

Community Connections Campaign

MyHealthDirect Connecting patients with a medical home

■ Through the generous support of The Edward and Mary Lord Foundation, in 2011 Backus implemented **MyHealthDirect** — which links patients to healthcare providers at the most appropriate level of care. Through this year's community appeal, based on a matching challenge by the Lord Foundation, Backus will be able to continue supporting **MyHealthDirect**.

With this service, Backus supplies the missing connection between care providers, community partners, managed care organizations, and Medicaid agencies — linking residents with the right health professionals, who are able to provide the right care at the right time and location.



2 Connecting communities with care Backus Community CareVan



■ For the past decade, Backus has provided outreach and community education throughout eastern Connecticut on its 40-foot Mobile Health Resource Center. This health center on wheels has logged tens of thousands of miles at health fairs, community events, schools and senior centers — providing needed health screenings and information. The van, a generous gift of the Harold Ross Institute for Preventative Care, continues to be a welcome sight, providing access to care, in the community.

With your help, we will expand our mobile health fleet with a smaller, more convenient **Community CareVan**. This medically equipped and professionally staffed van will extend and expand the reach of our hospital and health services — providing access, flexibility and comfort to patients where it really matters ... where they live, go to school or gather.

Targeted Care Connecting resources to the areas of greatest need

■ There is no shortage of need in our region — the sputtering economy has worsened already troubling conditions. We know that combining forces and providing additional support where the need is greatest can yield the best — and longest-lasting — results.

In early 2012, Backus will participate in field-testing software now being developed by the Connecticut Hospital Association. Using local, state and federal data, this ChimeMaps software will allow us to collect, analyze, and pinpoint the health needs of specific areas in our community. This methodology has received wide acclaim from national healthcare experts.

Backus plans to use this data to **target medical care and preventative interventions** to particular areas and individuals.



It's all about Connections

Delivering the care that's needed, where it's needed and to the people who need it ... that's smart healthcare planning. That's the value of Connections.

MyHealthDirect ... the Community CareVan ... Targeted Care — each of these links will allow Backus to better live out its mission — *to improve the health of our communities!*



CONNECTIONS
to better health for our community