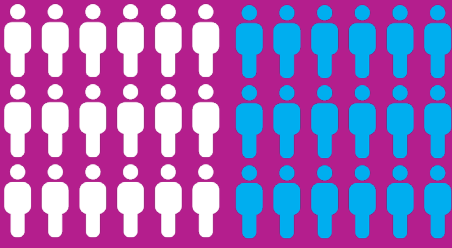


# Online Database Provides Chatham County Residents with One-Stop Access to Health Services

By: Hillary Bradbury



COMPLETED SPECIALIST REFERRALS

## PUBLIC HEALTH CHALLENGE

The outdated practice of referrals to a specialist in primary care medical offices is a detriment to patients, especially low-wealth patients. Traditional specialist referrals often lead to long wait times, missed data and results along with inconsistent care for patients. A report from the Institute for Healthcare Improvement and the National Patient Safety Foundation notes that of the more than 100 million subspecialist referrals requested each year in the United States, only half are completed.



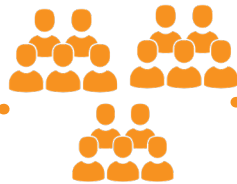
Launched



600  
AGENCY PARTNERS



11 MINUTES  
AVERAGE  
VISIT LENGTH



1500  
AGENCY PARTNERS



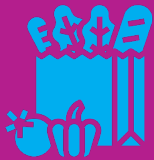
“We named the website [www.HeroHelpMe.com](http://www.HeroHelpMe.com) to convey that knowledge is power and that health knowledge is a special power. Everything rests on that broad concept of good health, whether for a family or for the nation.”

-Ella Williamson, Director  
African-American Health & Information Resource Center



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## TOP SERVICES SEARCHED



FOOD ASSISTANCE



RENT & UTILITY ASSISTANCE



COVID-19 HELP



HOUSING

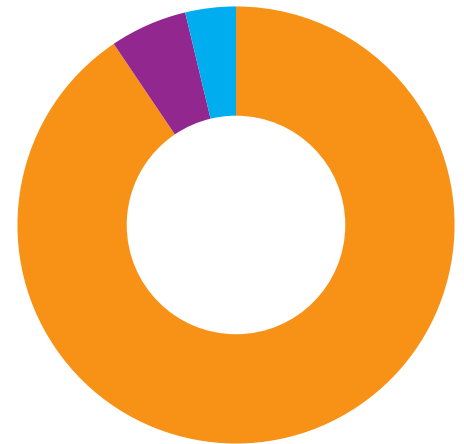


CHILD CARE



6384  
TOTAL SEARCHES

## TOP REFERRING WEBSITES



Direct Google Gstatic

## INCLUSIVE WAYS TO SEARCH



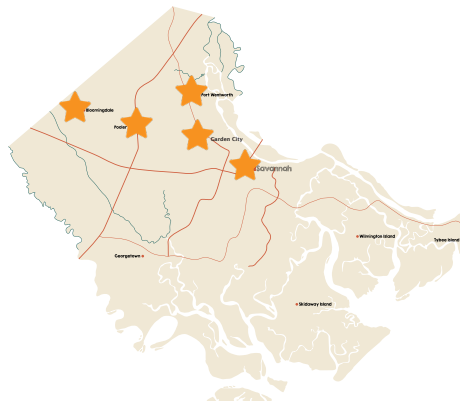
BY KEYWORD



BY AGENCY



GUIDED VISUAL SEARCH



TOP SEARCHES BY CITY

## NEXT STEPS

In March 2020, site visits to the HERO Database increased by X percent as the COVID-19 pandemic affected our community. The AAHIRC has continued to adapt and update the site by adding COVID resources, vaccination sites and information. Staff remain focused on closing the referral loop by targeted outreach to health and social service agencies as well as with the community. Educational resources are used to promote the site and instruct users how to utilize the resource.

*The findings and conclusions in this success story are those of the author(s) and do not necessarily represent the official position of the funding agencies or the Centers for Disease Control and Prevention (CDC).*

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Centers for Disease Control and Prevention  
<http://nccd.cdc.gov/nccdsuccessstories/>

