



Groundbreaking online initiative improves uninsured New Yorkers' access to health and social services

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Greater New York Hospital Foundation (GNYHF) has launched the Health Information Tool for Empowerment (HITE) the first and only online directory that connects uninsured and under-insured New Yorkers with available resources. Millions of uninsured and underinsured individuals are struggling to afford the services they need and are unaware of free or low-cost health care options in their community. With a click of the mouse, HITE provides users with information about thousands of free and low-cost programs and services. All of this information is available to health and social service professionals working with low-income clients in one free, easy-to-use directory, at www.hitesite.org.

"Before HITE, there was no central clearinghouse paper or Web-based that identified the many government, non-profit, and private sector resources available to uninsured individuals," said Kenneth E. Raske, President of Greater New York Hospital Association, of which GNYHF is a subsidiary. "Thanks to HITE, millions of uninsured and under-insured New Yorkers will learn about valuable programs and services available to them in their own communities."

HITE users can search for resources by zip code, services offered, medical conditions treated, and languages spoken. Within seconds, HITE identifies a variety of programs and organizations that meet each uninsured client's unique needs. Additionally, HITE has an eligibility calculator that quickly determines if a person is likely to qualify for one of New York State's public health insurance programs.

Recognizing the importance of local input to ensure HITE's success, GNYHF collaborated on the project with the Greater Southern Brooklyn Health Coalition, the Northern Manhattan Community Voices Collaborative, and the Mothers and Babies Perinatal Network of South Central New York.

"Health and social service professionals face enormous daily time pressures," said GYNHF Vice President Rima Cohen. "HITE's goal is to enhance their ability to meet the complicated needs of their uninsured clients, and ultimately increase the health and well-being of uninsured and underinsured New Yorkers."