NEWS RELEASE/MEDIA ALERT

MEDIA CONTACT:
United Way of Northern Shenandoah Valley
Nadine Pottinga
npottinga@unitedwaynsv.org
540-536-1610

Seven New Organizations Join Connect NSV - More than Doubling the Network’s Size in Less than Four Months

United Way of Northern Shenandoah Valley, George Mason University, and Valley Health are pleased to announce that as of October 1st, seven additional non-profit agencies have joined the Connect NSV network, bringing the total number of participating partners to 13.

November 13, 2019, Northern Shenandoah Valley, Virginia - Connect NSV, a regional care coordination network started by United Way NSV, is pleased to welcome seven new partners, joining the six original agencies who were part of the network’s launch in July.

Created as part of a five-year grant from the Substance Abuse and Mental Health Services Administration (SAMHSA), Connect NSV utilizes an evidence-based practice known as Screening, Brief Intervention, and Referral to Treatment (SBIRT) to identify substance misuse in the community and offer early intervention and treatment for people at risk. The network works to connect providers across sectors to ensure that all community members can get the care they need, whether medical, social, or mental/behavioral. Connect NSV is powered by Unite Us, a technology company that builds coordinated care networks of health and human service providers.

All Connect NSV community partners are trained to administer the SBIRT standardized screening and to send referrals through the Unite Us platform. No longer restricted to a clinical setting, these SBIRT screenings and referrals are successfully happening within the community at the grassroots level. Partners can engage, respond, and meaningfully track what happens to their clients.

In addition, an Assistance Request option is now available on the United Way NSV website so that community members can self-refer into the network for services.

“We are so proud at United Way NSV to be able to host this incredible resource for our community. What started with interest meetings a year ago has grown into a large scale network, where partners can communicate in real time, helping more people and decreasing duplication of services” said United Way of Northern Shenandoah Valley, CEO, Nadine Pottinga.
“Integrating substance use screening into the Connect NSV network is an innovative strategy for identifying substance risk at the community level,” says Dr. Patty Ferssizidis, Assistant Research Professor with George Mason University’s College of Health and Human Services, School of Nursing, who helps support SBIRT integration across the Commonwealth. “Many adults do not obtain regular healthcare, and substance misuse is especially high in young adults ages 18-25, a group that visits healthcare settings the least. The opportunity to train our workforce to capture emerging risk at a critical time in people’s lives will increase our chances of getting ahead of the addiction crisis. SBIRT is a public health approach so it naturally fits into community-based settings. The Winchester and surrounding communities are an ideal place to pilot this approach as there is an incredible interest in improving the lives of residents that is shared across sectors.”

“Unite Us has provided diverse community partners a unified, seamless referral platform where, in real-time, we are all able to follow individual clients as they progress through referral and services. With a couple of clicks, our Connect NSV partners are able to make referrals for housing, physical, and mental health services (among others) all at the same time—and then know how those referrals have turned out,” says Summer Jeirles, LPC, CAADC Manager, Behavioral Health Integration, Winchester Medical Center.

The seven newest network partners include:
- Blue Ridge Housing
- Catholic Charities
- ChildSafe Center-CAC
- Goodwill Industries
- Literacy Volunteers Winchester Area
- NWWORKS, Inc.
- Salvation Army

They join the following original partners:
- Faithworks, Inc.
- New Eve Maternity Home
- Northern Shenandoah Valley Substance Abuse Coalition
- The Dr. Terry Sinclair Health Clinic dba Sinclair Health Clinic
- Valley Assistance Network
- Valley Health

All Connect NSV partners are excited about how the network is changing service delivery and care coordination in the Northern Shenandoah Valley, helping people receive the care they need in the very communities where they live.

About Connect NSV
Connect NSV is a coordinated referral network that seamlessly connects community members to services while allowing service providers to communicate in real time about their shared clients' care and track outcomes together. SAMHSA has estimated that, by 2020, mental and substance
use disorders will surpass all physical diseases as a major cause of disability. George Mason University, Valley Health and United Way Northern Shenandoah Valley recognized the need to collaborate, break down silos and build a system to address the region’s growing needs.

About United Way of Northern Shenandoah Valley
Since 1946 the United Way of Northern Shenandoah Valley has worked to impact the community human care needs that matter most to the people of Clarke, Frederick, Shenandoah Counties and the City of Winchester. United Way of Northern Shenandoah Valley convenes the people and organizations necessary to create solutions to our region’s most pressing challenges and collaborates with effective partners. United Way of Northern Shenandoah Valley seeks to serve as the catalyst for community change by supporting over 45 partner agencies in the area on Income, Health and Education. For more information visit our website www.unitedwaynsv.org. Follow us on Twitter and Facebook at @UWNSV.

About Unite Us
Unite Us is a technology company that builds coordinated care networks of health and human service providers. The company empowers both medical and social service providers to work together, integrating health and social care. With Unite Us, providers across sectors can send and receive secure referrals, track every person’s total health journey, and report on tangible outcomes across a full range of services in a centralized, cohesive, and collaborative ecosystem. This social infrastructure helps communities transform their ability to track outcomes, improve health, and measure impact at scale. Follow Unite Us on LinkedIn, Facebook, Instagram, and Twitter.

For more information and details about Connect NSV and how to join our coordinated care network, contact:
Nadine Pottinga
President and CEO
United Way of Northern Shenandoah Valley
npottinga@unitedwaynsv.org

Unite Us Media Contact:
Emily Rogan
Communications Manager
emily.rogan@uniteus.com
516-381-4781