

A Roadmap for Public-Private Partnerships



Community Health Centers

► Action 1: Identify Unconnected Patients in Partnership with ISPs

Telehealth has become a critical lifeline for care during the pandemic and is a driver of Congress' \$65 billion broadband investment in the bipartisan infrastructure bill. Unfortunately, community health centers report that as many as 30% of their patients do not have access to telehealth because they do not have a home broadband connection. To address this issue, health centers should partner with local ISPs to identify which of their patients are without broadband. EducationSuperHighway is now working with ISPs participating in the K-12 Bridge to Broadband program to make its confidential data exchange platform available to community health centers in a HIPAA compliant fashion.

► Action 2: Conduct Outreach to Unconnected Patients to Enroll Them in the Affordable Connectivity Program

As a trusted institution, community health centers are uniquely positioned to help unconnected patients overcome the barriers that prevent them from accessing affordable broadband programs. Health centers should partner with state or local broadband adoption centers to implement outreach campaigns to help patients enroll in the Affordable Connectivity Program. This will help unlock the power of telehealth for at-risk populations and help address one of the social determinants of health that impacts the lives of health center patients.



Community-Based Organizations

► Action 1: Support Local Adoption Campaigns as Trusted Community Voices

Community-based organizations (CBOs) play a vital role as trusted partners to unconnected households in America's most unconnected communities. They are well-positioned to build awareness and trust for affordable broadband programs and should be critical partners in outreach campaigns to enroll eligible households in the Affordable Connectivity Program.



Corporations

► Action 1: Deploy Marketing Resources and Leverage Physical Locations to Build Awareness and Enroll Eligible Households in the Affordable Connectivity Program

Corporations can be force multipliers in the effort to build awareness and enroll unconnected households in the Affordable Connectivity Program. They can help accelerate closing the affordability gap by deploying their marketing resources to build awareness, encouraging employees to participate in outreach programs, and using their physical locations in America's most unconnected communities as enrollment centers for households without Internet access. This last approach, modeled after Boost Mobile's turning its storefronts into polling places¹³, can be a transformative CSR experience for corporations and their employees while providing significant support to their unconnected customers.

► Action 2: Support Ongoing Advocacy Efforts to Close the Affordability Gap at the Federal, State, and Local Level

Closing the broadband affordability gap is critical for the competitiveness of American companies. Without home broadband, over 20% of America's workforce cannot work remotely or access the job training needed to qualify for the millions of jobs corporations are unable to fill. Businesses should continue to focus their advocacy efforts on closing the digital divide at the federal, state and local level, with a particular focus on ensuring that state and local governments are allocating significant resources to affordable broadband programs and adoption of the Affordable Connectivity Program.