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Connect 313 Provides Tech-Enabled Healthcare, [Detroit Low-Income Seniors

By RISMedia Staff

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Connect 313—a collaborative organization founded by the City of Detroit, Rocket Mortgage Classic, and United Way of Southeastern Michigan that aims to close Detroit’s digital divide—recently annou tablets, digital training and tech-enabled healthcare services to thousands of low-income seniors thr

This effort, called “Connecting Seniors,” is made possible through the Connect 313 Fund and by a g the Michigan Coronavirus Task Force on Racial Disparities Rapid Response Initiative. This is the fir 313 and is emblematic of the organization’s collaborative, community-driven model of investment, w together to ensure all Detroiters can access the digital world and the opportunity it brings.

“The disparity in digital equity is a systemic, generational issue that was exacerbated by the COVID-19 pandemic,” said Edmonds, digital director for the city of Detroit and chief advocate of Connect 313. “Connect 313 is a community ecosystem approach to eradicate the digital divide. We’ve already made great strides in connecting resources, but we must not lose focus on our seniors who are facing economic hardship and persist that make telehealth a distant reality. I’m thankful for the numerous partners that have convened to t securing resources for our community.”

Connect 313 will coordinate the distribution of devices and digital resources with the support of partn Focus: HOPE, Wayne State University, human-I-T, Microsoft + Accenture, United Way for Southeast Community Fund (formerly Quicken Loans Community Fund).

The success of this initiative relies on the unique capacity each partner brings to bear:

Focus: HOPE currently delivers monthly food boxes to 41,000 low-income seniors in southeastern I essential services. Connect 313 will leverage these distribution networks and relationships to deliver

human-I-T is the technology and connectivity provider for Connecting Seniors. They will provide the along with Wi-Fi-enabled hotspots and technical support services.

Wayne State University will provide a holistic suite of clinical and other health-related services inclu healthcare. This includes an application that bundles existing **Microsoft + Accenture** telehealth and University’s suite of services. Services will be coordinated from Wayne State’s Schools of Medicine, Applebaum College of Pharmacy and Health Sciences, School of Social Work and Institute of Geror

United Way for Southeastern Michigan, as the administrator of the Connect 313 Fund alongside t **Community Fund** (formerly Quicken Loans Community Fund), was the grant writer and will oversee outcome.

“Throughout the pandemic it has become abundantly clear that we need to be creative in how we cc resources,” said Jay Farner, chairman of the Connect 313 Fund Board of Directors and CEO of Rock thanks to the support of the State of Michigan, provides an impactful solution for our seniors to acce committed to changing the course for Detroiters through the Connect 313 Fund.”

This effort is a direct intervention for a cohort that has been severely impacted by persistent inequities disparities and other poor outcomes, according to the company. [A recent study by Wayne State University /medicine/news/2020/08/14/dying-before-their-time-wayne-state-analysis-reveals-a-startling-population-38858#:~:text=August%2014%2C%202020-,Dying%20Before%20Their%20Time](#)

[%3A%20Wayne%20State%20analysis%20reveals_startling%20population%20trend%20in%20Detroit=The%20alarming%20trend%20was%20uncovered_State%20University%20School%20of%20Medicine](#) living in Detroit die at two-and-a-half times the rate of older adults living in the rest of Michigan. More experienced disproportionate impact from the COVID-19 pandemic, both in healthcare outcomes and in access to services. Access and adoption of tech-enabled healthcare is critical to mitigating these inequities.

In addition to receiving the physical devices and training to use them, seniors and their caregivers will receive an application to connect them to the Wayne State University suite of healthcare services, in addition to support from Microsoft + Accenture in response to COVID-19. The initiative aims to deliver devices, training and support to low-income seniors and their caregivers within the next three months.

Seniors and caregivers who are interested in participating in the program can contact Focus: HOPE

For more information, please visit www.quickenloans.com (<http://www.quickenloans.com>).

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