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

Presenters: 211 San Bernardino County
Osvaldo “Valdo” Maysonet 211 Access & Mobility Coordinator
Gary Madden 211 Director

Slide 1: 211 Identity – The key to innovation
Interactive questions:
What is the ‘core’ business of 211?
What are your 211 assets?
What are your local ‘pain points’ (or opportunities)?

Slide 2: Focus 1: Transportation
Opportunity: Veterans’ focused grant (VTCLI)
Peer to Peer Community navigation with technology development capital
Stayed true to the mission, expertise in transportation developed gradually
(Note: This project provided us with unprecedented opportunities to engage in building relationships and credibility, connection making, and leveraging of relationships to further good causes with the Veteran Services and Human Service Transportation sectors.)

Slide 3: Focus 1: Transportation
Transportation focus – the result?
1st of its kind regional transportation discovery web portal: 211VetLink.org
A widely recognized, extensible, fundable brand: 211VetLink
Transportation staff: Access & Mobility Coordinator
Additional funding & more opportunities for meaningful partnerships addressing unmet needs
**Slide 4: 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

(Note: Putting ourselves at the ‘table’, offering what 211 assets we could, and not being afraid to ask for some dollars to accomplish desired goals that we were positioned to do led to much more involvement than we had dreamed possible.)

**Slide 5: Reentry focus – the result?**

Solid 211 Reentry Program

Lauded 211 reentry survey tool

Credibility with Probation & Sheriff, echoed in other County departments

Additional funding opportunities

**Slide 6: Focus 3: Health**

**Opportunity: ACA**

IEHP, main Medicare provider

Loma Linda University Health (highly respected, $40m in federal grants annually)

Too slow/unwieldy to use 211sb.org or call

Partnerships using iCarol API to access verified data within local workflow

Revenue generated for 211 while simultaneously offloading calls

Leading to more opportunities including live 211 dataset in ESRI mapping

(Note: Nearly all things are a health issue, even though that is not mostly what 211 callers are asking for. People tend to put off health issues until they become serious.)
The ACA, with all of its faults, has put health on the front line. And it has no greater partner that 211.)

Slide 7: Stronger Hearts Helpline

**Opportunity: Heart Failure**

National Forum on Heart Failure & Stroke Prevention pilot project (see http://nationalforum.org/strongerhearts)

Clear lines of responsibility

Vision & Protocol

Expanding what’s possible while staying within core competency

(Note: For the first time, hospitals are strongly incentivized to take steps to ensure patients of Heart Failure and other critical diseases don’t return within 30 days. Patients often leave the clinical setting and return to their own environment where they encounter many barriers to successful treatment. What does 211 do if not assist people to overcome barriers? 211 and Public Health are a match made in heaven. How’s your relationship and reputation with your Public Health Department?)

Slide 8: Tying it all together (Discuss the following)

**Identity**

**Environment**

**Expertise**

**Positioning**