



FOR IMMEDIATE RELEASE

United Way/211 Wisconsin and the Wisconsin Statewide Health Information Network Partner on Developing Interoperable Systems of Care

UWWI/WISHIN are investigating interoperability standards to help connect all points of care for Wisconsinites.

The United Way of Wisconsin (UWWI) and the Wisconsin Statewide Health Information Network (WISHIN) are proud to announce a partnership aimed at promoting better health and well-being for all Wisconsin residents through the United Way of Wisconsin's Information and Referral Exchange (WIRE) project.

WIRE is a collaboration among United Way, WISHIN, and other partners working to enable statewide coordination of care and services to support whole-person care for those whose healthcare outcomes can be maximized with the help of social services.

The WIRE Project will leverage WISHIN's network of nearly 2,200 sites of care and comprehensive master patient index and 211 WI's vetted community resource directory/data insights to help ensure that clinical and social-needs history is readily available to inform coordination among service providers. In a joint statement of principles adopted by the United Way of Wisconsin and WISHIN (see attached), the partners assert that the exchange of healthcare data, with the appropriate permissions and controls, will lead to better whole-person care with a goal of lowering costs and improving outcomes across the health and social-service ecosystem.

"We know that unmet social needs for housing, food, or transportation, can negatively impact health outcomes. WISHIN's focus on interoperability of clinical data, combined with United Way's leadership in the social-service realm, creates a unique and powerful opportunity to effect meaningful, positive change," said Joe Kachelski, CEO of WISHIN.

"As we embark on the journey to develop the Wisconsin Information and Referral Exchange to help communities increase local partnerships it is crucial that we recognize the immense value of investing in existing infrastructure like 211 and WISHIN. By leveraging these trusted platforms, we are building upon established networks, harnessing years of expertise, and maximizing efficiency. Together, we are strengthening the foundation of our communities and ensuring that every individual can access the support they need when they need it most. By building upon our strengths, we are equipping 211 and local partners with the necessary tools and resources to become a powerful hub of information and support for individuals and families across Wisconsin." said United Way of Wisconsin President and CEO, Charlene Mouille.



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About 211 Wisconsin

211 provides confidential, judgment-free interactions with trained 211 specialists who can help people find valuable resources available in their community, 24-hours-a-day, seven days a week in all 72 Wisconsin counties and eleven federally recognized Native Nations. 211 Wisconsin has fielded 350,000 requests over the past year and has continually demonstrated success at connecting residents with critical health and human services through an up-to-date and robust database system that provides access to over 23,000 services. 211 is a public/private partnership of local United Ways, nonprofit organizations, state and local governments, businesses, healthcare organizations, the Alliance of Information and Referral Systems and many others. Contact centers are based in Green Bay, Hudson, La Crosse, Madison, Menasha, Milwaukee, Wausau, and Wisconsin Rapids. Six contact centers are hosted at local United Ways, one by Impact, Inc in Milwaukee, and one by Gundersen Health System in La Crosse.

About United Way of Wisconsin

United Way goes beyond temporary fixes to create lasting change in communities throughout Wisconsin. United Way fights for the health, education, and financial stability of every person in every community. United Way of Wisconsin (UWWi) is the statewide organization providing member support services to the local, independent United Ways in Wisconsin. Through UWWi member support services, local United Ways in Wisconsin have capacity to build stronger communities individually and collectively.

About WISHIN

WISHIN is the state-designated entity for electronic health information exchange (HIE). It is an independent not-for-profit organization dedicated to bringing the benefits of widespread, secure, interoperable health information technology to patients and caregivers throughout Wisconsin.

WISHIN is operating and maintaining a statewide health information network to connect physicians, clinics, hospitals, pharmacies, and clinical laboratories across Wisconsin. Our vision is to promote and improve the health of individuals and communities in Wisconsin through the development of information-sharing services that facilitate electronic delivery of the right health information at the right place and right time, to the right individuals.