



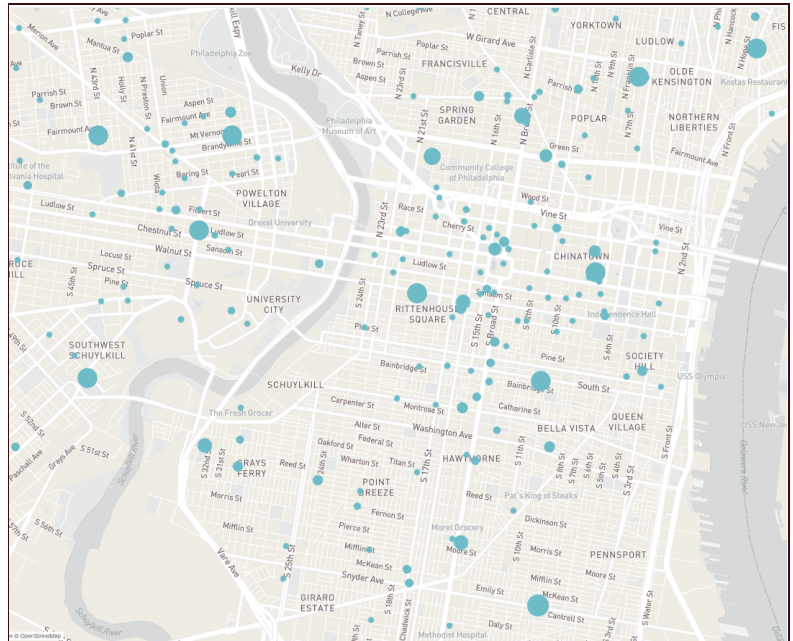
Healthier Communities: The Importance of Building Broad Social Care Networks

At findhelp, we put the experience of the Seeker at the center of everything that we build, from the way our [free search](#) works, to how we've built our database with hundreds of thousands of social service programs. While some vendors believe in standing up narrow or closed networks — providing only a limited list of resources to people seeking help — our data shows the importance of having a large and diverse network of services.

We find that Seekers are choosing to connect to a broad list of programs for any given service. A Seeker might choose a program because it was closer to their home, work, or school. Or maybe they need a program that is open after their shift at work. Whatever the reason, they are choosing to connect to the programs that, whether in consultation with a Navigator or not, *serve their needs best*. Knowing this, we built an [open and focused network](#) that allows both nonprofits and the community to access the total universe of available resources. Staff and Navigators have access to the open network in addition to a focused, preferred, or contract-based network. We are the only vendor that provides both open network *and* focused networks.

Meeting Seekers where they are

Let's drill down to a specific example. Since January 1, 2020 Seekers in Philadelphia have connected to 231 unique food programs on the [findhelp](#) network. The figure shows food programs throughout Philadelphia, with larger circles indicating a larger number of program connections. Program connections are activities that indicate a Seeker or Navigator contacted a program listed on the [findhelp](#) network. This includes electronic referrals, appointments scheduled, or direct contact like clicking on phone or email information.



Each circle represents a food program service location and the size is determined by the relative number of program connections



The pattern of Seekers connecting to a broad range of services is **repeated throughout the country**:

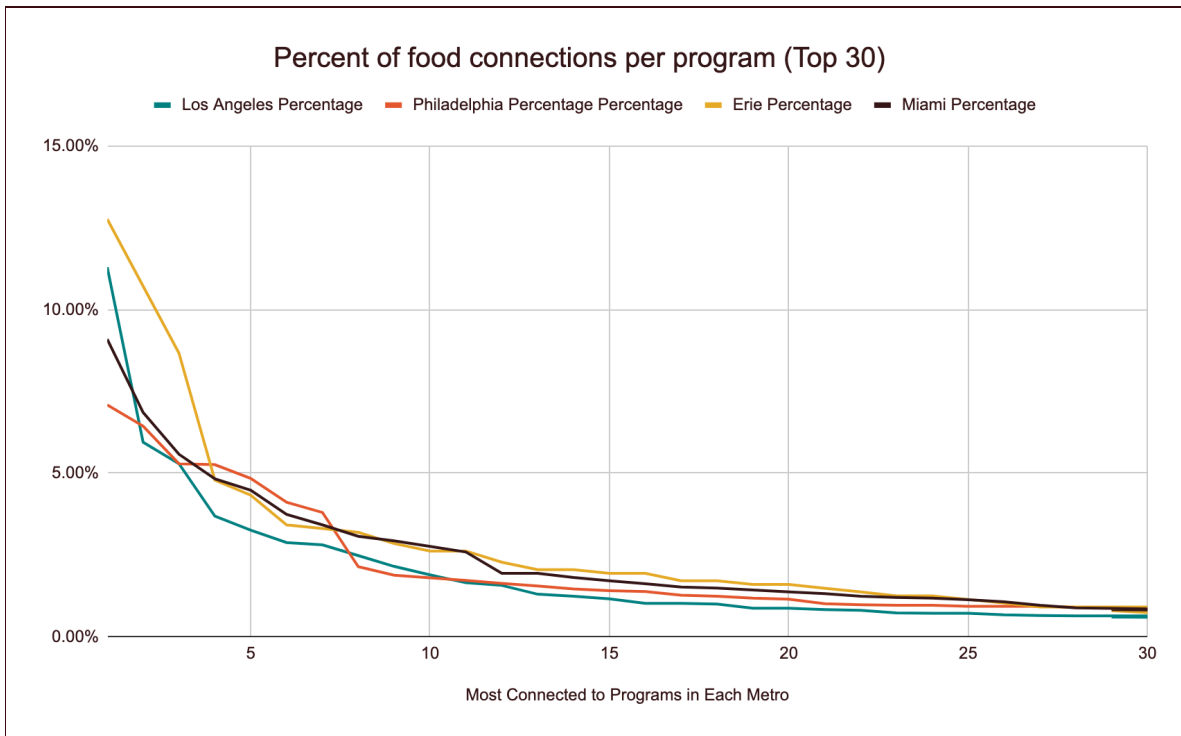
- In Miami Florida, Seekers have connected to **173 unique** food programs since January of 2020.
- In Los Angeles California, Seekers have connected to over **400 unique** food programs in that same time period.
- In Erie County New York, Seekers have connected to **77 unique** food programs in that same time period.

If we provided only a narrow list of food programs from each county in our network, the vast majority of Seekers would have access to limited resources that likely do not match their needs, making it less likely that they would connect and get help.

A closer look at food connections

When we examine connections to food programs on findhelp in multiple metro areas, we find that most food program connections are managed by dozens of programs that by themselves manage a relatively small share of the area's food connections. So although each individual program may only manage a handful of connections, the important point is that together, these programs make up a **majority of the food connections**, making it clear how critical it is to include them in our network.

The graph illustrates the share of connections the 30 most connected-to food Organizations in these counties are responsible for. Each county shows a similar pattern: a few programs account for a significant share of connections, but **the majority of connections** come from a “long tail” of smaller programs.





The percentage of connections the top 30 food programs managed in each county.

For example, in Philadelphia no program managed more than 7% of the total food program connections. In fact, the top 10 food programs cumulatively manage only 40% of connections.

When mission drives motive

Clearly, a broad network of programs is in alignment with our mission, but we also understand that Seekers are more likely to get help if they find a program that more closely matches their exact needs. Our network is better able to cater to Seekers by providing access to the broadest and most comprehensive database of resources in the country. This not only supports the Seeker, but ultimately supports what our partners are most interested in: **building healthier communities**.

When funding drives motive

Other vendors build their networks more narrowly, offering a much smaller number of resources, and with a primary goal of helping their investors—not Seekers. Not only do these narrow networks lack diversity in their programs (both in terms of geography, service type, and accessibility), but they fail to appreciate that *Seekers know their needs best* and should be at the center of their own social care. This philosophy puts the interests of industry over that of the Seeker and is a short-term fix to a systemic and entrenched problem.

A commitment to our vision

Poverty, food insecurity, and housing insecurity will not be solved by a single industry (like healthcare) facilitating connections to a few service providers in a given area. To combat these systemic inequities, we need to leverage the full power of each community and tap into all available organizations that have been doing this work for years. By excluding thousands of programs from a Seeker's view, other networks are implicitly making decisions about the value of one service over the other. Seekers know their needs best, and should be at the center of their own social care. The above examples are not just product limitations, but **opposing philosophical approaches** to helping those in need.

Our platform is the most comprehensive in the country and facilitates more connections between Seekers and services than all other networks combined. Our mission to connect Seekers to the programs that serve them with dignity and ease acknowledges that there should be a personal choice when it comes to social care. At findhelp, we will continue to expand our network — currently with over 540,000 service locations across the country (and growing!) — because we know it's the right thing to do.