

ConnectRx Wisconsin

ConnectRx Wisconsin supports black pregnant and birthing patients in Dane County. ConnectRx links patients with community health workers and doulas. These team members offer care, help, and guidance. The program helps patients find services, get care, and feel supported. The goal is to improve birth outcomes and overall health.

Screening Process

All pregnant patients at UW Health and partner clinics are screened as part of their regular care. This screening helps see if a patient qualifies for the ConnectRx program. Not all patients will qualify. Even so, all patients are connected to services that best meet their needs.

To qualify for the ConnectRx program, patients must:

1. Identify as African American/Black
2. Have a positive pregnancy test
3. Screen positive for one or more of the five Social Determinants of Health (SDOH) domains

Social Determinants of Health (SDOH)

We use a short screening (Social Determinants of Health screening) to learn more about your needs. This helps us know if ConnectRx is a good fit for you.

This screening looks at five key areas that can affect health:

- Housing
- Financial assistance
- Food access
- Transportation
- Stress

High risk means you screened positive in one or more of these areas.

- Housing
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- Stress

The Role of the Community Health Worker (CHW)

A community health worker, or CHW, is part of your care team. They help support you during pregnancy and after birth.

Your CHW can help you find:

- Housing support
- Food support
- Rides to health care appointments
- Job and work support
- Help with money concerns

CHWs also offer support, listen to your concerns, and speak up for you. They help you reach your goals for a healthy pregnancy and life after birth.

Program Goal

The goal of ConnectRx is to improve the health of you and your baby by helping connect you with helpful services and resources.

You may get help with housing, food, travel, money concerns, and other needs that affect your pregnancy and health.

Support is based on your needs and may last through your baby's first year of life. If you choose, you may also work with a doula for added support during pregnancy, birth, and after birth.

Program Partners

- Access CommunityHealth Centers
- Group Health Cooperative – South Central Wisconsin
- SSM St. Mary's
- Madison MetropolitanSchool District
- Public Health MadisonDane County
- United Way of DaneCounty
- UnityPoint Health –Meriter
- UW Health

For More Information

To find out more about this program, please contact:

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Your health care team may have given you this information as part of your care. If so, please use it and call if you have any questions. If this information was not given to you as part of your care, please check with your doctor. This is not medical advice. This is not to be used for diagnosis or treatment of any medical condition. Because each person's health needs are different, you should talk with your doctor or others on your health care team when using this information. If you have an emergency, please call 911. Copyright © 5/2026 University of Wisconsin Hospitals and Clinics Authority. All rights reserved. Produced by the Department of Nursing HF#8197