ACA**
  - IEHP, main Medicare provider
  - Loma Linda University Health
  - Too slow/unwieldy to use 211sb.org or call
  - Partnerships using iCarol API to access verified data within local workflow
  - Revenue generated while offloading calls
  - Leading to more opportunities including live 211 dataset in ESRI mapping
4: Stronger Hearts Helpline

- Opportunity: Heart Failure
  - National Forum on Heart Failure & Stroke Prevention pilot project
  - Clear lines of responsibility
  - Vision & Protocol
  - Expanding what’s possible while staying within core competency
Tying it all together

- Identity
- Environment
- Expertise
- Positioning
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