



## Making Referrals to the HUB: Setting Patients Up for Success

Referrals are most effective when they are introduced as a trusted, coordinated part of a person's care, not as a separate or optional service. How you present the HUB can significantly influence whether individuals engage and follow through.

### **Position the HUB as Part of the Team**

When introducing the HUB, emphasize that it is an extension of your team working together to support the individual's needs. This helps build trust and reassures the person that they are not being "sent elsewhere," but rather supported through a coordinated approach.

#### *Example:*

"Our team partners closely with the HUB to connect you with additional support. They're an extension of our team and will help make sure you get what you need."

### **Set Clear Expectations**

Let individuals know what will happen next. When people expect a call or outreach, they are more likely to answer and engage.

#### *Example:*

"Someone from the HUB will be reaching out to you soon to talk through options and next steps."

### **Express Encouragement and Confidence**

Your tone matters. A strong, positive recommendation reinforces that this is valuable and worth their time.

#### *Example:*

"I highly encourage you to take advantage of this as it can be really helpful."

### **Keep It Simple and Relevant**

Briefly connect the referral to what matters most to the individual (safety, independence, managing a condition, etc.). This increases motivation and relevance.

### **Why This Matters**

When referrals are presented clearly and confidently:

- Individuals are more likely to answer outreach from the HUB
- Engagement and enrollment in services increases
- Follow-through improves
- Outcomes are stronger



In contrast, referrals that are presented passively or without clear expectations are less likely to result in connection or participation.

### **Bottom Line**

A strong introduction from a trusted partner can make the difference between a missed opportunity and a successful connection to needed services. Framing the HUB as part of the team and expressing genuine encouragement helps ensure individuals get the support they need in a timely manner.

### **This aligns perfectly with what Community Care Hubs do**

The research supports the idea that successful referrals are not merely about identifying a need and transmitting information. They are about:

- Trust
- Expectation setting
- Relationship transfer
- Follow up
- Accountability through closed-loop communication

In other words, **the effectiveness of the HUB begins before the HUB ever makes the first call.** The referring partner plays a critical role by framing the HUB as a trusted extension of the care team and encouraging participation. That introduction can significantly influence whether an individual answers the phone, engages with a navigator, enrolls in services, and ultimately benefits from the support being offered.

### **Warm Handoffs for Improving Client Receipt of Services: A Systematic Review**

Thank you for your continued partnership and for the important role you play in connecting individuals with the support they need.

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