

SUCCESS STORY



ENGAGEWELL IPA
COMMUNITY HEALTH SOLUTIONS
FOR NEW YORK

ENHANCING IMPACT:

EngageWell IPA's Focus on Social Determinants of Health



FROM THE CLIENT'S PERSPECTIVE

The Value of Partnerships



"Addressing basic human needs, like food insecurity, is not only a personal priority but a professional commitment, and we at EngageWell are hopeful that, with the right evidence base, these services will become integrated into our health system as fundamental standards of care."

CHRISTOPER JOSEPH
EngageWell IPA Executive Director

"The partnership with SDG Consulting to develop our performance dashboards has been a significant advancement for our network and our IPA, enhancing our ability to understand impact and drive sustainability in our initiatives."

CHEYENNE STEWART
EngageWell IPA Director of Strategic Implementation





BACKGROUND

[EngageWell IPA](#) was established in 2016 by 21 nonprofit health, housing, and human service organizations with a shared commitment to fighting the HIV epidemic, supporting people who use drugs, and improving New York State's Medicaid Health Home program. The organization focuses on aiding its provider network during New York's transition to value-based payment and Medicaid reform. Through innovative care management and services rooted in harm reduction and trauma-informed principles, EngageWell empowers individuals to lead healthier lives, avoid unnecessary hospital visits, secure stable housing, and prevent behavioral health crises.

Recognized by the NYSDOH as a leader in addressing social determinants of health (SDOH), EngageWell secured \$2.5 million from the Federal Communications Commission and \$2 million from private foundations and Medicaid Managed Care to pilot SDOH interventions in low-income communities. Launched in July 2022, EngageWell's flagship initiative, *Care Your Way*, integrates medical care, behavioral health, and SDOH services via digital health platforms.

In 2022, as [SDG Group](#) was concurrently collaborating with [Akuity](#) to address the digital transformation of the behavioral health sector, EngageWell also began partnering with SDG Group. The goal of their partnership was to measure the impact of *Care Your Way* SDOH interventions, particularly nutrition and small financial rewards for daily medication adherence, on overall health outcomes and healthcare utilization.

[Keep reading to learn more!](#) 



PROJECT CONTEXT

EngageWell and SDG Group established a collaboration in 2022 to create an analytical “proof of concept” database to support the evaluation of two smartphone based health interventions:

Wellth, an app that leverages behavioral economics and habit formation science to help people create, establish, and maintain daily behaviors that improve medication adherence, rewarding patients with small financial incentives (up to \$30/month).

Tangelo, a food benefits platform, integrated with nutrition education, that allows participants to order home-delivered meals or groceries.

SDG Group built a **pilot data system** that matches SDOH data with ER and hospital use data from NYC Health Information Exchange (Bronx RHIO) to uncover the impact of the SDOH platforms on health outcomes and care utilization.

The pilot program is entering its third year in 2025, providing EngageWell and its providers with customized analytics applications and integrating otherwise unrelatable data into a single analytical platform. This platform leverages both Microsoft Azure Architecture and PowerBI for data visualization and reporting.





KEY CHALLENGES

Prior to collaborating with SDG Group, EngageWell IPA encountered several challenges in managing their data. These hurdles highlighted the need for secure, automated solutions to streamline and standardize data for effective use. These challenges included:



MULTIPLE DATA SOURCES

EngageWell's 21 health care providers each use different EHRs or care management systems, making the generation of standard, patient rosters an incomplete and often a manual process. Other data sources, like PSYCKES or BronxRHIO, require the creation of Unique Patient Identifiers to be able to supply sensitive health data anonymously.



LIMITED DATA INTEGRATION

As data is ingested from many different source systems, out-of-the-box integration capabilities are non-existent. The main challenge was providing a secure data integration platform that allows for automated data consolidation, where manually created Excel files are the main data exchange format.



VARIED DATA QUALITY

After data retrieving was made possible, data quality became the major challenge. A lack of crucial information to uniquely identify entries required the creation of unique primary keys by leveraging identification and classification algorithms.



LACK OF DATA CONSOLIDATION

Each organization has its own data governance. Therefore, when consolidating data, it became challenging to reconcile the same records with a unique primary key while also reconciling data labelling and data format.



PROJECT APPROACH

Conscious Building, Innovating, Sharing & Empowering Users



PROJECT APPROACH

01 CONSCIOUS BUILDING

Data Integration

This involved connecting and consolidating multiple data sources from different organizations into a centralized environment. It required selecting the right technology based on budget and complexity to ensure effective integration.

Azure Environment

The platform was built on an Azure environment and designed to address the sensitivity of data, including medical records, patient health information, and substance use. This ensured compliance with regulations and tackled security challenges to enable the secure sharing of analyses.

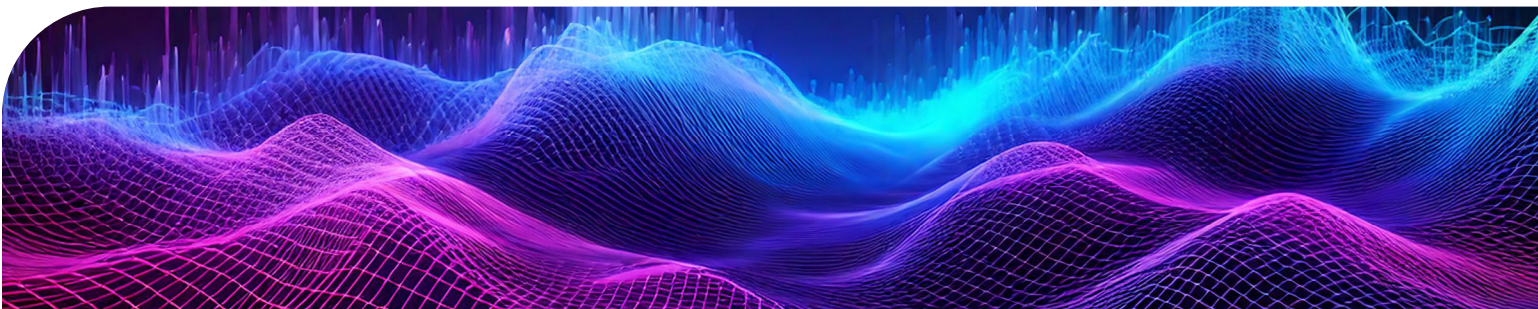
02 INNOVATING

Power BI Dashboards

Power BI visualizations were implemented to deliver a guided analytics experience. These dashboards enable users to filter data based on key indicators such as race/ethnicity, age, and agency, providing valuable insights tailored to their needs.

Real-Time Insights

Daily, weekly, and quarterly data extractions enable the tracking of various metrics and trends, enhancing team alignment and improving communication timelines.



PROJECT APPROACH (CONT.)

03 SHARING

Collaborative Platform

Security measures were implemented to prevent the disclosure of sensitive data when sharing analyses with other participants. This approach eliminates the need to create multiple user accounts across data sources and fosters transparency among organizations.

Support and Maintenance

Operational support was provided throughout successive project phases, ensuring success while enabling the incorporation of new analyses, data sources, agencies, and more advanced analytics.

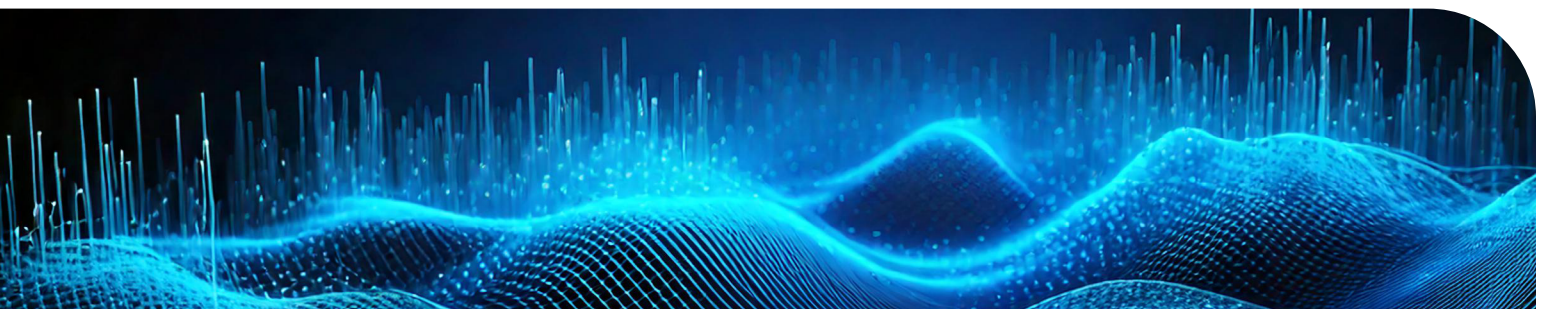
04 EMPOWERING USERS

Optimization

We assisted EngageWell in identifying key performance indicators and implementing strategies to track crucial data efficiently across teams. This improved reporting processes, ensured data accuracy, and enhanced collaboration for better decision-making.

Continuous Communication

Efforts were centered on empowering users in self-service environments while improving the overall efficiency and effectiveness of the end-to-end solution.





SOLUTION APPROACH

Business Stack, Technology Stack & Architecture Solution Design

BUSINESS STACK APPROACH



IDENTIFYING CHALLENGES

Initial meetings with stakeholders were conducted to identify their needs and determine appropriate approaches.



CONSTANT FEEDBACK & FOLLOW-UP

SDG Group held weekly meetings with stakeholders to ensure smooth implementation.



MEETING WITH PARTNERS

Partner meetings focused on key insights and how to address strategic goals.



PARTNER-ORIENTED APPLICATIONS

Applications were developed with the goal of creating relationships between suppliers and agencies.

CHALLENGES

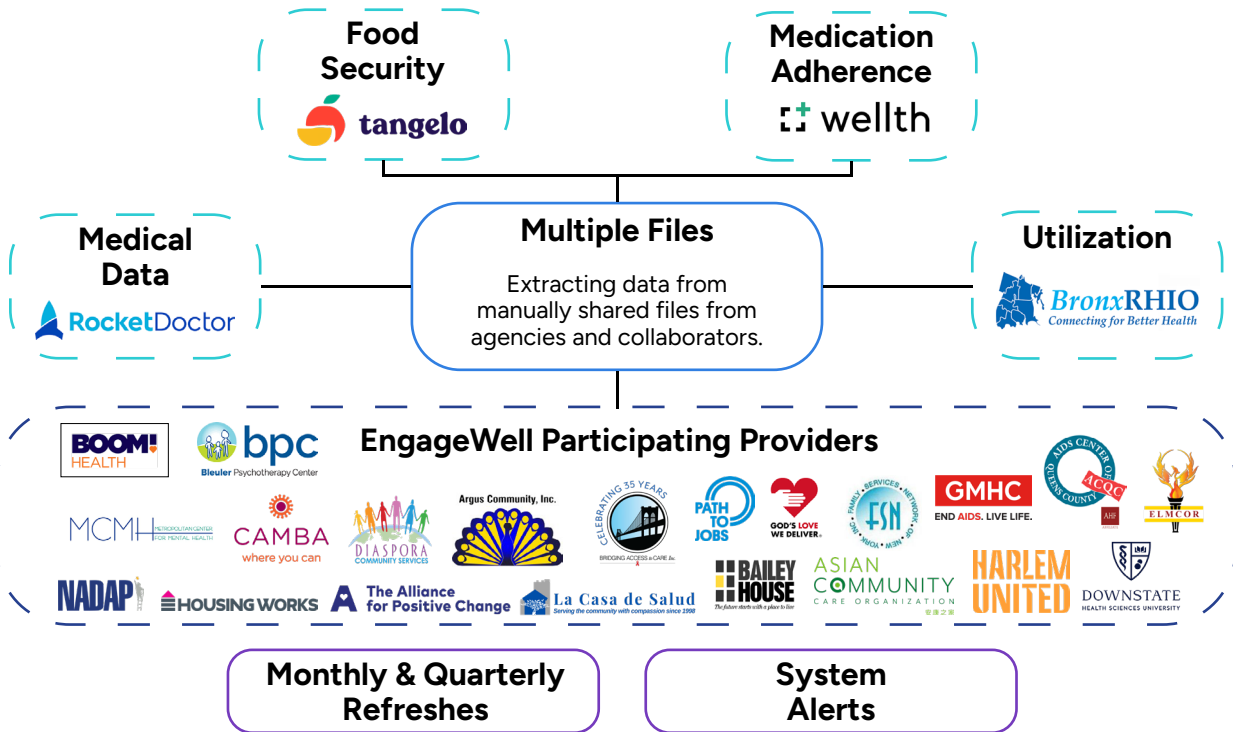
- Facilitating data analysis in a cross-team environment without standardization
- Leveraging manually filled Excel files as the only source of information
- Connecting external data sources without automation
- Developing data quality initiatives with a lack of agency resources

BENEFITS

- Creating a unique patient identifier for data integration from many different sources
- Designing new apps, metrics, and KPIs that were previously impossible to visualize
- Automating and distributing reports for ease of access
- Obtaining insights and new key drivers for more complex analysis



TECHNOLOGY STACK APPROACH



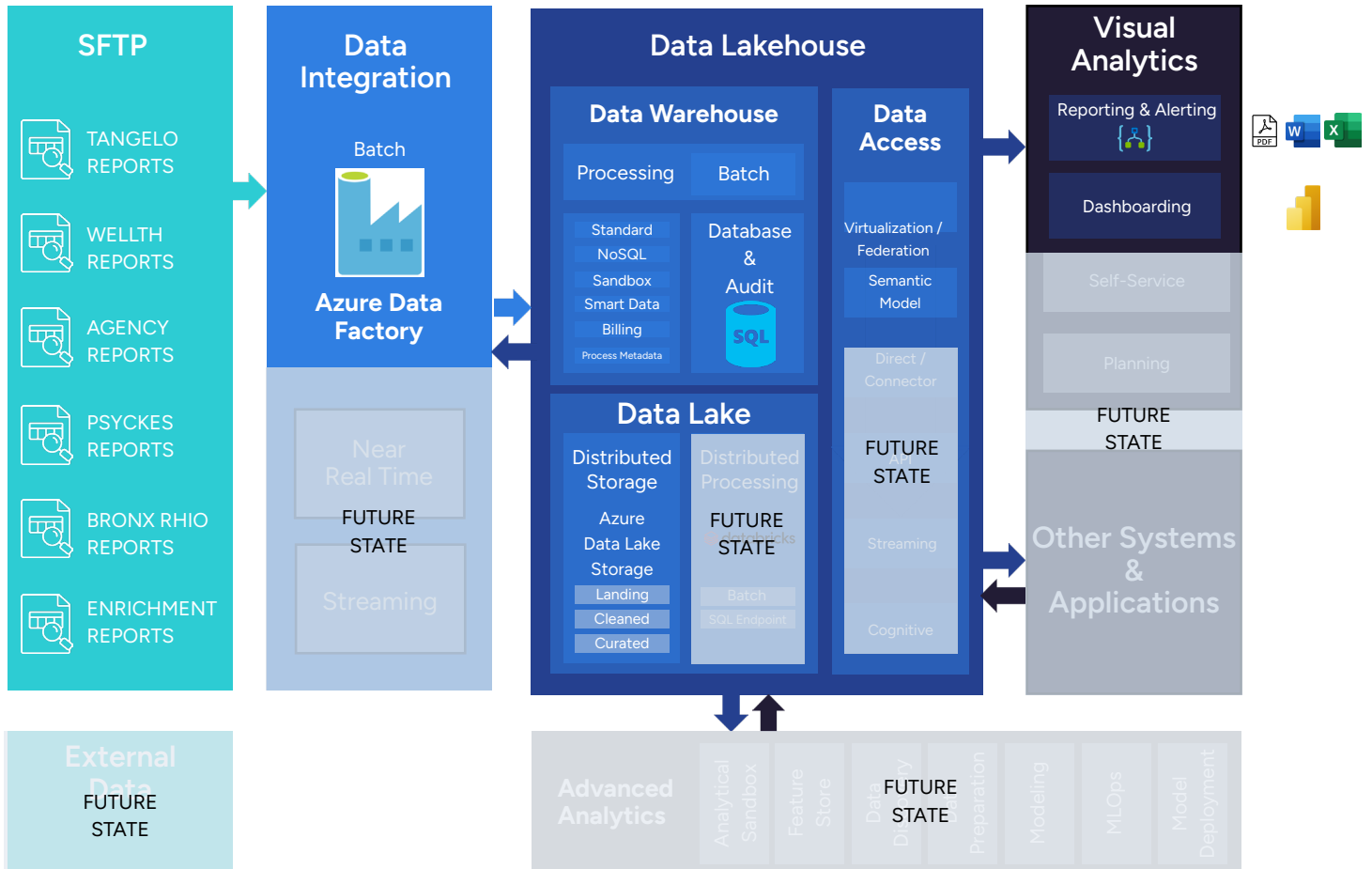
CHALLENGES

- Manual processing of files without automated ingestion
- Difficult to share data across the agencies
- Limited ability to showcase the program’s benefits to interested donors and funders
- Lack of possibilities to create organization wide analysis and standardize reports

BENEFITS

- Creation of a single Azure-based data platform to guarantee data security
- Creation of a proper data warehouse that accommodates the inclusion of new sources and analyses
- Ability to showcase the impact of interventions in patients’ life to funders and government programs
- New Insights will help provide a better view on eligibility criteria for future interventions

ARCHITECTURE SOLUTION DESIGN





IN CONCLUSION

Key Business Outcomes, Takeaways & Looking Forward

KEY BUSINESS OUTCOMES

At the conclusion of these data visualization initiatives, EngageWell achieved the following key business outcomes:

- ✓ **Enhanced collaboration** between agencies by making information accessible through an unified framework
- ✓ A **state-of-the-art analytical data system** with strict data security and anonymization policies
- ✓ **Reduction in manual exportation** and **manipulation** of data reporting

KEY TECHNOLOGY OUTCOMES

As a result of these data visualization initiatives, EngageWell realized the following key technology outcomes:

- ✓ Integrated data from **21** non-profit agencies, **2** SDOH platforms, and **1** health information exchange
- ✓ Combined of **thousands** of isolated agency based reports into a single relational database to enable **descriptive analytics**
- ✓ Created **3** dynamic Microsoft Power BI **performance dashboards** that are refreshed on a monthly basis
- ✓ Replaced manual processes with **automated data treatment pipelines**



KEY TAKEAWAYS



BUILDING TRUST THROUGH DATA GOVERNANCE

Data governance is essential for achieving transparency and trust in data-driven decisions. A well-defined framework ensures data accuracy, reliability, and security by establishing clear roles, processes, and monitoring practices. Consistently tracking data quality fosters accountability, supports regulatory compliance, and enables organizations to derive meaningful insights with confidence.



DRIVING BETTER OUTCOMES WITH INTEROPERABILITY

Ensuring seamless data exchange among healthcare organizations is vital for sustaining the continuum of care. Interoperability enables timely access to accurate patient information, improving care coordination, reducing errors, and enhancing outcomes. It also supports population health initiatives, boosts efficiency, and ensures compliance, creating a more connected and patient-centered healthcare system.



OVERCOMING RESISTANCE FOR LASTING CHANGE

Successful change management hinges on adopting new work habits and promoting transparency across departments. It requires clear communication, effective training, and fostering collaboration to build trust and ensure alignment. Breaking down silos and addressing resistance are crucial steps, along with celebrating quick wins and consistently reinforcing the benefits of the changes.



HARNESSING THE POWER OF DATA VISUALIZATION

Data visualizations empower organizations to identify areas for action, make informed decisions, and drive meaningful impact. By transforming complex information into clear, actionable insights, data visualizations enable leaders to allocate resources strategically, address challenges proactively, measure outcomes effectively, and foster innovation.

LOOKING FORWARD

Building on the success of the initial analytical “proof of concept” database, EngageWell IPA and SDG Group are committed to advancing their collaboration to deliver even greater impact.

The next phase focuses on expanding data sources to include more providers and patient data, creating a richer and more comprehensive dataset for deeper insights. Alongside this, cultivating a culture of data stewardship will empower stakeholders to take ownership of data quality, accuracy, and compliance, ensuring a solid foundation for future growth.

Additionally, by implementing robust data quality standards and improving data literacy, EngageWell aims to enhance trust in their data assets while equipping employees with the skills needed to effectively interpret and apply insights. Strengthening data security will remain a priority, safeguarding sensitive information while maintaining responsible access.

Finally, by automating data integration, enhancing AI capabilities, and delivering timely, actionable analytics, this partnership will enable informed decision-making and drive transformative healthcare outcomes. Together, these initiatives pave the way for continued innovation and improved patient care.



SDG GROUP

SDG Group, a leading global consulting firm, is committed to helping organizations #GoBeyond with AI, Data, and Analytics. With over 2,000 employees across North America, Europe, and the Middle East, SDG builds state-of-the-art solutions by combining more than 30 years of unique industry expertise with a technology agnostic approach. We support our clients by prioritizing business agility, market adaptability, and unlocking hidden potential through responsible data-driven transformation.

For more information, learn about our initiatives, visit us at <https://sdggroup.com/>.



ENGAGEWELL IPA

EngageWell IPA was created by New York City not-for-profit organizations working together to offer coordinated, integrated treatment options that include addressing social determinants of health—housing, nutrition, economic security. Our 20-member agencies have a long history of engaging and caring for New Yorkers: (1) Of all races, nationalities, gender identities and sexual orientations; (2) Who are low-income, including those who are homeless or unstably housed; (3) With serious medical and behavioral health conditions even if they are actively using alcohol and/or drugs.

EngageWell's service network empowers and enables individuals to live healthier lives and stay out of the hospital; secure and maintain housing; and avoid preventable behavioral health crises.

