



USING DATA TO SHOW IMPACT

A COST-EFFECTIVE INTAKE & REASSESSMENT TOOL

SEPTEMBER 2024

About Kansas City Shepherd's Center (KCSC)

- Serves more than 3,000 socially isolated and low-income older adults over the age of 60 every year.
- In Jackson, Platte, Cass & Clay Counties, MO and Johnson County KS.
- Imbedded in the communities and homes of our clients since 1972, providing lifesaving home-delivered meals, in-home companionship, and opportunities to connect with others through socialization and lifelong learning.
- Expanded offerings in 2019 with the addition of case management, emergency assistance and public advocacy.



About the Project

In 2023 KCSC implemented a comprehensive intake and reassessment process, collecting Social Determinants of Health (SDOH) data for each client. We are shifting from a case-by-case, crisis management to a systematic proactive style, using data to target our efforts; appropriately integrate and apply standards of practice; develop strategies to exchange relevant information with other sectors; leverage additional resources; and measure the effectiveness of our interventions over time.

Data



Data is often siloed by program area (which can result in redundancy) and may be defined by outside agencies (which may not always align with your information needs and/or be less accessible).

Capacity



Staff time/resistance: carefully review all data to ensure its relevance and need. Demonstrate how data can support staff in meeting client needs. May need to comply with HIPAA. Technology may be limited.

Cost



Products exist and offer some customization, but dynamic changes and reports may be more limited and/or increase cost.

Challenge

Nonprofits must measure not only what we do, but also the impact, and modify our strategies on the basis of reliable data. This is extremely important for securing and sustaining outside funding sources.

Data



Questions are pulled from evidence-based instruments, tailored to the community we serve. Less redundancy.

Capacity



More efficient processes means that ongoing costs to maintain data and produce reports and outcomes require less overall staff time.

Cost



Some plan levels of Jotform are free or nonprofits receive a 50% discount off regular pricing. Our plan which includes HIPAA compliance and unlimited forms and submissions is \$600 per year.

Solution

Online intake and assessment form using a low-cost user-friendly, and widely accessed platform called Jotform. Reports can be run in Jotform or data downloaded into Excel for more sophisticated analysis.

**Assessments are a point in time, annual snapshot, NOT a client record/relational database.*

Strategy

Phase 1

March 2022-August 2022

- Inventory where data currently resides and any outside compliance obligations.
- Map data entry processes and workflows and identify redundancies.
- Staff meetings to catalog data needs & wants.
- Align data with strategic goals and program requirements.

Phase 2

September 2022-February 2023

- Jotform development:
 - What do we want to measure?
 - What data is required to create the measure?
 - Is the data available in a format that is sustainable to maintain and cost-effective to collect?
- Jotform launch

Phase 3

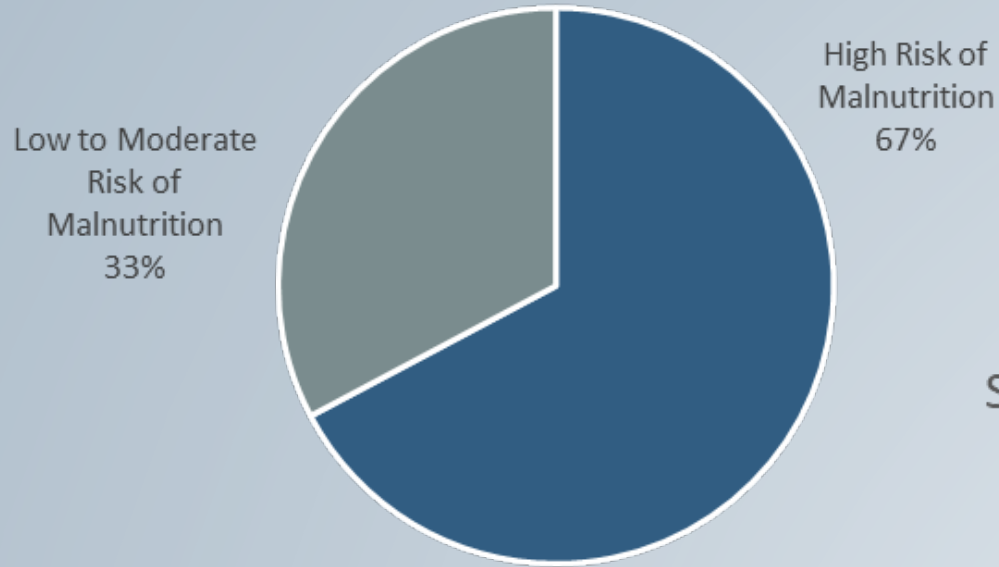
December 2023

- Ongoing: staff feedback and tool revisions.
- Staff completes 1,000 assessments in year one.
- Full year of data informs processes & communications in 2024.

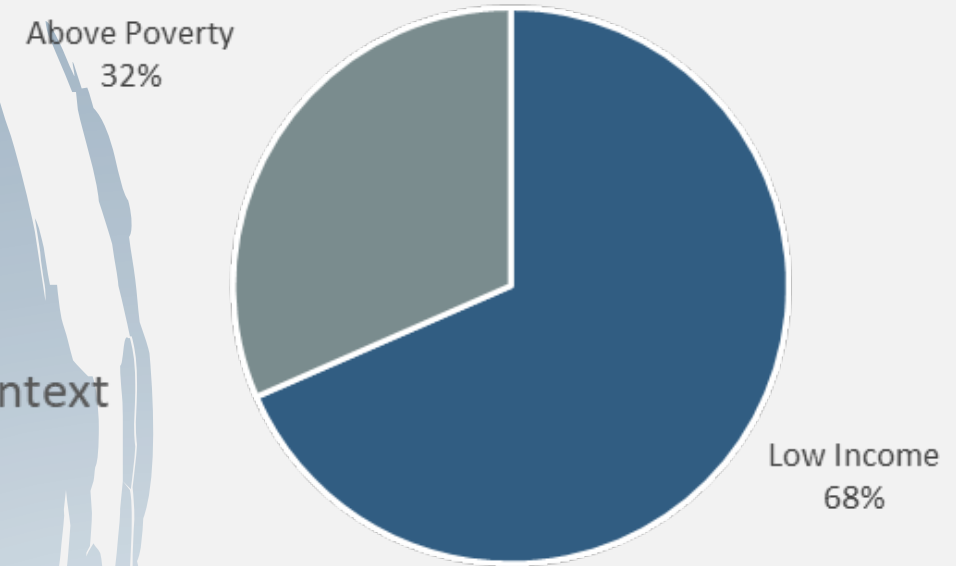
Results

Social Determinants of Health

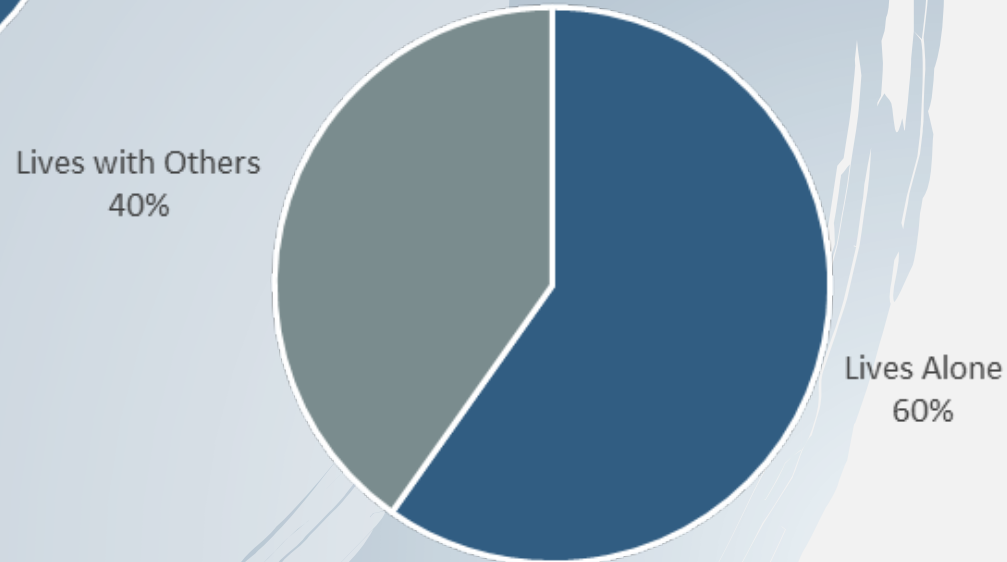
Health and Health Care



Economic Stability



Social and Community Context



80% do not have a caregiver, 19 are primary caregivers of a child(ren), 109 veterans, 147 spouses of veterans. 65% find meal preparation difficult, 25% are totally dependent on others for meals. 75% find shopping difficult, 40% are totally dependent on others for shopping.

70% describe their health as fair or poor. 410 report dietary restrictions, 85% of those are diabetic and/or require low sodium. 95% use some form of assistive device, of those, 187 indicated they need to replace one or more of those. 40% went to the ER at least once in the past year. 111 report falling more than 3 times last year. A high percentage of our clients have no natural teeth.

77% of our clients do not drive but rely upon other means. More than half are renting. Of those, 77 clients are extremely or somewhat worried about losing housing in the next 3 months. 40% of our clients are homebound and nearly half of those do not have internet access.

Results

Compelling Stories

2023 clients served are

65% female,

50% BIPOC,

45% 75 or better,

60% live alone,

70% are low income.

Results

Targeted Interventions

The first year's data empowered us to:

- target a voter registration initiative tailored expressly for our homebound older clients,
- lead the regional effort to pass a senior levy in Jackson County,
- replace assistive devices,
- market the availability of pet food, mobile grooming and limited veterinary care,
- identify clients who would benefit from hot rather than frozen meals based on ADL's IADL's and social isolation scores,
- offer supportive services to caregivers,
- identify community partnerships that create the synergy needed to address the comorbidity issues faced by over 90% of our clients.





JOTFORM & EXCEL DEMO



Robust data can:

- At an individual level, indicate targeted, client-centric courses of action.
- In the aggregate, identify patterns and devise and test strategies to deliver systematic interventions.
- Establish baselines, benchmarks, and goals.
- Create management information to educate the community, particularly funders, on the high ROI of investing in programs like ours both publicly & philanthropically.



KC shepherd's
center

THANK YOU

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