



THE UNIVERSITY OF
CHICAGO

Community^{Rx}

Connecting Health Care to Self-Care

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Disclosures

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- The contents of this presentation are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services or any of its agencies.
- Under the terms of the CMS funding opportunity, we were expected to develop a sustainable business model which will continue and support the model that we tested after award funding ends.
- Dr. Stacy Lindau is the founder and owner of a social impact company NowPow, LLC. NowPow, LLC is not supported through CMS or other federal funding.
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THE NEW YORKER, FEBRUARY 4, 2013

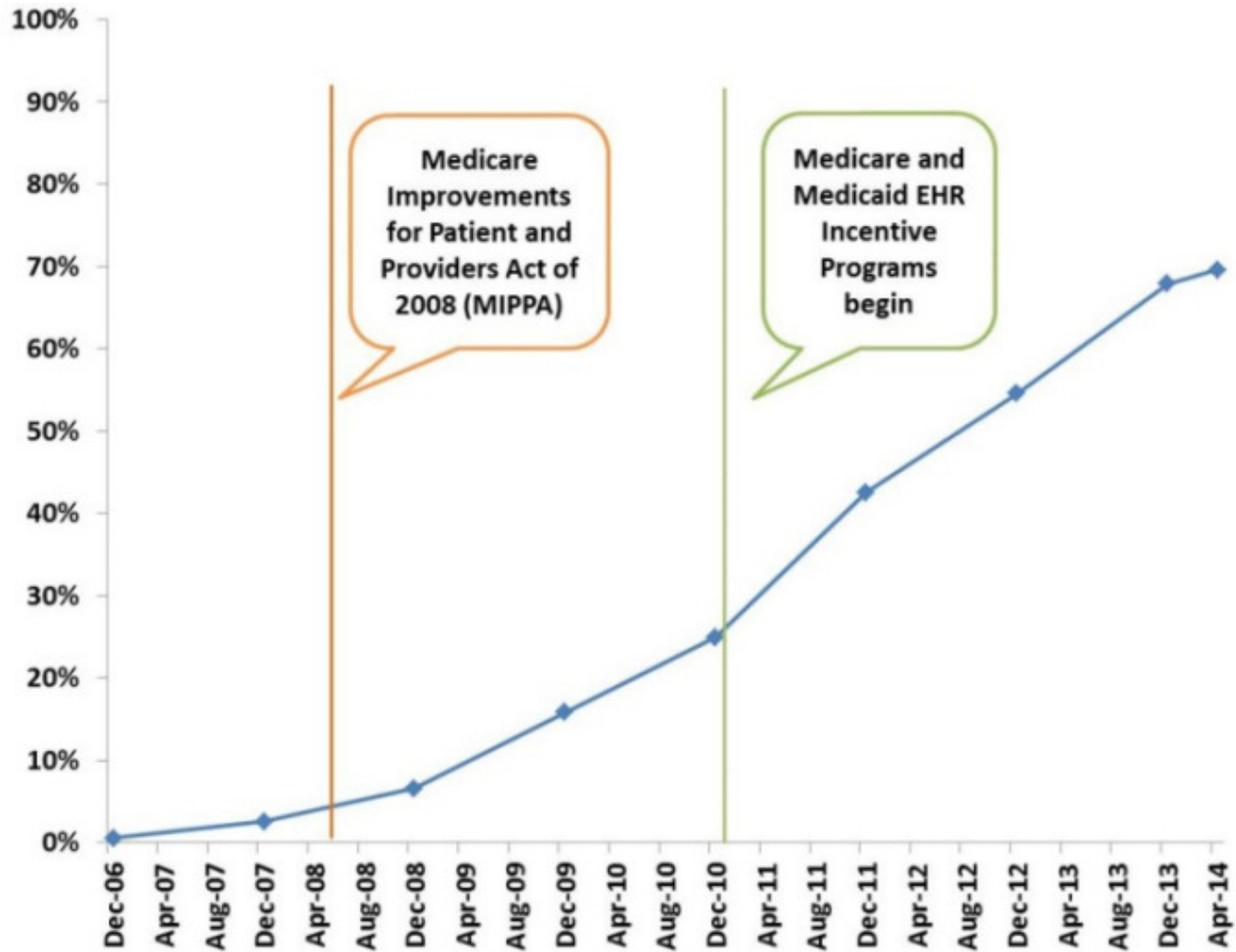


"It's the only treatment option he has under his current health plan."

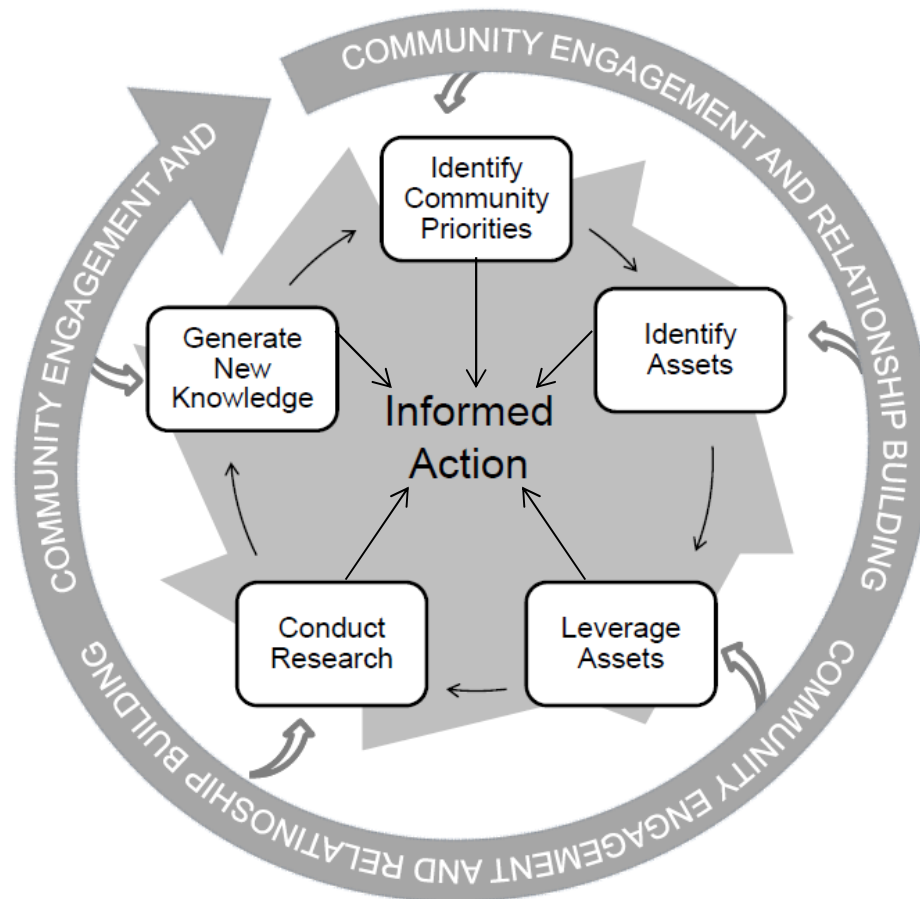


Image from <http://www.transferfactorph.com/wp-content/uploads/2014/11/transfer-factor-philippines-physicians-desk-4life.jpg>

% of Office-based Physicians E-prescribing through Surescripts



Asset-Based Model

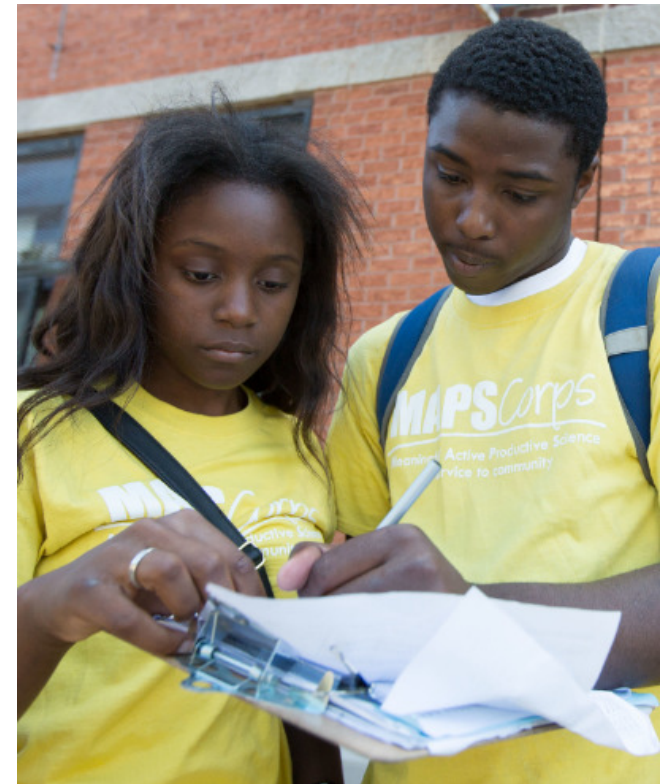
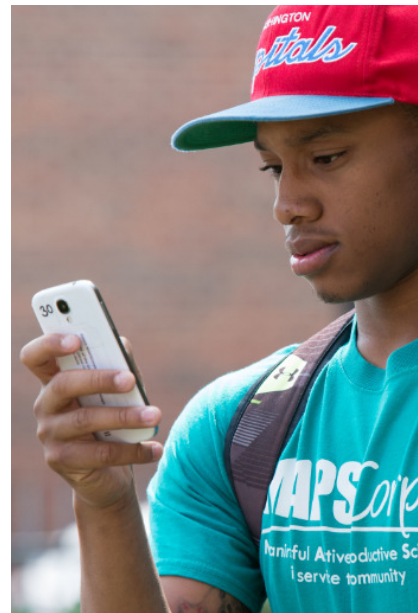


Lindau ST, Makelarski JA, Chin MH, Desautels S, Johnson D, Johnson WE, Miller D, Peters S, Robinson C, Schneider J, Thicklin F, Watson NP, Wolfe M, Whitaker E. Community-Engaged Health Research and Discovery Infrastructure on the South Side of Chicago: Science in Service to Community. *Preventive Medicine*. December 2010; 52(3-4):200-207. <http://www.ncbi.nlm.nih.gov/pubmed/21236295>

Adapted from Kretzmann JP, McKnight JL, 1997. *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*. ACTA Publications, Illinois.

MAPS Corps

Meaningful ● Active ● Productive Science in Service to Community



www.mapscorps.org
www.dondeesta.org

Are Your Asset Data as Good as You Think? Conducting a Comprehensive Census of Built Assets to Improve Urban Population Health

Jennifer A. Makelarski, Stacy Tessler Lindau,
Vanessa D. Fabbre, Colleen M. Grogan, Eugene M. Sadhu,
Jonathan C. Silverstein, Thuy Tien T. Tran,
Martha Van Haitsma, Eric Whitaker, and Daniel Johnson

	Total assets identified via MAPSCorps	Assets on prepopulated list (Dun and Bradstreet, NCCS, Government)	Newly identified assets via MAPSCorps	Sensitivity of prepopulated list for nonresidential assets
Health services	147	97	50	64%
Human services	133	98	35	72%
Total operational, nonresidential	1,977	1,331	646	67%

*Table adapted from Makelarski et al *Journal of Urban Health* 2012.

Youth Employment Partner
(not-for-profit 501c3 organization)



1. Local youth generate data annually
(MAPSCorps output)

IT Partner
(Social impact for-profit company)



2. Data purchased, refined, and linked to
doctors' offices (MAPSCorps revenue)

CommunityRx Collective
Social Impact Model



5. Businesses and
organizations serving the
community thrive by expanding
goods, programs, services,
jobs to community.



4. Patients use
community resources to
support their health
needs



3. Doctors' offices give
patients personalized referrals
to community resources



Thank you

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