

# CommunityRx

Prescribing community for health  
and economic vitality

**CommunityRx** is a collective social impact model that utilizes technology, cross-sector collaboration, and youth engagement to generate visibility for all of the vital assets of a community. By design, the model becomes fiscally self-sustaining.

This social impact model is comprised of two entities:

## MAPSCorps

A non-profit organization that collects detailed and accurate place-based data about overlooked community assets in underserved neighborhoods. **MAPSCorps** employs and provides STEM training opportunities to local high school youth who map existing resources in a given area.

## NowPow

A technology platform that connects health care providers, care professionals, and community members with the high quality, local resources they need to stay well and live long. A for-profit social enterprise, **NowPow** is a powerful and efficient care extender aiding all stakeholders in the caring community.

MAPSCorps is one of the data engines that drives NowPow, in turn, NowPow provides fiscal support to MAPSCorps.

## Collective Social Impact

**CommunityRx** leverages the collective interests of many stakeholders—from public health to private enterprise, community organizations to massive health care corporations—to spark the deepest, broadest social impact. The wide array of benefits create multiple revenue and funding sources. With a large number of engaged stakeholders, **NowPow** can keep the cost low for all.

Please contact us at [more@nowpow.com](mailto:more@nowpow.com) to arrange for a demonstration.

## Across the Board Benefits

### Local Youth

Visibility to meaningful jobs, STEM training, and the assets of their neighborhoods

### Community Residents

Visibility to vital health and social services to stay well and live long

### Community Businesses and Service Providers

Visibility and access to local customers

### Community Health Care Providers

Visibility to the needs of patients and the means to better serve them

### Municipal and Community Stakeholders

Visibility to gaps in services and ways to optimize community resources

# NOWPOW

Powering Communities  
with Knowledge



## NowPow Connects Health Care to Self Care

Rather than traditional healthcare, social and environmental conditions are the biggest factors in determining health, especially in underserved communities. As the ultimate care extender, NowPow technology connects people to high quality community resources so everyone has the vital information they need to do good, stay well, and live long.



## NowPow is Curated

NowPow creates customized community resource e-prescriptions that extend, complement and complete care plans. While we have an enormous inventory of resources, e-prescriptions are personalized to the patient based on their address, conditions, age, gender and language spoken to create a set of service referrals just for them.



## NowPow is Comprehensive

The NowPow taxonomy has over 25 health and social service categories and 250 service types to select from. This serves as the detailed filing system we use to house the tens of thousands of local assets in our inventory, and our numbers are only growing.



## NowPow Cultivates Commitment

Patient engagement tools are embedded throughout our technology to nudge patients and keep self care top of mind, increasing the likelihood of taking action.

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**We help people know where to go.**

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## NowPow is Connected

We provide multiple easy-to-use touchpoints to deepen the patient relationship while simultaneously lightening workloads.

### Our Broadest Touchpoint

Our technology includes seamless EHR integration, so providers can automatically generate and deliver customized e-prescriptions at the point of care.

### Our Expert Touchpoint

This solution helps care professionals operate at the top of their license. Any individual that extends care past the provider's office can use this tool to easily access self care plans and customize them to meet the needs of their patients.

### Our Closing the Loop Touchpoint

In the referral tracker, service providers update referral information which allows care professionals to monitor patient activity and report on referral success rate.

### Our Community Touchpoint

NowPow provides a single place where patients can find vital services in their neighborhoods.

### Our Field Touchpoint

Mobile-enabled applications empower patients and community health workers to create self care plans and search for services in non-clinical settings.



## NowPow is a Catalyst

As part of our collective social impact model, we partner with MAPSCorps, a youth employment and STEM training program that acts as NowPow's data engine by collecting data on community assets. By making these resources visible to the people who need them most, NowPow creates jobs, supports local businesses and nurtures healthier, more vibrant communities.



## MAPSCorps

### Meaningful, Active, Productive Science in Service to Communities

Born on Chicago's South Side, MAPSCorps is a nonprofit organization that cultivates more vibrant, connected communities by providing urban youth with meaningful employment and STEM training opportunities while shining a light on local resources through comprehensive community asset mapping.

MAPSCorps pairs local high school students with science-oriented college students. Together, they walk every block of underserved neighborhoods, collecting place-based data about all public-facing businesses and resources.

312 vs. 46

Violence Prevention organizations identified by MAPSCorps compared to Google search

## Collective Social Impact

MAPSCorps is part of CommunityRX, a collective social impact model designed to improve community health and well-being. MAPSCorps powers the data engine of a healthcare technology platform called NowPow, which connects low-income patients with hyperlocal, high quality health and social resources. In turn, NowPow provides MAPSCorps with fiscal support.

This model sparks broad social impact. When more people have better access to the information they need to stay well and live long, healthcare costs go down, local businesses prosper and communities thrive.

## Benefits to Communities

### Visible Resources, Revitalized Communities

Community asset mapping produces reliable, up-to-date information about local resources that can be used by healthcare professionals, policymakers, researchers, leaders and residents to improve the health and well-being of all people, businesses and communities.

## Benefits to Youth

### Youth Employment in High Needs Communities

University of Chicago Crime Lab research shows that youth employment during high school years has a substantial reduction (43%) in short term violent crime arrests.

1 out of 2

MAPSCorps students report that MAPSCorps was their first employment experience

### STEM Workforce of the Future

MAPSCorps students become confident, capable and job-ready, developing research, data collection and technology skills while becoming stronger communicators and learning the importance of healthy habits and lifelong wellness.

76%

Youth report feeling job-ready after participating in MAPSCorps