

Concept Overview
HIPAtlanta Community Impact Solutions

Name: Outreach Management System (OMS)

Initial Target: Outreach programs managed by inner- city and rural areas Community-based Organizations, local, state health departments and federal funding agencies.

Approach: An outreach management platform providing consumer outreach encounter management, texting management system and social media management system.

Challenges

- (1) Digital Literacy for Non-profit agency
- (2) Mobile Devices Point of Care vs HIPAA
- (3) Private/Public Partnerships
- (4) Linkage to Medical Care and Direct Services
- (5) Microsoft Product Integration.
- (6) Majority non-profit do not employ a IT specialist and/or manager.

Benefits

- (1) Outreach Management Platform
- (2) Social Media Management Platform
- (3) Texting Mgmt. Platform
- (4) New inner city job opportunities for Degreed, GED/HSD, Youth, Veterans, Second Chance
- (5) Model Replication
- (6) Bridge service access gaps
- (7) Data Analysis

Initial Primary Goals

- (1) Secure Impact Funding
- (2) Partnership with Microsoft
- (3) Hire Phase 1 Development Team

	Community Members	Community Agency	Community Funders (Govt., Foundations)
Win-Win-Win Strategy	Easy Access Privacy Convenience Less Stigma Behavioral Change	Outreach 2 Testing Ration >Linkage to Care >Linkage Social Deter. Real-time Data Cost of Services	Quantitative and Qualitative Data >Replication
mTechnology/Mobile Health	<ul style="list-style-type: none"> • Tablets • Smartphones • Apps • Device Management 	<ul style="list-style-type: none"> • Grow with a point of care devices • Universal Platform for device. • Bringing technology to the streets and streets to the technology. 	
Data Collection	<ul style="list-style-type: none"> • Real Time Data Storage and Retrieval • Quality and Quantity Analysis • HIPAA Compliance 	<ul style="list-style-type: none"> • Exceed HIPAA Guidelines • Multi-data options available • Faster project launch times. 	
Microsoft	<ul style="list-style-type: none"> • Office 365 One Drive Surface Pro • Dynamics CRM Dynamics ERP • Social Engagement 	<ul style="list-style-type: none"> • Address Non-Profit Digital Literacy • Social Media Outreach • Build a community driven partnership 	
New Jobs -	<ul style="list-style-type: none"> • Phase 1 #New Jobs • Phase 2 #New Jobs • Phase 3 #New Jobs 	IT, Data Mgmt, Peer Navigators(i.e. Vet, LBGT, Youth, Workforce Dev., Second Chance, New Grad. &HD/GED).	
Community Impact	<ul style="list-style-type: none"> • Improve Health Outcomes • Create New Jobs • Generate Tax Revenue • Model for Public/Private Partnerships • Model Replication 	<ul style="list-style-type: none"> • Increase Rapid Point of Care testing. • More Revenue improves communities. • Increase opportunities to secure Impact Funding to grow the project. 	
Government	<ul style="list-style-type: none"> • Improve Health Outcomes • Decrease service duplications • Save Funding Resources 	<ul style="list-style-type: none"> • Healthy People 2020 goals • Track spending and Cost of Services • People Margin vs Profit Margin 	