

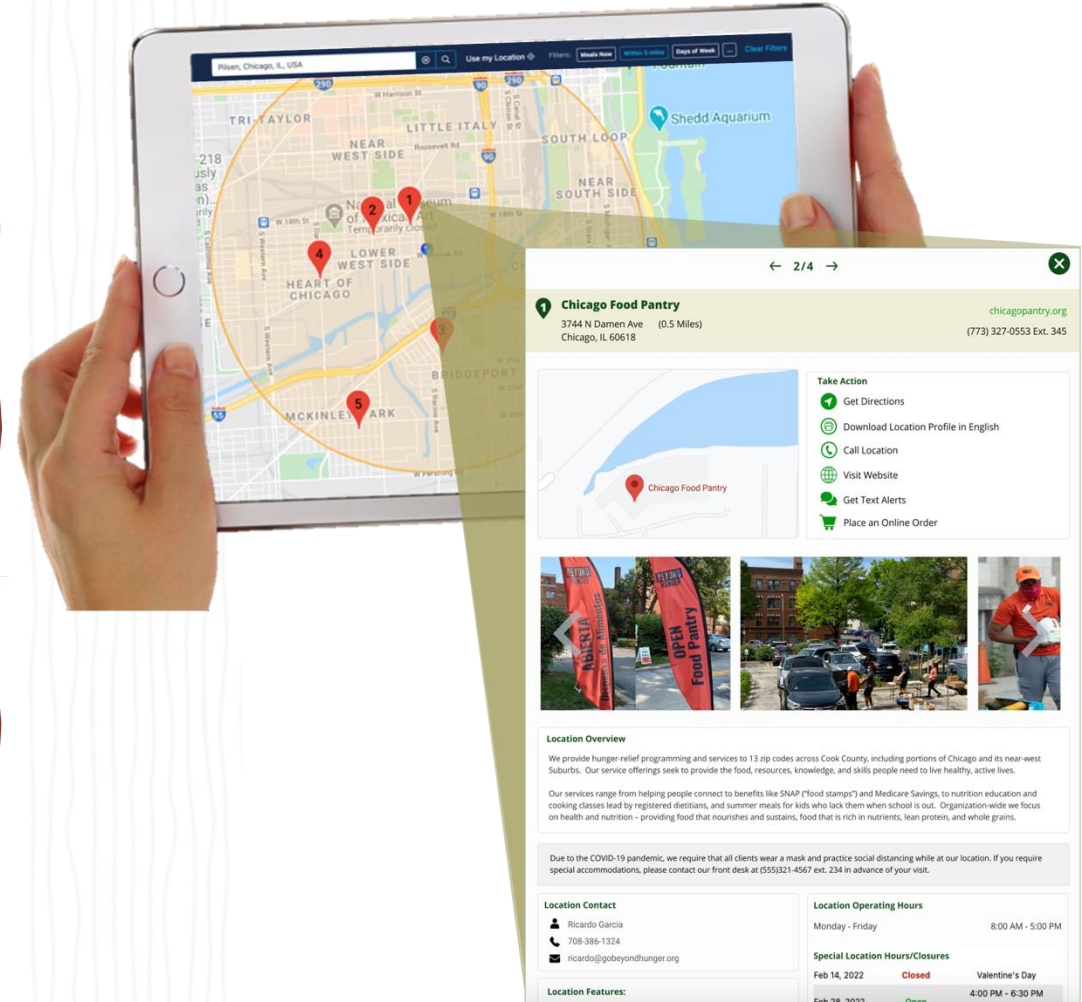


# Foodlink

NOURISHING LIVES

## Our Experience Implementing Vivory

**Mike Pitts**  
*VP, Operations & Technology*



# Improving Access to Food Resources

## Inconsistent Mobile Display

The previous find food map did not display consistently on mobile devices, limiting quick and easy access.

## Limited Food Program Details

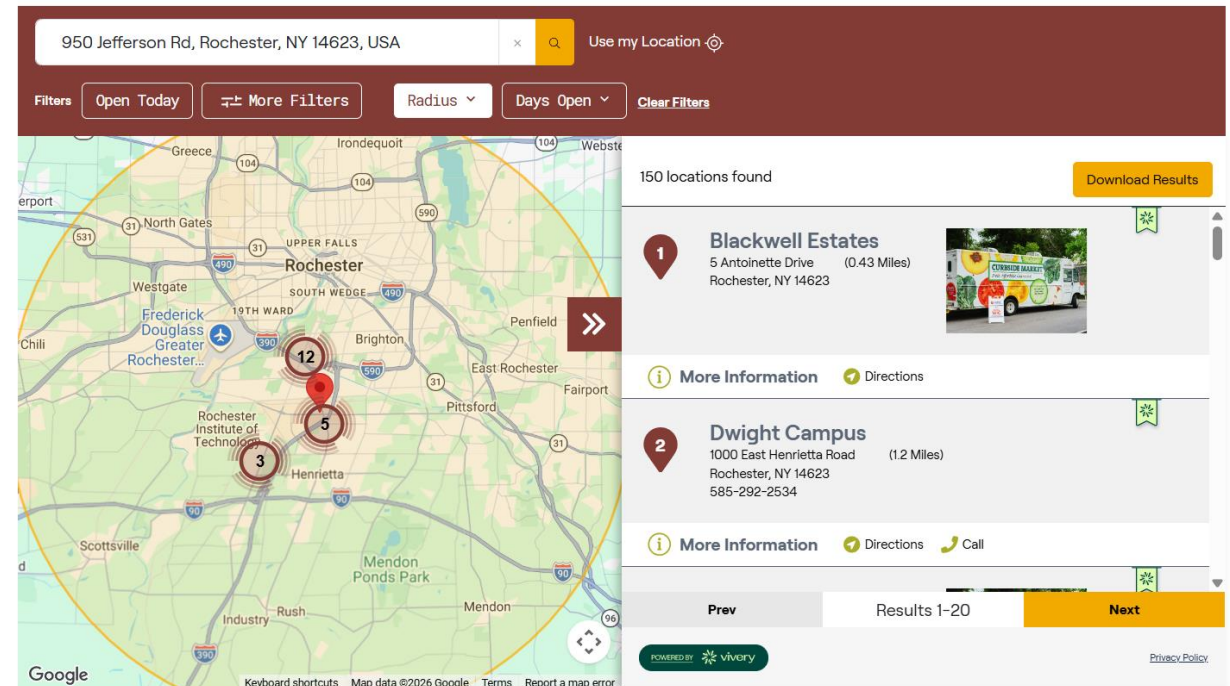
Users lacked detailed info like open hours, products and services offered, making it hard to find suitable programs.

## Maintenance Burden

Centralized data updates created scalability issues and outdated records in a dynamic food network.

## Mission-Focused Solution

Vivory was chosen to improve access, data accuracy, and reduce maintenance while enhancing user experience.



# Why Vivery?

## Enhanced User Experience

Vivery offers a modern, mobile-friendly interface, ensuring reliable access for users in urgent situations.

## Richer Program Profiles

The platform provides detailed program profiles including hours, services, products, and photos for informed decisions.

## Member-Driven Updates

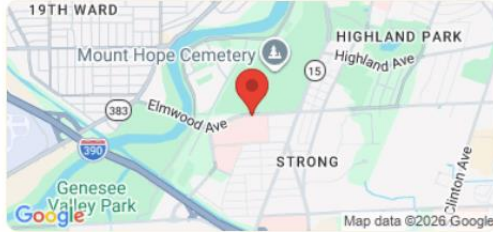
Food programs can claim and update their profiles, improving accuracy and reducing administrative burden.

## Insightful Data Analytics

Vivery provides visibility into search behavior and data trends to support strategic community planning.

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**URochester Medicine Food Pantry**  
601 Elmwood Ave (2.58 Miles)  
Rochester, NY 14642



TAKE ACTION

Get Directions

Download Location Profile

Check SNAP Eligibility



Location Overview

You can find food pantries at the following URochester Medicine practices:

- Strong Memorial Hospital - Patient Discharge Office

- Brighton Health Center

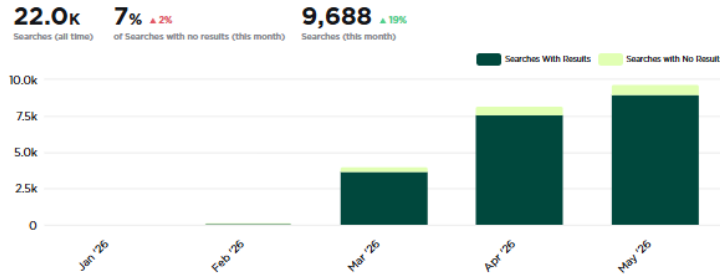
- Manhattan Square Family Medicine

- Highland Physician Office Building - Geriatrics and Medicine Associates

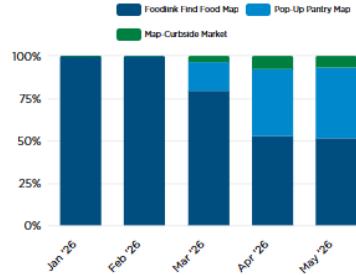
- Culver Medical Group

# Empowering Members + Improving Access

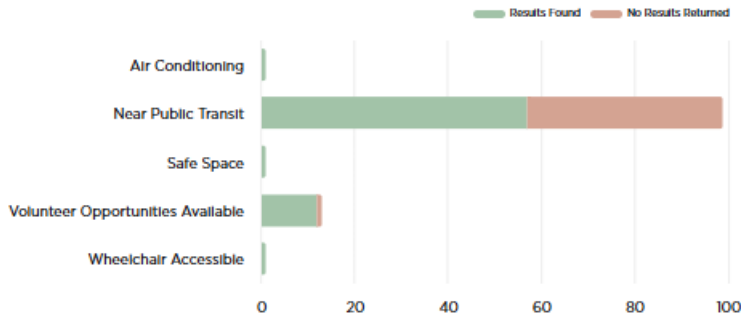
How many searches occur each month?



Monthly Searches By Map



Searches by Location Feature Filter Value This Month



Neighbors Taking Action This Month



## Member Empowerment

Member programs manage and update their own listings, increasing accuracy and ownership within the network.

## Enhanced User Access

Richer program details like hours and services help neighbors and case workers make informed decisions and reduce wasted visits.

## Built-in Digital Tools

Member programs can quickly create websites using Vivory profiles, lowering barriers to establishing an online presence.

## Improved Network Insights

Access to data reveals demand patterns and coverage gaps, supporting better planning and network connection.

# Implementation & Timeline

## Accelerated Project Timeline

Foodlink launched Vivery in under ten (10) weeks, meeting a strategic deadline for its Member Conference.

## Structured Implementation Process

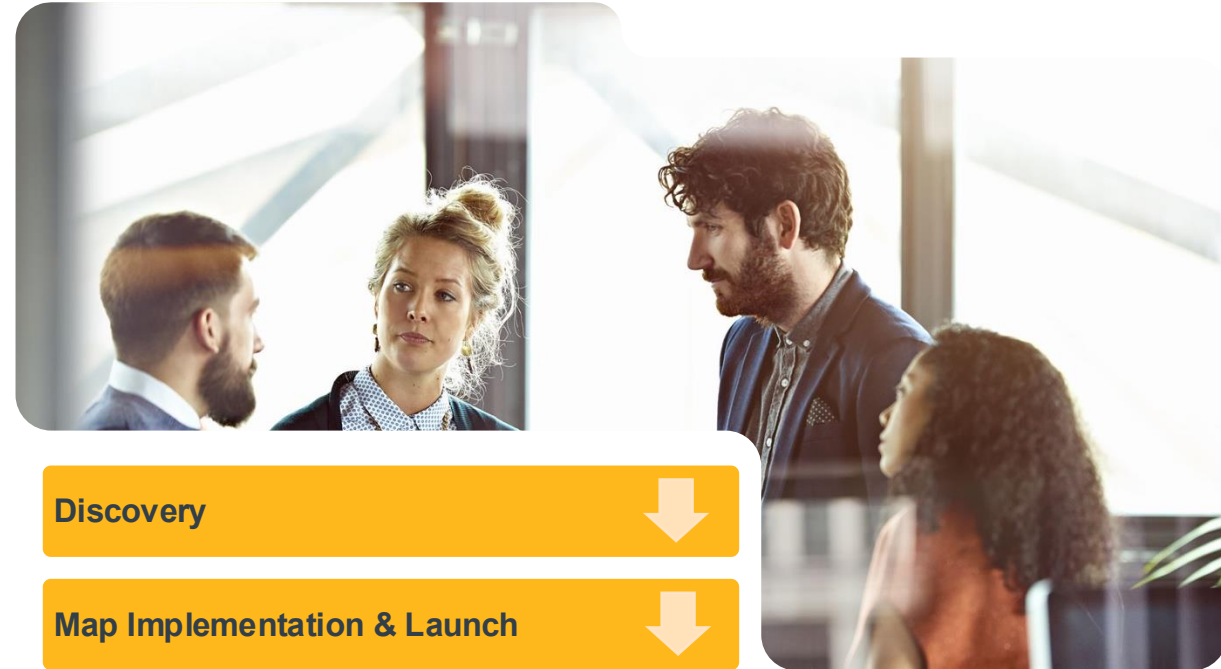
Rollout involved data upload, review, map setup, refinement, and internal testing in an organized sequence.

## Collaborative Cross-Functional Team

Foodlink's project team included Member Services, Marketing, and IT, ensuring broad organizational involvement.

## Vivery's Strong Project Support

The Vivery team led the project roadmap effectively, reducing internal labor and improving Foodlink's adoption process.



Discovery



Map Implementation & Launch



Initial Agency Engagement



Continued Engagement & Support

# Early Impact & Recommendations

## Improved Data Accuracy

Allowing member programs to update profiles reduces staff workload and improves program information accuracy.

## Enhanced User Experience

Platform improvements focus on mobile usability, aligning with how users search for food resources today.

## Strategic Implementation Advice

Engage key internal teams early and align launch timing with organizational milestones for successful adoption.

## Member Agency Engagement

Encourage agencies to claim and enrich profiles early to boost platform value and user engagement.

