



HCPC Expands NowPow Partnership to Launch Innovative Community Resource Referral Tool for Passaic County

Passaic County residents can now easily find accessible community resources highly matched to their needs — and share resource information with others in their circles

PATERSON, N.J., October 5, 2021 — Today, the Health Coalition of Passaic County ([HCPC](https://healthcoalitionpc.org/)), a regional health hub that is a collaborative effort of more than 75 community organizations, announces the launch of HCPC FindRx, a self-serve tool powered by [NowPow](#). HCPC FindRx will provide Passaic County residents with personalized referrals to accessible community services to help meet rising health-related social needs. The tool can be accessed via the [Find Help](#) button on HCPC's website <https://healthcoalitionpc.org/>.

HCPC was incubated at St. Joseph's Health and has since advanced to become a 501(c)3 organization that aims to improve the health of the underserved in the greater Passaic County area. HCPC's mission and programs work to advance health equity, close gaps in care, and connect patients and partner organizations to community resources that support whole person care across the entire community.

The launch of this innovative FindRx tool will further HCPC's mission by giving individuals in the community a way to search and find the services they need to stay well, meet basic needs, and find supports to help care for those they love.

Individuals will be able to find free/affordable services for food security, housing assistance, transportation, caregiver support, behavioral and mental health counseling, weight management, and chronic health condition support. HCPC FindRx will empower individuals to:

- Easily search for up-to-date service information by location, keywords and categories
- Learn about the services available (in 100+ languages)
- Understand eligibility requirements, such as documents needed and insurance status
- Find the nearest public transportation and directions to identified services
- Easily share information about the service with themselves via email or text and also share information with friends and family members.

"HCPC is excited and proud to offer this tool of empowerment to Passaic County residents," said Kimberly Birdsall, Executive Director of Health Coalition of Passaic County. "Since 2017, HCPC has worked in partnership with organizations across Passaic County to include accurate and updated resource information in the NowPow directory. We are thrilled that residents will be able to easily search this directory in their preferred language so they can find programs and services in their community that they need."

HCPC is already leveraging NowPow's professional digital referral tools, NowRx and PowRx, which allow community health workers, social workers, care professionals, and even clinicians to easily make high-quality referrals for their clients. HCPC is working across community partners to implement and integrate systems which enables the health and social services



community to see closed loop referrals (when an individual receives a referral and takes action on it, checking in at the referred site). To date, HCPC has successfully worked with individuals to provide over 11,000 total one-way and bidirectional closed loop referrals to services.

"Passaic County has vital resources to support wellness, independence and living with illness, but these resources are only as good as a person's ability to access them," said Stacy Lindau, MD, MAPP, founder and chief innovation officer, NowPow. "HCPC is advancing health equity by fostering vital connections in and across its community. They are also yielding powerful new data to drive equity by identifying real-time resource gaps and opportunities to expand resource capacity, quality and accessibility."

With the launch of HCPC FindRX, individuals in the community are empowered to easily and anonymously find the resources and programs that they need to live healthier lives.

Community-based organizations in Passaic County can also plug into NowPow's personalized community referral platform for free for up to 20 users. Sign up and extend care to more residents at www.nowpow.com/cboplugin.

About HCPC

The Health Coalition of Passaic County (HCPC) is a coalition-based organization incubated at St. Joseph's Health which operates as a collaborative community effort of local, county, state, and private agencies who serve the residents of Passaic County. The Mission of HCPC is to create a thriving and sustainable community coalition dedicated to significantly improving the health and overall quality of life for residents of the Greater Passaic County area by specifically addressing social determinants of health. Through its partnership with 75+ community providers, the HCPC is helping to address the individual needs of clients and larger systemic issues such as improving access to transportation, housing, and food. Learn more at <https://healthcoalitionpc.org/>

About NowPow

NowPow, a Unite Us company, supports whole person care across whole communities with its personalized community referral platform. NowPow's referrals are highly matched and filtered, making it easy to connect people to the right community resources so everyone can stay well, meet basic needs, manage with illness and care for others. NowPow's population health solution provides deep community resource and referral insights to support process improvement, network health and quality, and care access and experience. Learn more at NowPow.com.