



ConnectWell
CIE OF EAST CENTRAL OHIO



an affiliate of
Goodwill Industries

Goodbye Fragmented & Siloed Care Coordination: Hello ConnectWell CIE of East Central Ohio

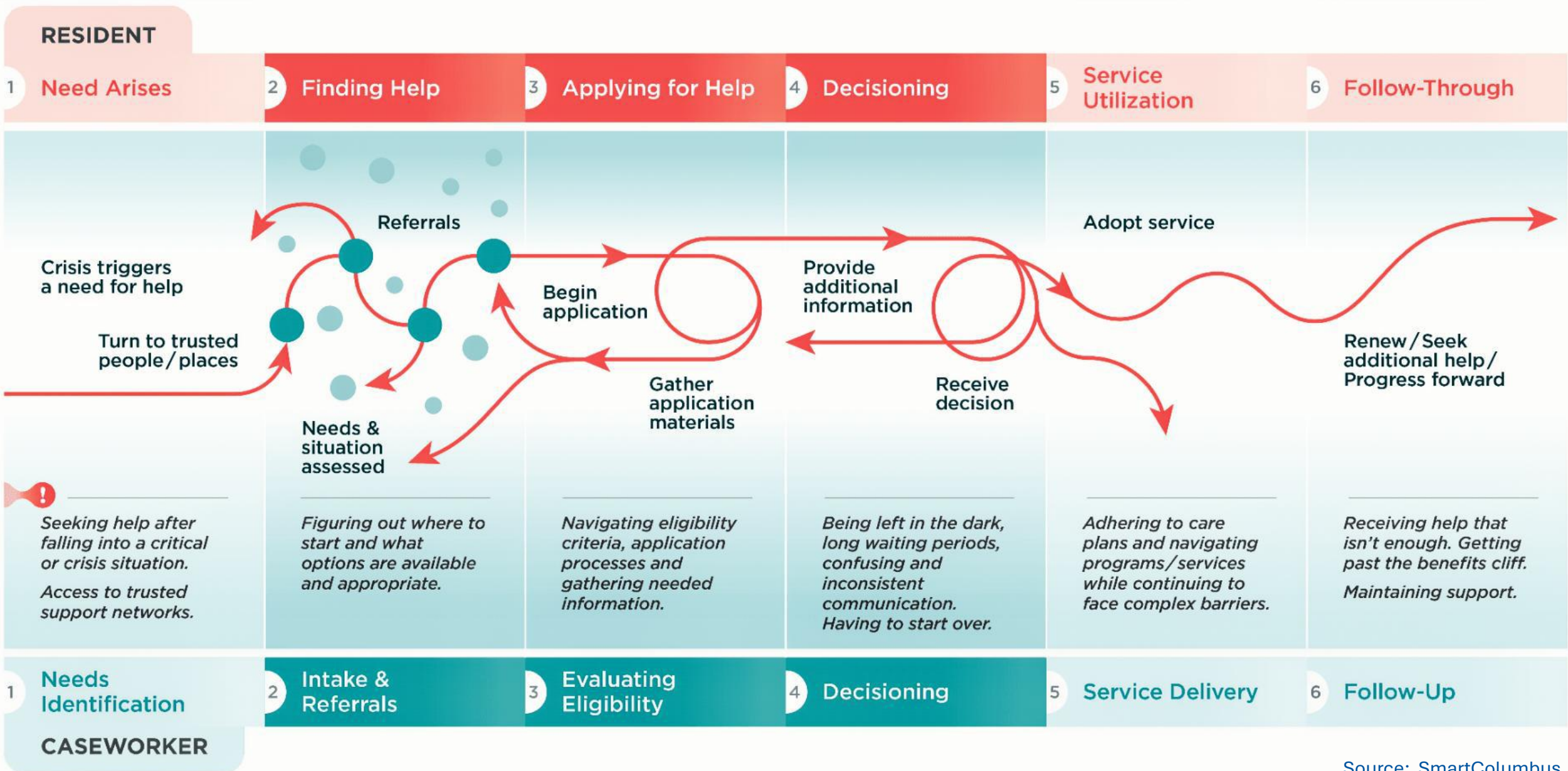
Anju Mader, MD

Chief Health Integration Officer, StarkMHAR and Director, ConnectWell CIE

Stark County Health Improvement Summit

June 17, 2026

Difficult Journey: Seeking Services



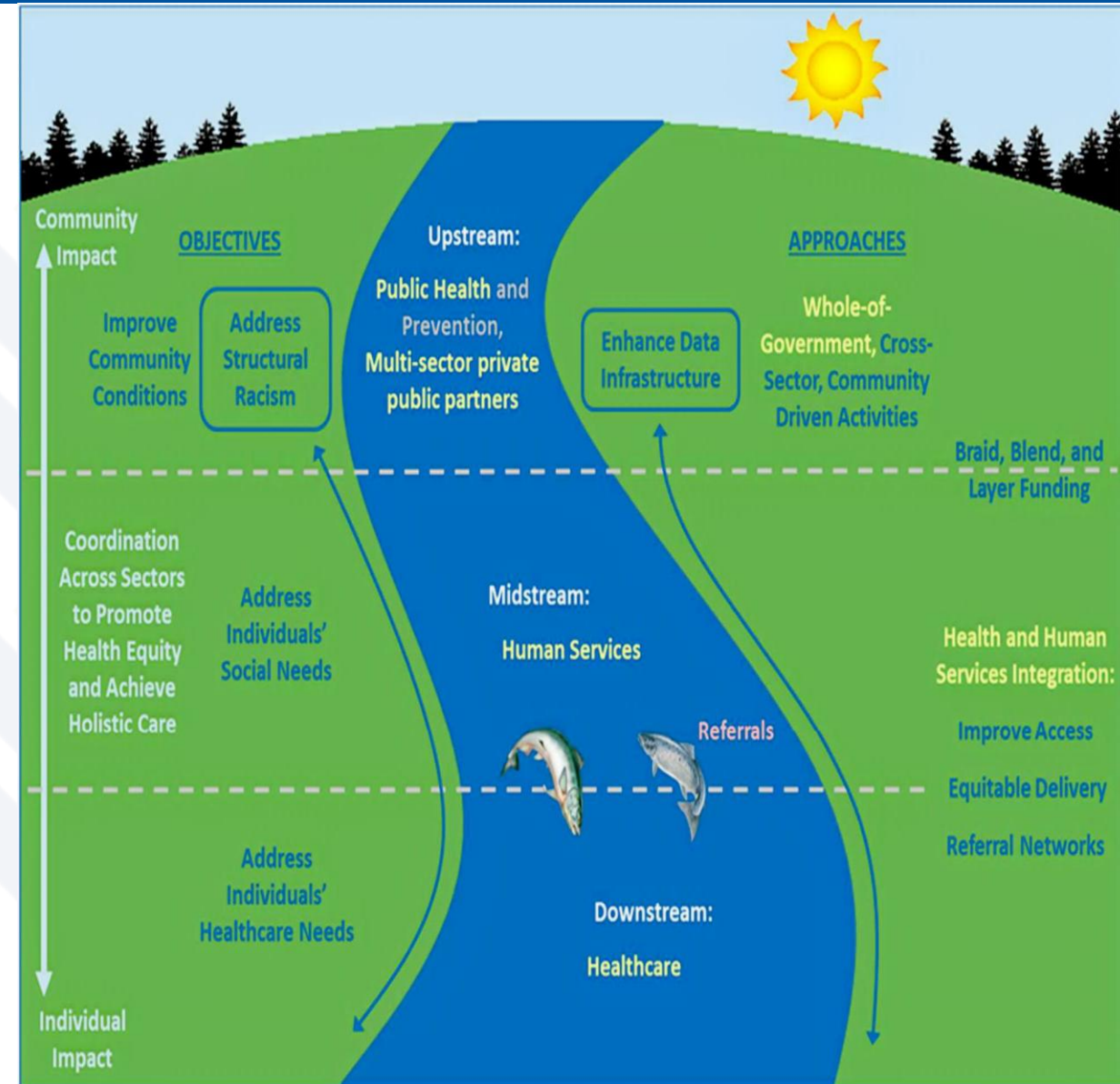
Strategies

Upstream efforts seek to create community-level impact and improve community conditions by targeting the “root causes” and addressing SDOH through policy, laws, and regulations

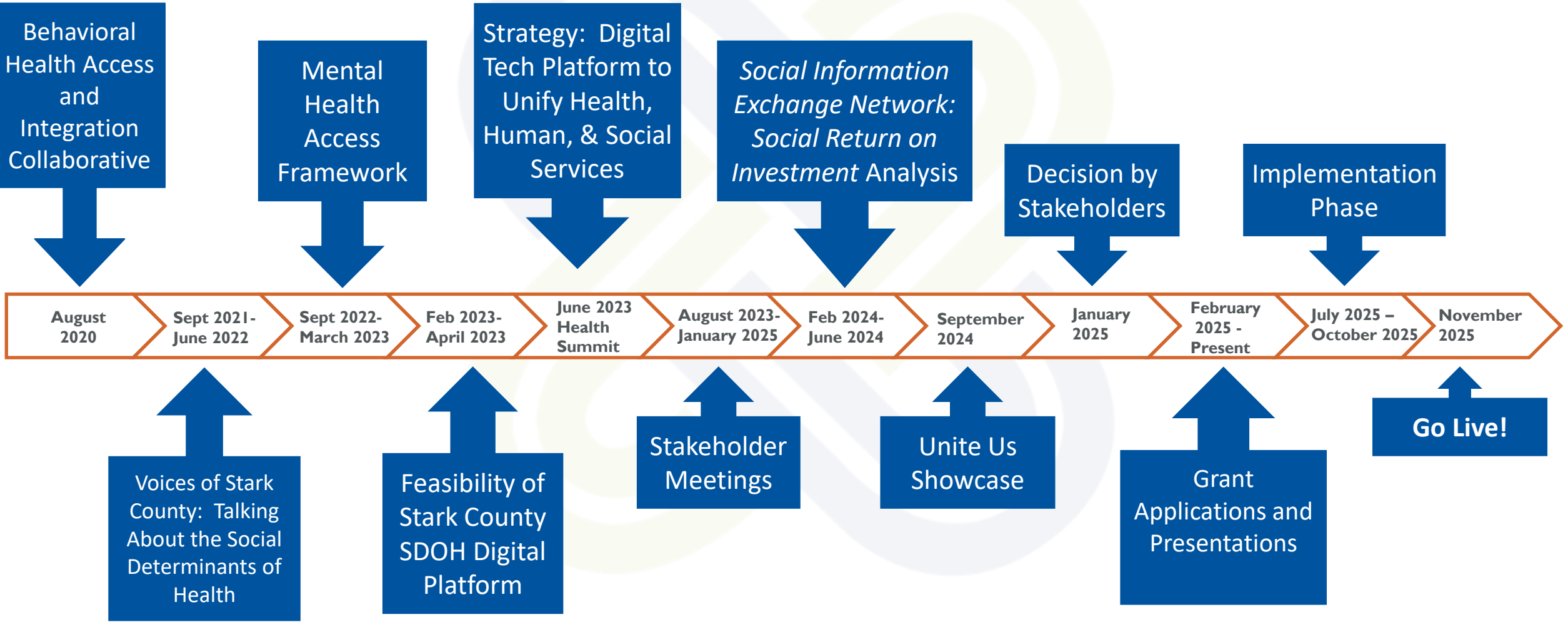
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Midstream efforts seek to create individual-level impact by meeting individuals’ social needs through screenings, referrals, and other individual-focused processes or protocols

Downstream efforts seek to create individual-level impact by provision of clinical care and medical intervention



Historical Timeline



Vision (2020)

Stark County will have a coordinated healthcare, human services, and social services delivery system



Reality (2025)



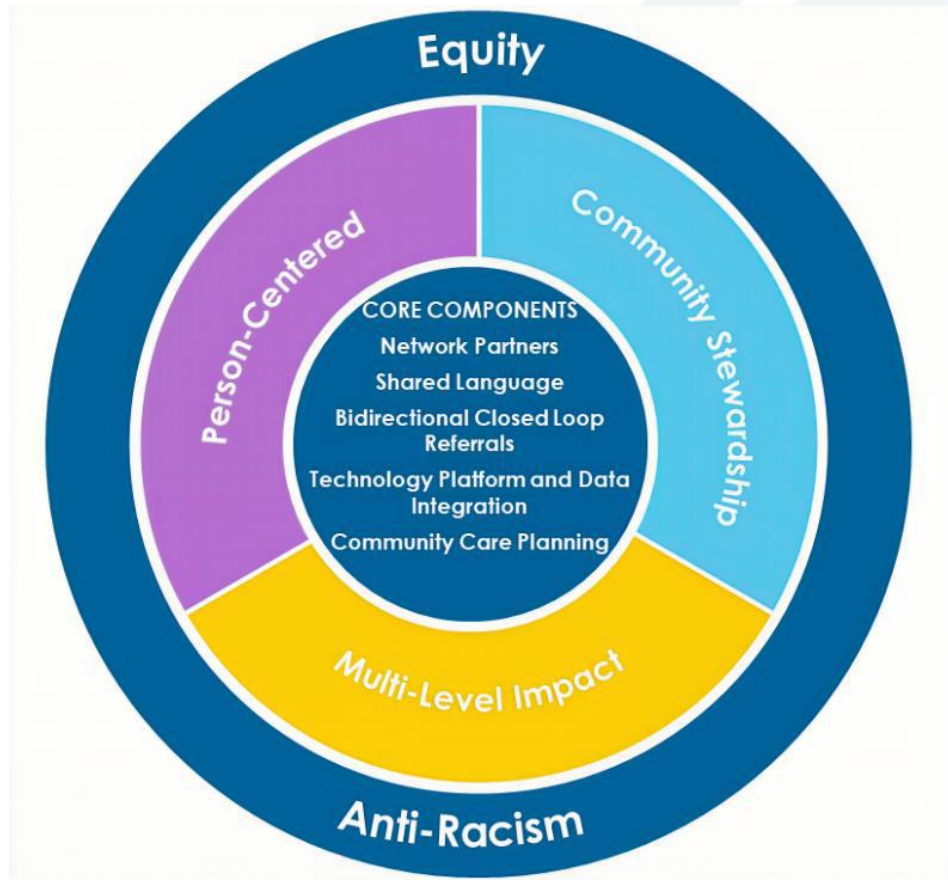
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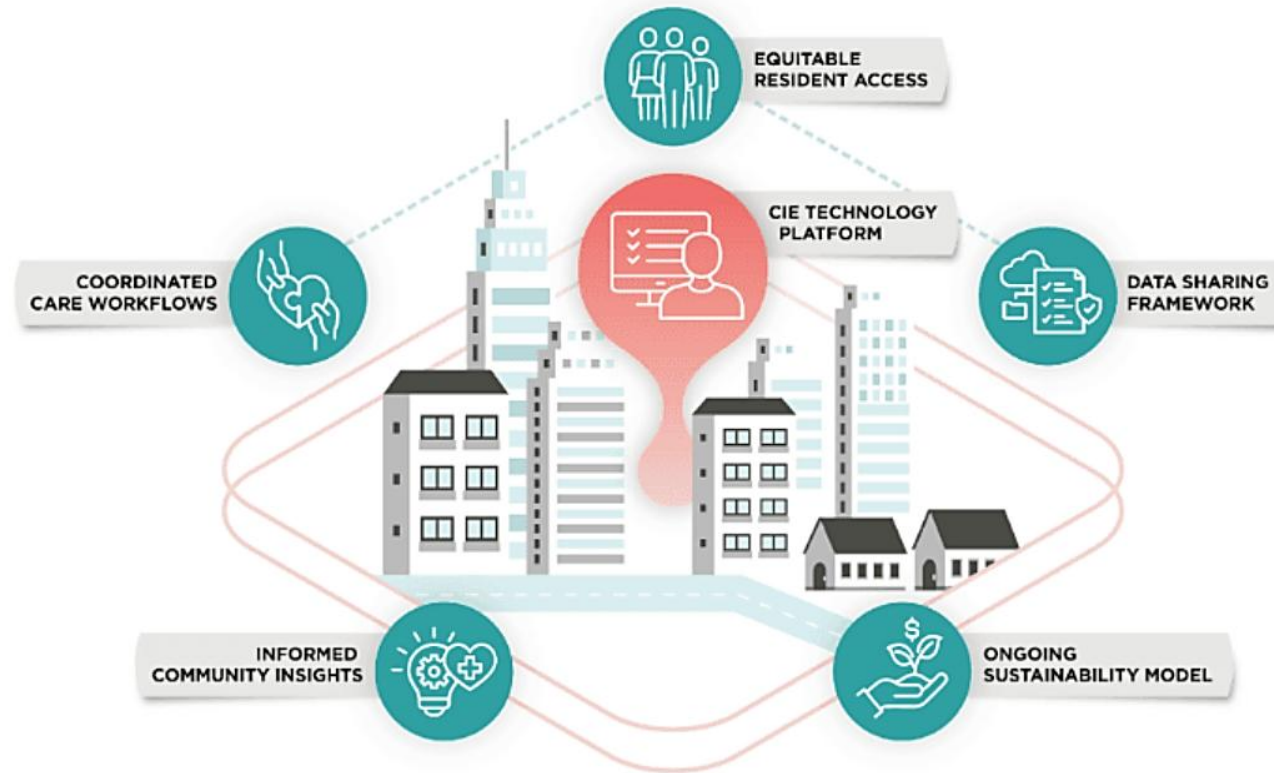


What is a Community Information Exchange?



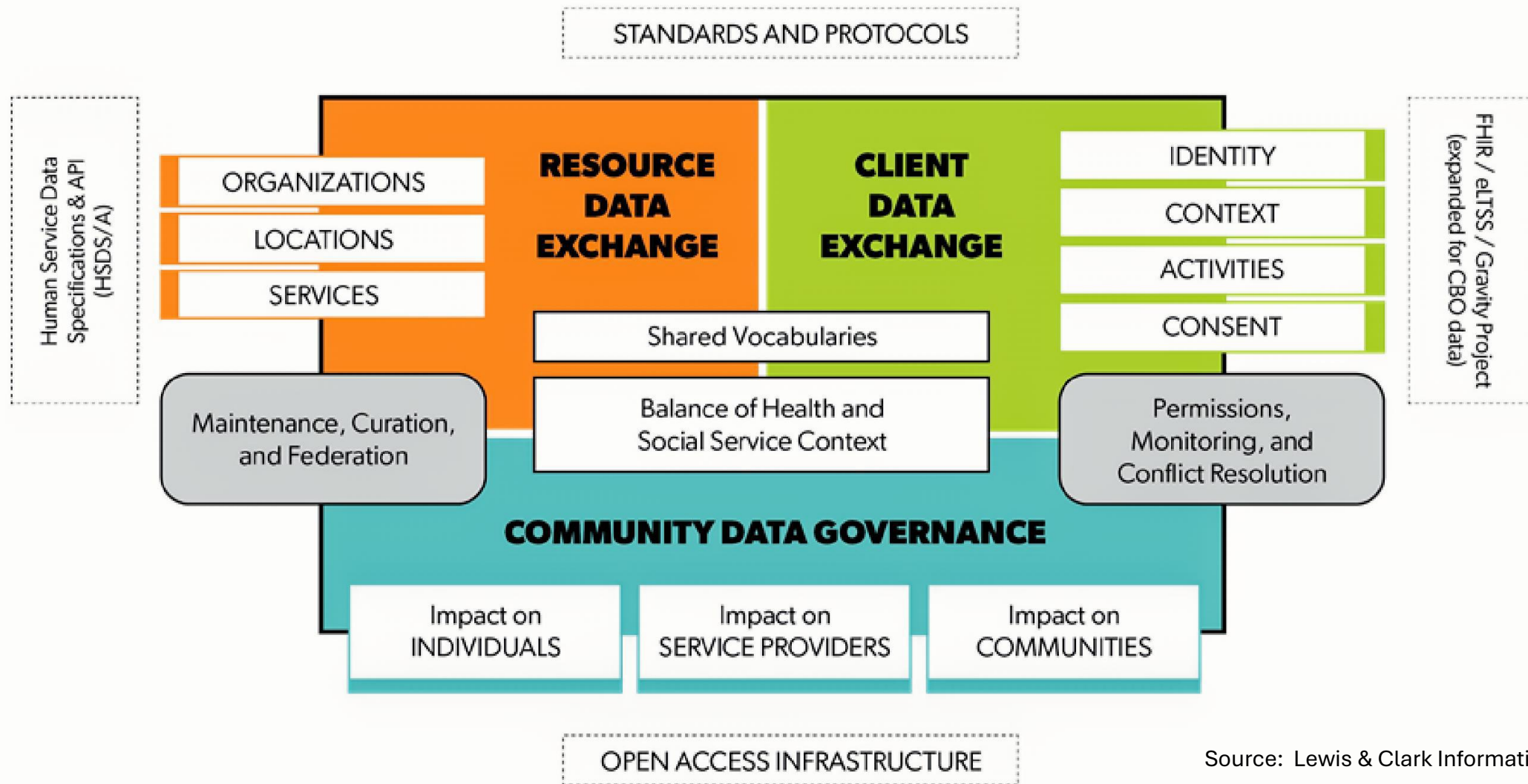
- A CIE is a community-governed infrastructure that enables information to be effectively and responsibly shared across organizations using interoperable technology in support of holistic coordination of care and equitable systems change.
- As critical infrastructure that supports many stakeholders, a CIE can enhance understanding of individuals' and communities needs, improving service accessibility, service outcomes, and the health and well-being of a community.

What Makes the CIE Lift the Entire System



Six connected components working together to create real change

Primary Components of “Community Information Exchanges”





Tracy Figurella, MPH

Manager



Anju Mader, MD

Director



Jordyn Wheaton, MS

Network Partnerships Specialist

Meet the ConnectWell Team

ConnectWell CIE Funders

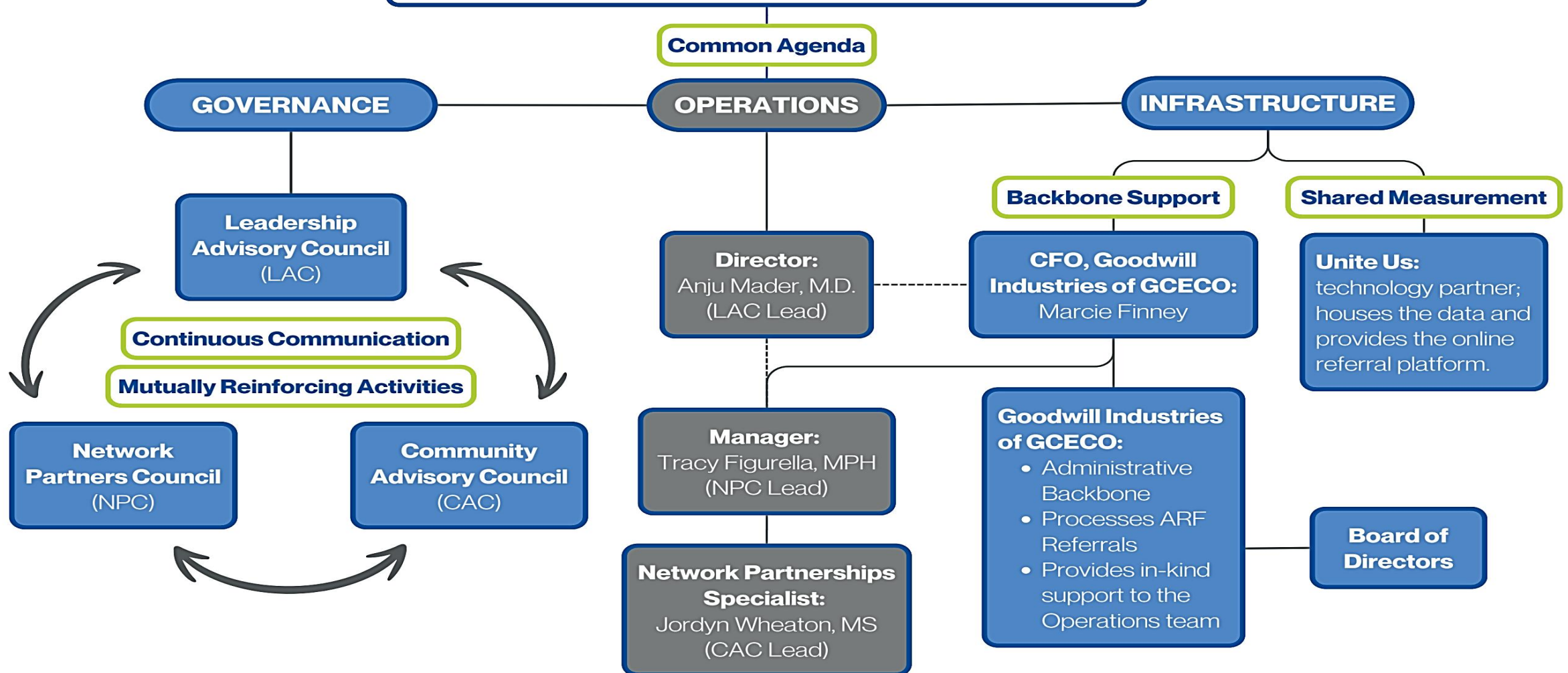
- **Aultman Health System**
- **City of Canton**
- **North Canton Medical Foundation**
- **Sisters of Charity Foundation**
- **Stark Community Foundation**
- **Stark Mental Health & Addiction Recovery**
- **Timken Foundation**
- **United Way**



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Leadership Advisory Council

Amanda Archer

Health Commissioner
Canton City Public Health

Angela Perisic

President and CEO
United Way Greater Stark Co.

Debra Lehrer, MD

Board of Directors
Alliance Community Health
Foundation

Elizabeth Inkinen Schehl

Director, Mental Health &
Community Outreach
Stark State College

Joe Schauer

President and CEO
Schauer Group

John Aller

Executive Director
Stark Mental Health & Addiction
Recovery

John Humphrey, MD

Executive Director
North Canton Medical Foundation

Kevin Pete

SVP, Chief Pharmacy &
Development Officer
Aultman Health System

Kirk Norris

Health Commissioner
Stark County Health Dept

Kristy Woodford

Director, Student Services
Alliance City School District

Marcie Finney

Chief Financial Officer
Goodwill Industries

Marisa Rohn

President
Sisters of Charity Foundation of
Canton

Randy Ruszkowski

Health Commissioner
Alliance Health Dept

Sherice Freeman

Director of Community
Development
City of Canton

William Green

Superintendent
Stark County Board of
Developmental Disabilities

ConnectWell CIE Regional Network Partner List

- Access Health Stark County
- Accudose Pharmacy
- Akron Canton Foodbank
- Alliance City Public Health
- Alliance City Schools
- Alzheimer's Association
- Aultman Health System
- Aunt Susie's Cancer Wellness Center
- Beacon Charitable Pharmacy
- Catholic Charities Diocese of Cleveland (Wayne Co.)
- Cleveland Clinic Mercy
- CommQuest
- Direction Home
- Domestic Violence Project, Inc.
- Early Childhood Resource Center
- EN-RICH-MENT
- Families Impacted by Opioids
- Friends of the Homeless (Tusc. Co.)
- Gigi's Playhouse Canton
- Glenbeigh
- Goodwill Industries of Greater Cleveland and East Central Ohio
- Insight Counseling and Wellness
- Jackson Bear Hugs
- Jackson Twp. Fire Department
- Jobs for Ohio's Graduates
- JRC
- Light After Loss
- Margaret B. Shipley Child Health Clinic
- My Community Health Center
- NAMI Stark County
- NAMI Wayne and Holmes Counties
- Ohio Health Insurance Consultants
- Pathway Caring for Children
- Project Rebuild
- RAHAB Ministries
- Refuge of Hope Ministries
- ReliaRide Medical Transportation
- Silver Maple Recovery
- Stark County Board of Developmental Disabilities
- Stark County Coroner's Office
- Stark County Family Council
- Stark County Health Department
- Stark County Hunger Task Force
- Stark State College
- Summit Psychological Associates
- The Pregnancy and Parenting Center
- Whole Latte Love Café
- Workforce Initiative Association

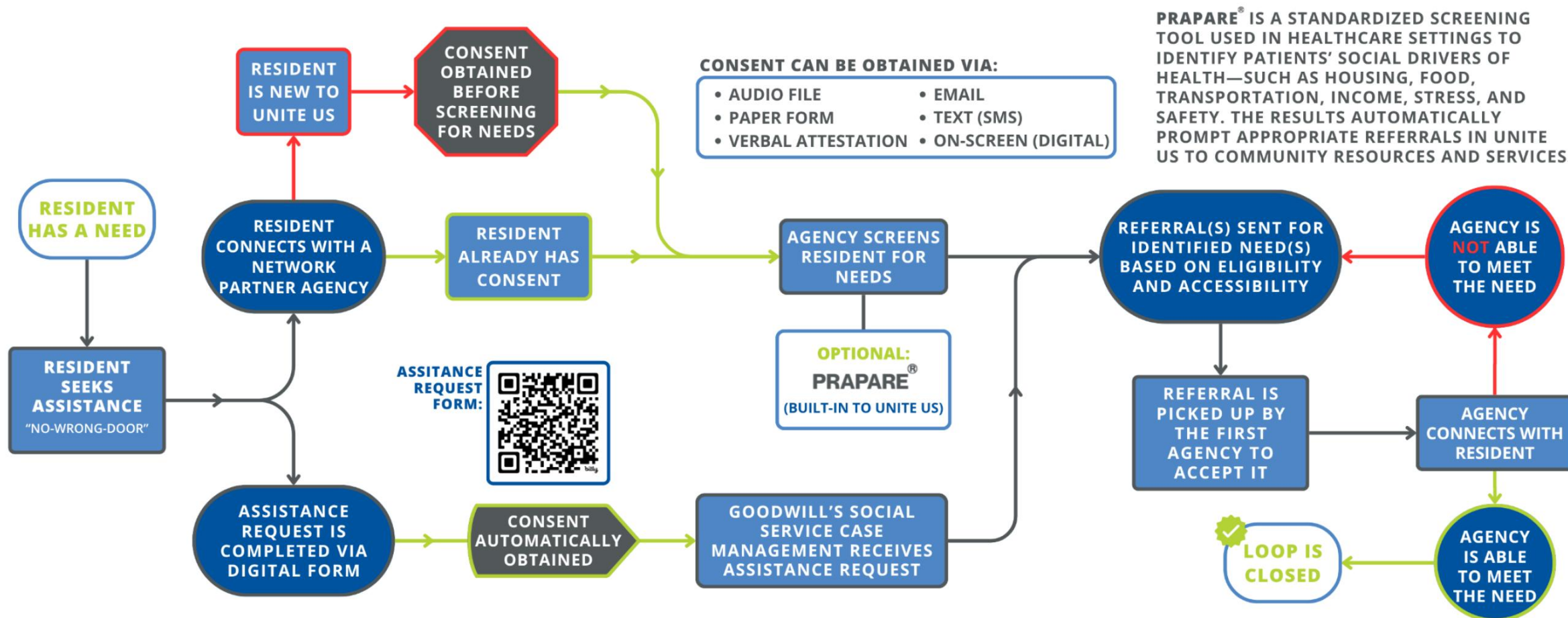
Onboarding Agencies

- Alliance Domestic Violence
- Alliance Family Health Center (FQHC)
- Chasing Hope House
- Clothed in Righteousness
- Community Building Partnership of Stark County
- COMPASS Sexual Assault Education, Prevention and Support
- Planned Parenthood of Greater Ohio
- *People to People Ministries (Wayne Co.)*
- Stark Community Support Network
- Tiqvah Hands of Hope
- United Way

Agencies Expressing Interest

- ABCD Transportation Services
- Canton City Health Department
- CarePatrol of East Ohio
- Heartland Behavioral Health
- ICAN Housing Solutions
- Lifecare Family Health and Dental Center (FQHC)
- MentorStark
- Ohio Center for Hope
- StarkMHAR

On-Platform Referral Flow





ConnectWell CIE Metrics November 2025-May 2026

Unite Us Data Dashboards: INSIGHTS

- ✓ Demographic overview
- ✓ Referral activity
- ✓ Client needs by service type
- ✓ Referral status by service
- ✓ Co- & re- occurring needs
- ✓ Case activity
- ✓ Client journey summary
- ✓ Referral and case duration
- ✓ Missed opportunities
- ✓ Case outcomes



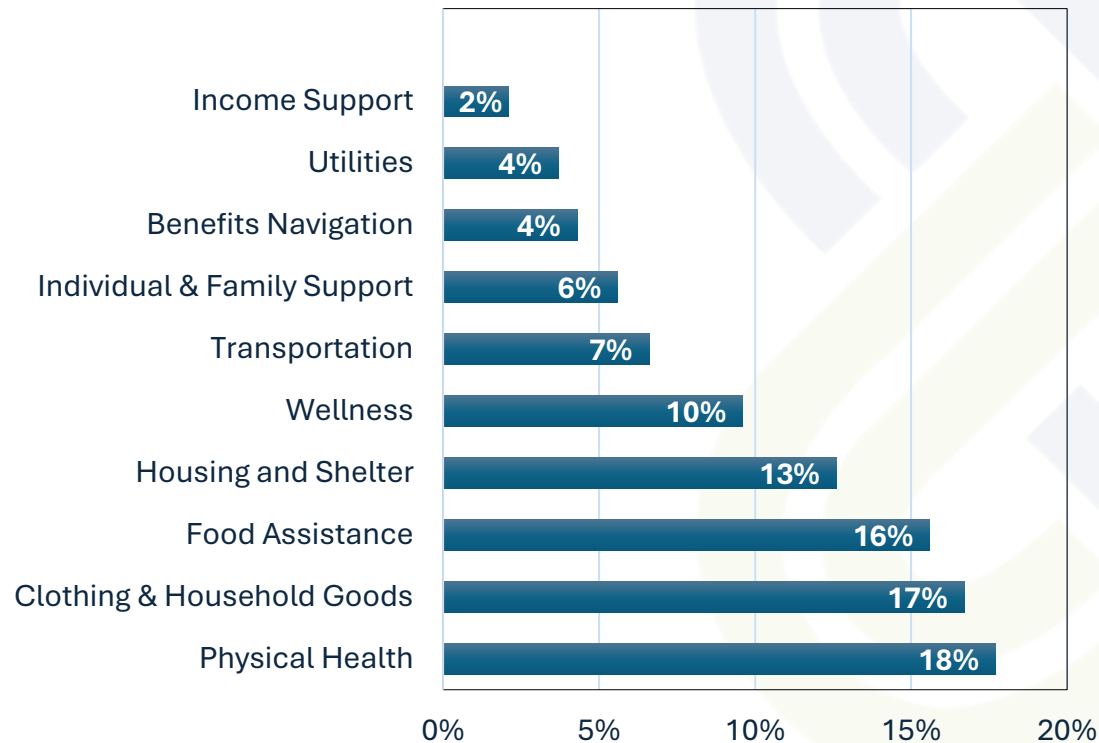
Key Terms

Definitions of the key terms used in Insights Center products.

Term	Definition
Case	An overarching concept that represents a client's need and their care journey to address that need in the platform. A case is created at the outset of every client journey, whether that journey begins with an assistance request, referral, or internal case at an organization. All stages of a client's care journey are tracked under a case, including referrals (when applicable). Note: This is a data concept. In the Unite Us Platform, internal and external cases map to cases with a Managed or Off-Platform status.
Referred Case	A case with at least one associated in-network referral, meaning the client's need was referred into the network. A referred case can have different case statuses, such as Managed, Off-Platform, Recalled, Referred, or Rejected.
Referral	An individual attempt to connect a client to a specific organization that might be able to serve the client's need. One case can have multiple referrals (i.e. multiple attempts).
Managed Case	A case that has reached an in-network organization with the capacity to serve the client (e.g. when an associated referral has been accepted). A case in the Managed status could have originated as a referral, assistance request, or an internal case.
Off-Platform Case	A case that ultimately ended in a traditional referral made to an out-of-network organization that is documented in Unite Us. A case in the Off-Platform status could have originated as a referral, assistance request, or an internal case.

ConnectWell CIE Snapshot

Top 10 Client Needs



173
Agencies

272
Programs

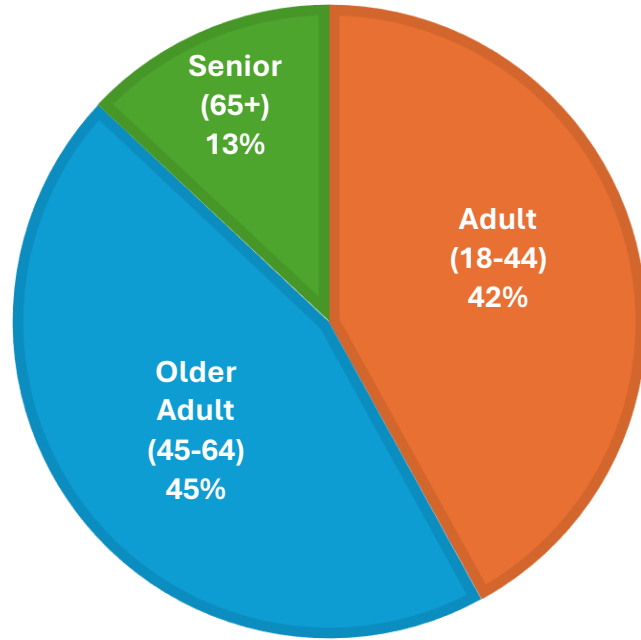
700
Cases

288
Clients

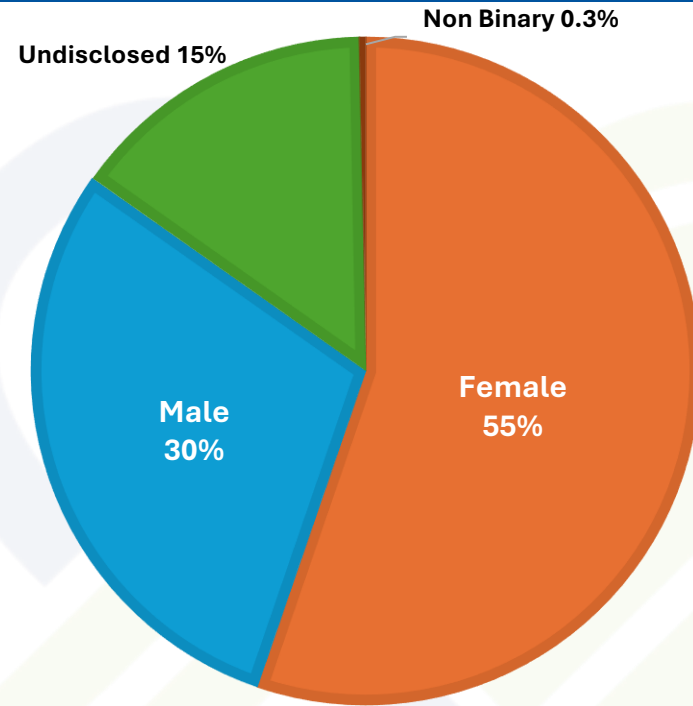
How Are Cases Originating?

- Referred on platform 53%
- Internal on platform: 41%
- Referred off platform: 4.5%
- Self-referral: 1.5%

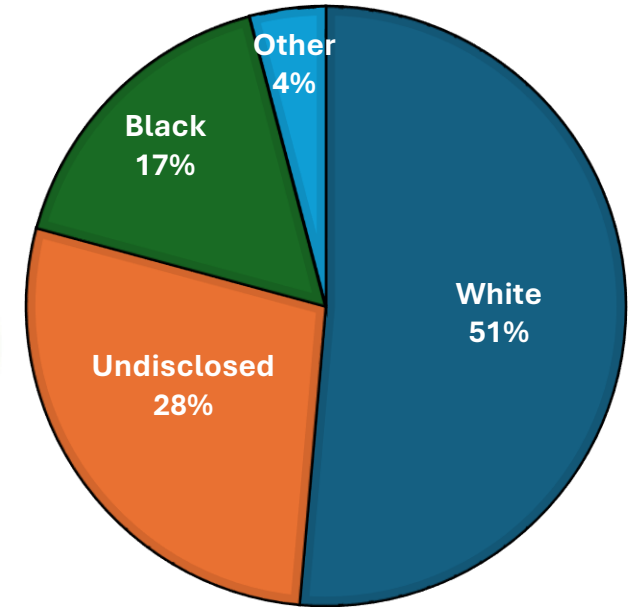
AGE GROUP



GENDER

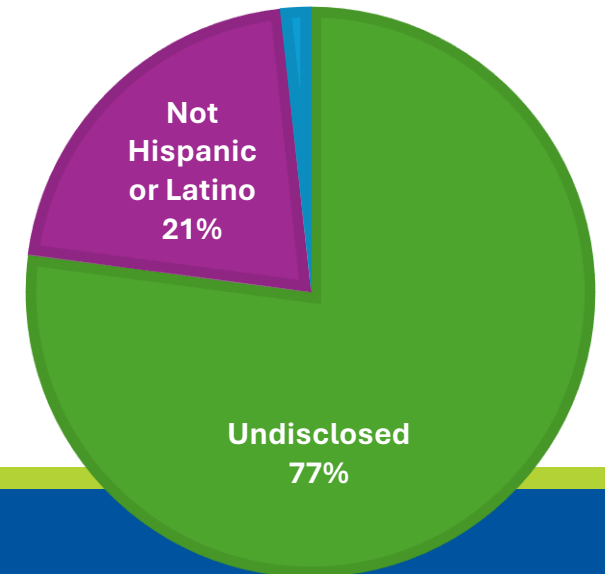


RACE



ETHNICITY

Hispanic or Latino
2%



Who Have We Served?

Case Resolution

Resolution

Select segmentation from the drop-down.

Resolved 338 (48.3%)

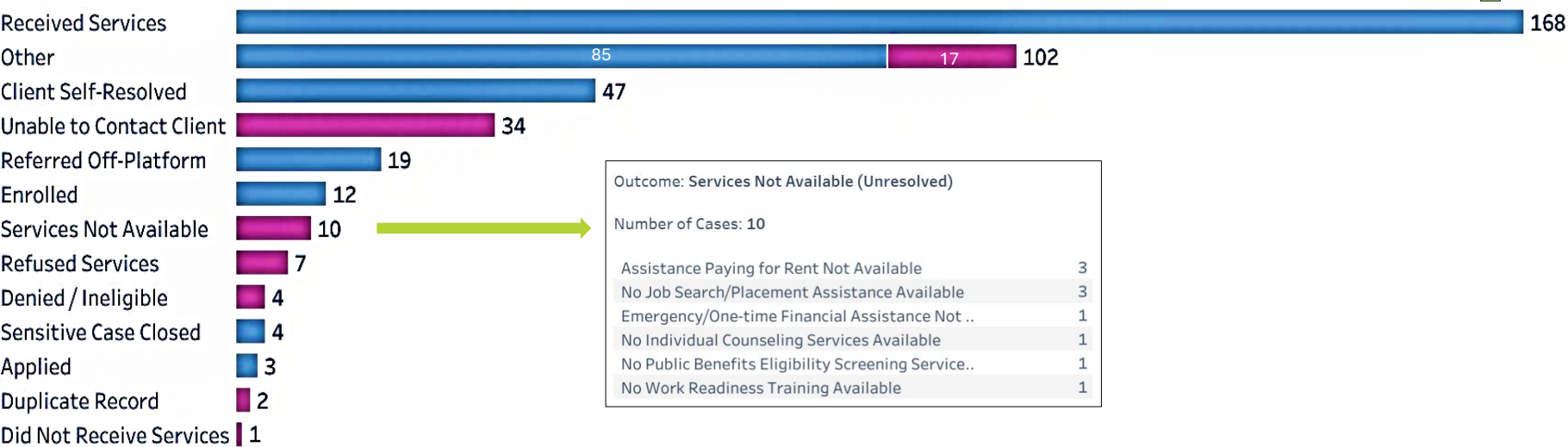
Open 287 (41.0%)

Unresolved 75 (10.7%)

n=700

Are We Meeting the Needs of Clients?

Cases by Outcome



Outcome: Services Not Available (Unresolved)

Number of Cases: 10

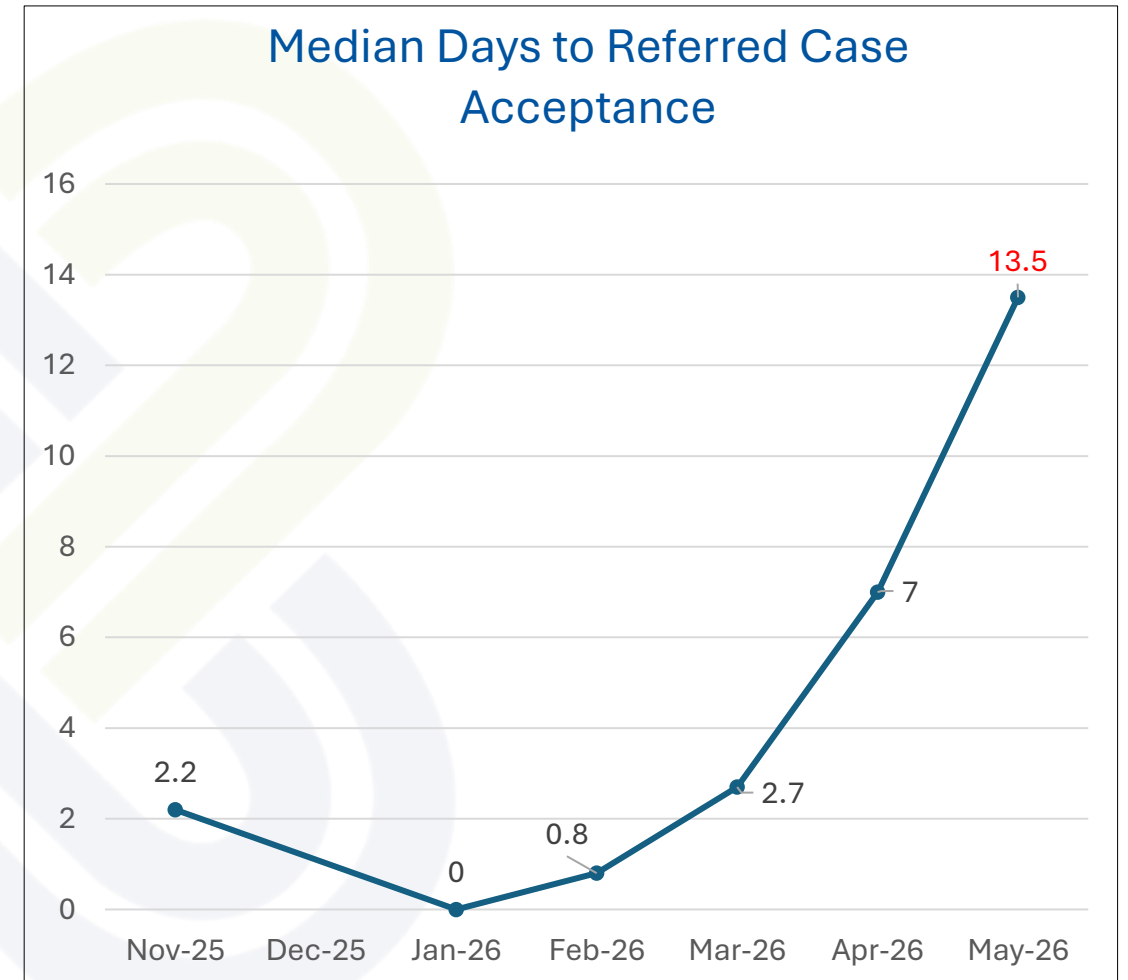
Assistance Paying for Rent Not Available	3
No Job Search/Placement Assistance Available	3
Emergency/One-time Financial Assistance Not ..	1
No Individual Counseling Services Available	1
No Public Benefits Eligibility Screening Service..	1
No Work Readiness Training Available	1

Outcome: Received Services (Resolved)

Number of Cases: 168

Completed Health Literacy Class	65
Received Clothing	19
Received Diapers/ Infant Supplies	18
Receiving Health Care Management/Coordinati..	17
Received Food Pantry Services	15
Received Supplemental Food from Food Pantry..	4
Received Utility Bill Payment Assistance	3
Receiving Social Services Case Management Se..	3
Employed Full-Time	2
Obtained Permanent Housing (Non-Supportive)	2
Received Medication Management Services	2
Received Non-Emergency Medical Transportati..	2
Received SNAP Benefits	2
Received Transportation Passes/Vouchers	2
Received WIC	2
Employed Part-Time (20 hours or more/week)	1
Employed Part-Time (less than 20 hours/week)	1
Obtained Emergency Housing	1
Obtained Transitional Housing	1
Received Assistance with Transportation Expe..	1
Received Dental Care	1
Received Emergency/One-time Financial Assist..	1
Received Furniture	1
Received Mental Health Information/Education	1
Received Toiletries/ Personal Hygiene Products	1

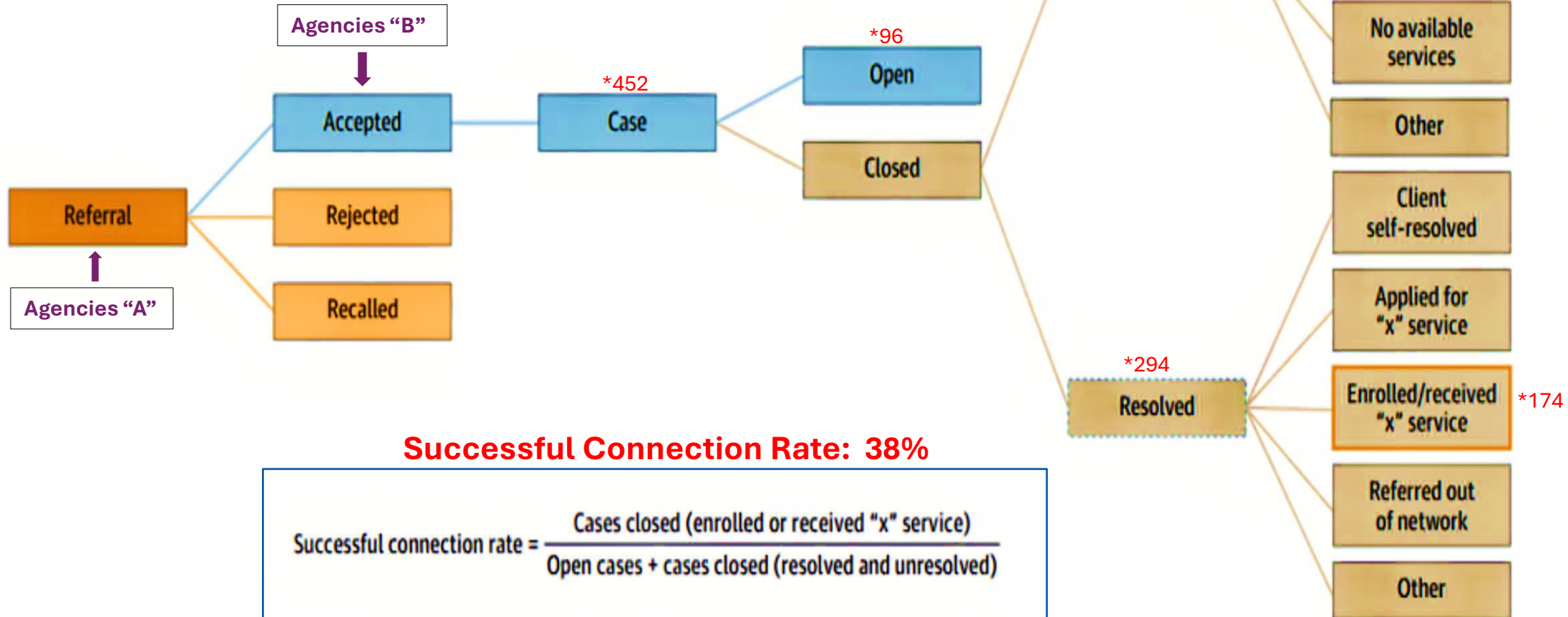
Benchmark: Partners
respond to a referral
within 2 business days



Definition: Median # of days from when a case was referred to when it is accepted by an agency who has capacity to serve the client

Closed Loop Rate: 79%

$$\text{Closed loop rate} = \frac{\text{Cases closed (resolved and unresolved)}}{\text{Open cases} + \text{cases closed (resolved and unresolved)}}$$



Successful Connection Rate: 38%

$$\text{Successful connection rate} = \frac{\text{Cases closed (enrolled or received "x" service)}}{\text{Open cases} + \text{cases closed (resolved and unresolved)}}$$

Population Insights

Data Informed Intervention through **Population Insights**



What If You Could **Predict Need** and **Reduce It**?



Predict What Matters

Powered by the Self Sufficiency Score, tap into insights that reveal emerging needs, guide proactive decisions, and connect more people to the right care.



Prioritize Populations

Draw on real-time social care trends and uncover who needs support most so teams can act quickly and improve outcomes for vulnerable populations.



Align Around Outcomes

Track changes in need and service use over time, creating a shared feedback loop that strengthens coordination and performance.

SCORE 57

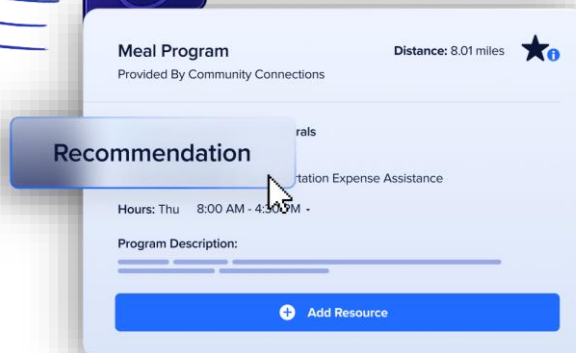


Population Insights *powered by the* Self Sufficiency Score

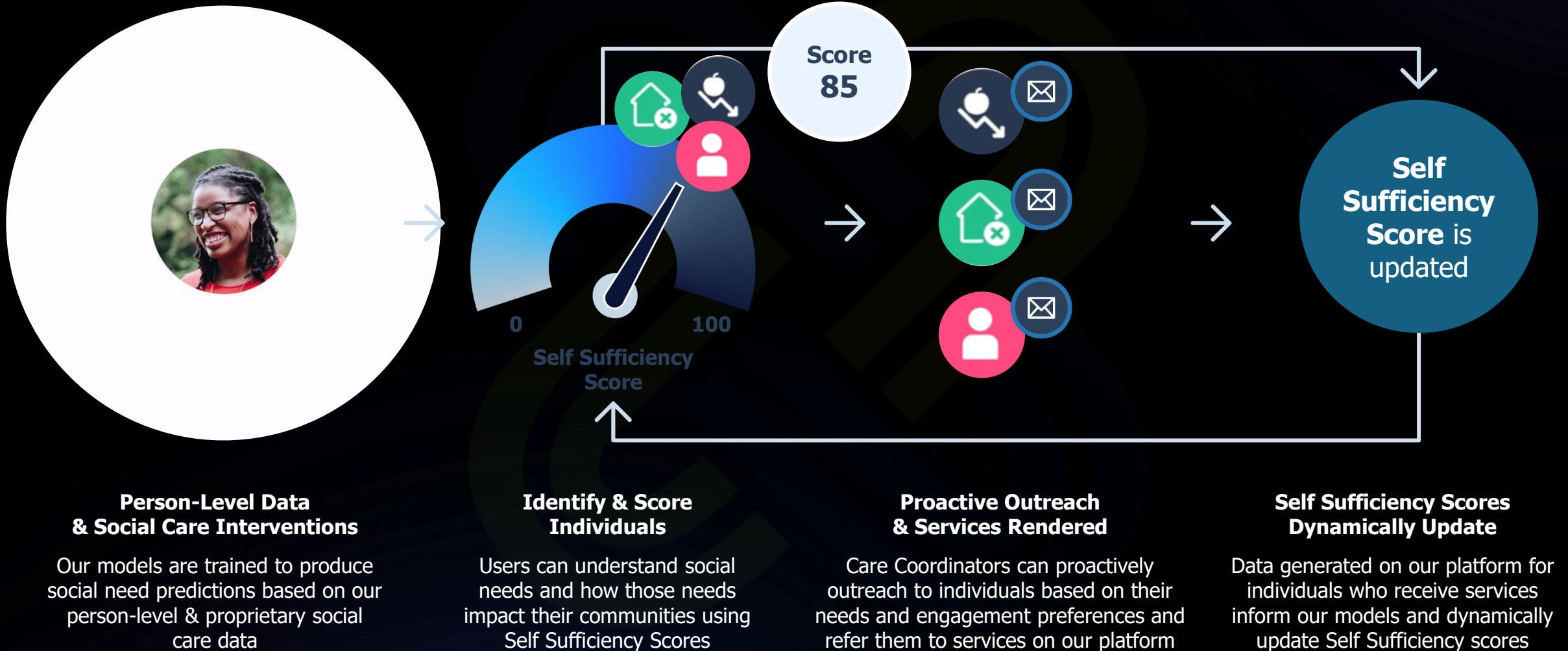
→ The **new standard** for **measuring and predicting risk, costs, and outcomes**—tying social barriers directly to spend per member, chronic conditions, utilization, and community needs

Factors included:

- Food Insecurity
- Transportation Needs
- Financial Insecurity
- Uninsured
- Employment Needs
- Childcare Needs
- Low Housing Quality
- Utility Needs
- Loneliness
- Housing Instability

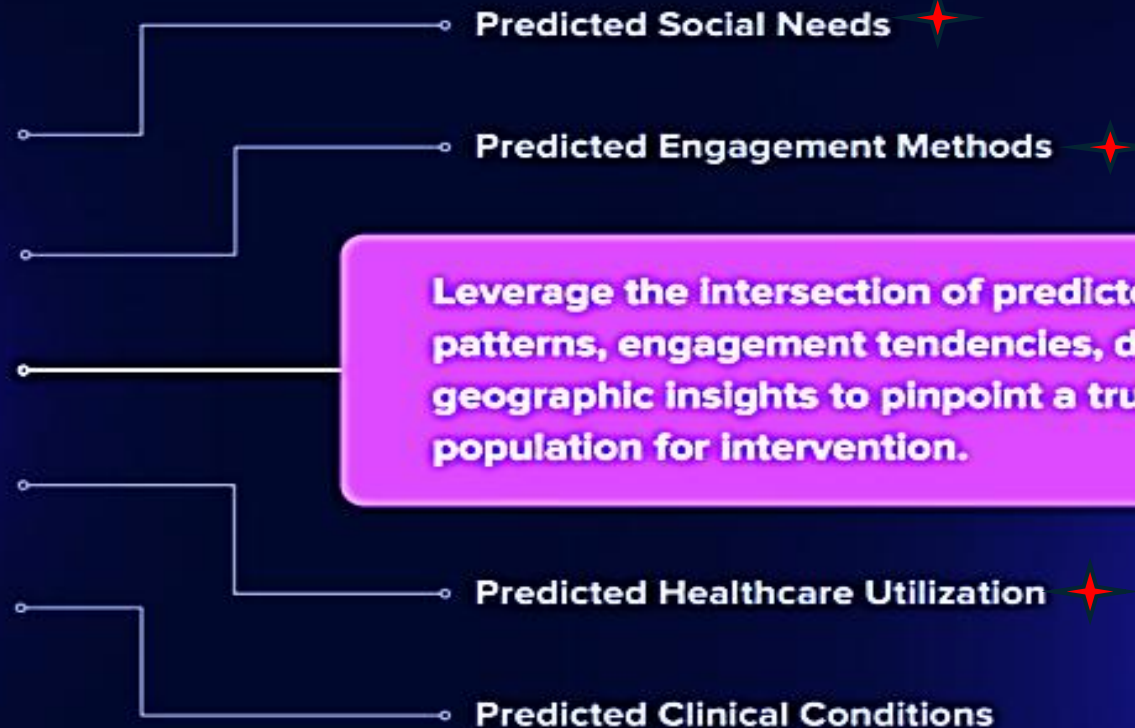


How do Self Sufficiency Scores work?



Insights That Help You Reach the Right Individuals—at the Right Time.

Population Insights brings together the data you need to shape high-impact strategies for your member population, with a focus on the co-occurring social needs that most commonly block access to vital services.



Success Story

My family and I fully appreciate the use of the diaper bank and everyone here making it happen! The difference this has made in my family's life since coming has been substantial! This has helped me save on diapers and wipes and focus on our bills and food before getting snap. I've also been able to feel less stressed about running low or out of diapers allowing me to fully focus on being the best mother I can be. ~~and~~ I've also been able to focus on my job and worked my way from a team lead to an assistant manager! Thank you so much for being here and helping out all these families!!!



"Striving Toward a Healthier Community."

Thank You - Next Steps

Book a Time:

- Discovery Call (*Jordyn & Tracy*)
- Organization Site Visit (*Jordyn*)



Contact Us:

connectwelleco@goodwillgoodskills.org



Questions?