

# Case Study



## Your Health Kiosk

### PROGRAM DESCRIPTION:

An engagement program focused on community outreach and education designed to create awareness of all the clinical care and social services offered by Rutgers Robert Wood Johnson Barnabas Health (RWJ) to the local underserved community.

The program brings RWJ Barnabas Health representatives into the local community, including supermarkets, pharmacies, libraries, community centers, houses of worship and more, to engage the target population. A brief digital survey assesses participants clinical and social needs to direct them to services and resources available including the option to schedule follow-up appointments and receive ongoing communication in both English or Spanish

### PROGRAM AUDIENCE:

Residents of Middlesex County, New Jersey with many perceived barriers to care:

- *Lack of awareness of services available*
- *Majority are uninsured*
- *Communication challenges due to language barriers*

PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> <li>➤ Help participants navigate the often-complex healthcare landscape with confidence and increase probability of seeking care when it is needed</li> <li>➤ Provide easier access to services available</li> </ul>	<p><b>24% of participants are actively engaging in program activities</b></p> <p><b>19% of participants clicked on a link in a text message to access more in-depth content</b></p> <p><b>Most Clicked Content:</b></p> <ul style="list-style-type: none"> <li>• Thing to Know About COVID-19 Pills</li> <li>• At Home COVID-19 Treatments</li> <li>• Screen Your Lungs</li> <li>• Early Detection for Cancer</li> </ul>
<ul style="list-style-type: none"> <li>➤ Utilize technology to reduce health disparities and barriers to care within the community</li> </ul>	<p><b>Opportunity for language selection reduces barriers to care</b></p> <p><b>36% of participants have texted into chat, demonstrating strong need for this on-demand communication channel</b></p>

## Program Components:



### Care Communications:

Upon enrollment and survey completion, participants receive tailored text messages regarding relevant local healthcare and social services with some including links to more detailed content. Topics include COVID-19 education and treatments, cancer education, breast and lung cancer screenings.



### Care Communications:

This cloud-based learning management system (LMS) provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.



### GoMo Chat:

Much like a typical text conversation, GoMo Chat allows (secure) live messaging between participants and patient navigators, and medical and pharmacy students to communicate with participants directly, share relevant updates, and streamline the healthcare navigation process.



### Secure Data Collection and Reporting:

Engagement and experience data is collected and analyzed and reported back to providers for ongoing quality, clinical delivery and service improvement.

*"This program helped me with clothes for my children and I, preventative vaccines for myself, insurance, and prescription glasses. This program is very effective for people in this community."*

Program Participant

