

Client Perspectives of using the Connect Oregon/Unite Us Self-Referral Form: Summary Brief, April 2024

Background

In early 2023, sponsors of the Connect Oregon network contracted with researchers at UCSF SIREN for an 18-month implementation evaluation.¹ The Connect Oregon statewide closed-loop referral network² includes functionality which enables organizations to have client-facing self-referral forms (known as “Assistance Request Forms” as built into Unite Us technology) embedded into their organization websites. Through these submitted forms, clients can ask for assistance and consent to receive services.

To better understand clients’ experiences with these forms, a survey of clients who had submitted an Assistance Request Form to the 211info Coordination Center or the Lane County Coordinated Entry Program (housing and shelter assistance, staffed by 211info) was fielded between January 2 and March 8, 2024. Clients were offered the survey at the end of the call from a 211info staff member to follow up on the Assistance Request Form. Clients could complete the survey over the phone with the 211info staff member (82%), or on their own through a web-based survey (18%). Clients were offered \$25 gift cards as a thank you gift for responding to the survey.

Sample Characteristics

This survey received 165 responses. Most respondents identified as female (59%), with 25% identifying as male and 1% identifying as nonbinary; gender identity was missing for 16% of the sample. Most respondents identified as white (68%), with 5% identifying as Black/African American, 2% as Native Hawaiian or Pacific Islander, 2% as American Indian or Alaska Native, 1% as Asian, 6% as Multiracial, and 1% as Other Race; racial identity was missing for 16% of the sample. Most respondents identified as not Hispanic or Latino (72%), with 9% identifying as Hispanic or Latino and ethnicity data missing for 19%.

Perspectives on Assistance Request Forms

Most respondents agreed that the Assistance Request Form was easy to fill out (89%), with 76% strongly agreeing (Figure 1). Most respondents agreed that someone had followed up with them quickly after submitting the form (93%), with 82% strongly agreeing (Figure 2). We did not observe significant differences in ratings of ease of form completion or follow up time across gender, race, or ethnicity groups.

¹ For more information on the Connect Oregon evaluation, see [Evaluation Reports](#)

² For more information on the Connect Oregon network, see [Connect Oregon Network](#)

A First Look at Connect Oregon Implementation: Client Survey Results, 2024

Figure 1.

The form was easy to fill out.

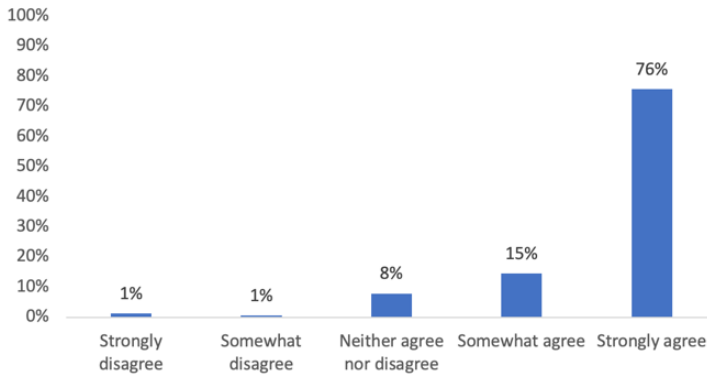
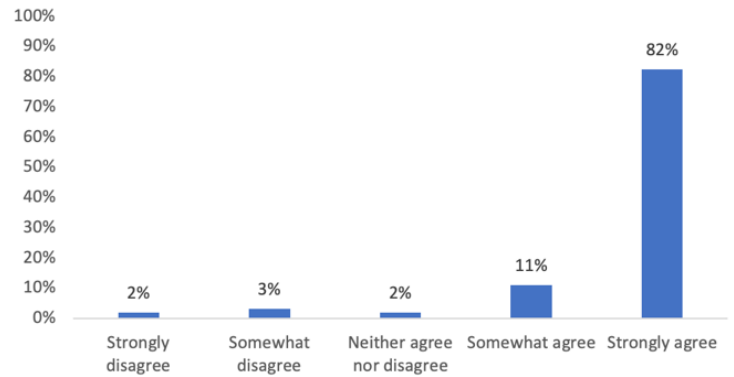


Figure 2.

Someone contacted me quickly.



Most clients reported that they were likely to use the Assistance Request Form again (87%), with 65% saying they were extremely likely to do so (Figure 3). Similarly, most respondents would recommend the form to a friend or family member (93%), with 81% stating that they were extremely likely to do so (Figure 4).

Figure 3.

How likely are you to use this form again?

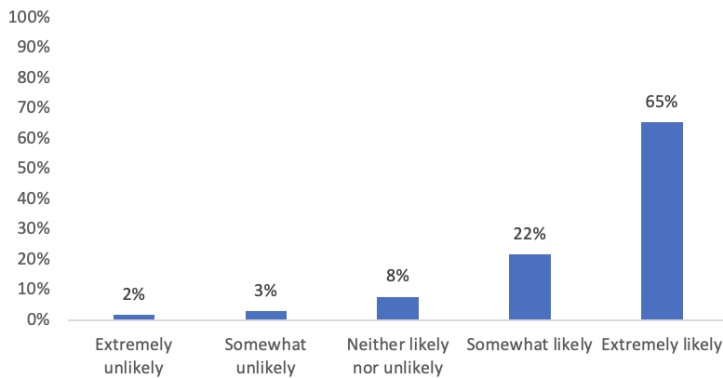
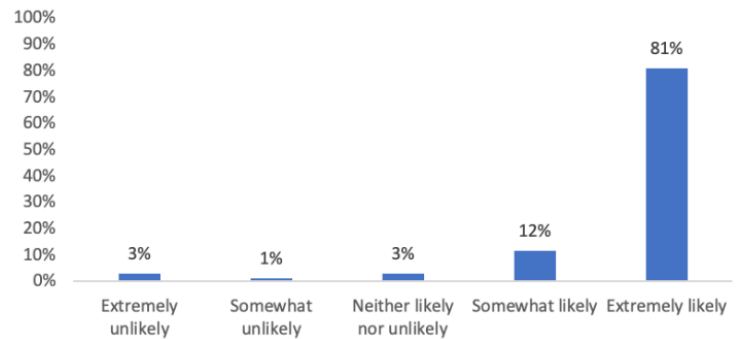


Figure 4.

How likely are you to recommend this form to a friend or family member?



While we did not observe significant differences in likelihood of form reuse or recommendation to a friend or family member across gender and race groups, we did observe that respondents identifying as Hispanic or Latino were somewhat less likely to state they would use the form again (64% vs. 90%). Further, when compared to the 82% of clients who completed the survey by phone, the 18% of clients who completed the survey on their own had lower levels of agreement on “the form was easy to fill out” (93% of those who completed the survey by phone somewhat or strongly agreed vs. 77% of those who completed the survey on their own) and “someone contacted me quickly” (96% vs. 80%) and were less likely “to use the form again” (90% somewhat or extremely likely vs. 73%) or “recommend using the form to others” (97% vs. 73%).

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Additional Insights from Clients

At the end of the survey, respondents were asked if there was anything else that they wanted to share to help improve the Assistance Request Form process. Twenty respondents shared free-text comments at the end of the survey. See a sample of client insights below highlighting things working well and areas to improve in the workflow.

Client Appreciation / Interest in Navigation & Support

“Someone called me back and it was really helpful that someone actually called. It is not often you are able to communicate with someone.”

“Would be easier if there was just one agency handling it all.”

“There needs to be more immediate resources when we are able to connect with someone.”

Client Suggestions for Improving the Form / Process

“Add a form spot for when to best reach the person”

“Was unsure if the link was legit, accessed through face book. So something that would indicate that there was some kind of security when entering my information.”

“Was not aware of the Unite Us platform, said they had filled out a lot of forms and maybe making it more apparent what the platform was would make it less confusing when they received a call back.”

“A confirmation email, as well as a follow up email, including information on summary notes and follow up steps.”

Additionally, in October 2023, the SIREN team received feedback on this survey and the self-referral form from the SIREN Patient Insight Institute’s Experts by Experience panel, a panel of patients who provide feedback and guidance on topics and research projects related to social care and health equity. We observed similar feedback from this panel regarding patients desiring a confirmation of form submission and ensuring that the request form was from a trustworthy source.

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