Transforming Health Equity with Digital

Accelerate impact on health equity

Long-standing systemic discrimination–in housing, income, education, and healthcare access–have been placed in the spotlight as a result of the disproportionate impact of the COVID-19 pandemic on underserved communities. To make progress on health equity, digital interventions can serve as a part of the programs put in place to provide equal access and opportunity for healthcare and other social services.

Why Digital

A digital platform designed for health equity moves across digital channels with users in the manner and language they are comfortable with. It has the ability to break down barriers with respect to language, comfort and privacy.

Digital platform for health equity

— Enhance patient engagement with payors and providers, providing interventions to care gaps

— Reduction in manual coordination required to find community resources

— Increased traceability around usage of community resources

— Moving care management outside the 4 walls of the hospital to the patient's environment

As a result, healthcare organizations are able to:

— Reduce total cost of care

— Raise patient engagement

— Improve referral traceability and effectiveness

In a comparison of 11 high-income countries, the United States performed the

Lowest

When analyzing income-related health equity in patient reported experiences[1]

[1] Data from The Commonwealth Fund

Key Considerations

1 Create a Network to Establish Trust

A critical step to driving health equity is addressing the historic lack of trust between health system and underserved communities. Developing a coordinated network with social services agencies – including community-based organizations (CBOs) – is a critical step to establishing trust with previously underserved populations. This will involve designing platforms for information and resource sharing, as well as reporting on intervention efficacy.

2 Focus on human-centered design and inclusion

Co-creating and designing **with** communities and populations activates individuals and drives ownership of the program. Recognizing and working to eliminate the elements that can create barriers (e.g. language, preferred technology, access) or exclude individuals is necessary for inclusive design.

3 Leverage an agile approach to adapt and learn

Addressing health inequity is not a one-event but an ongoing process, comprising series of interventions over time. As such, adopting an agile approach to a digital health equity platform is ideal, starting with specific populations to engage and interventions to deploy, with feedback loops to support iterations and adaptability.

Accelerate Impact on Health Equity

Leveraging our experience working with healthcare organizations and digital technologies to drive the future of care, KPMG has pre-built, customizable solutions to help our clients move quickly in transforming their approach to digital health equity.

Advanced Analytics

Health equity exchange information layer allows data regarding social determinants of health, platform activity, resource needs to flow between platform users, researchers, and healthcare organizations.

Customizable User Interface

Prebuilt user interface for mobile and desktop applications that allows citizens, community organizations and other partners to connect and share resources.

Pre-built Workflows

Standard workflows tailored to connect end users with analytics and administrative views connect the platform and allow for case management, user support, and other use cases.

Extensible Technology Architecture

Able to be deployed across environments, leveraging existing platforms and EHRs. Integration layer allows for inclusion of third party providers.

Building a Digital Platform for Health Equity

1.

Identify and Prioritize Use Cases
Identify the specific populations, needs, conditions, or locations that the platform will address.

2.

Understand the Environment
Leverage the KPMG Signals Repository, user research, and other data sources for both quantiative and qualitative understanding of the existing barriers to access for the selected use case.

3.

Identify the Enabling Factors
Identify the stakeholders and other resources that will be needed to enable the platform and overcome barriers. This can include CBOs, foundations, technology providers, or other third parties.

4.

Design and Customize Digital Platform for Health Equity
Architect and design components of the digital solution to meet the use case and align the enabling factors.

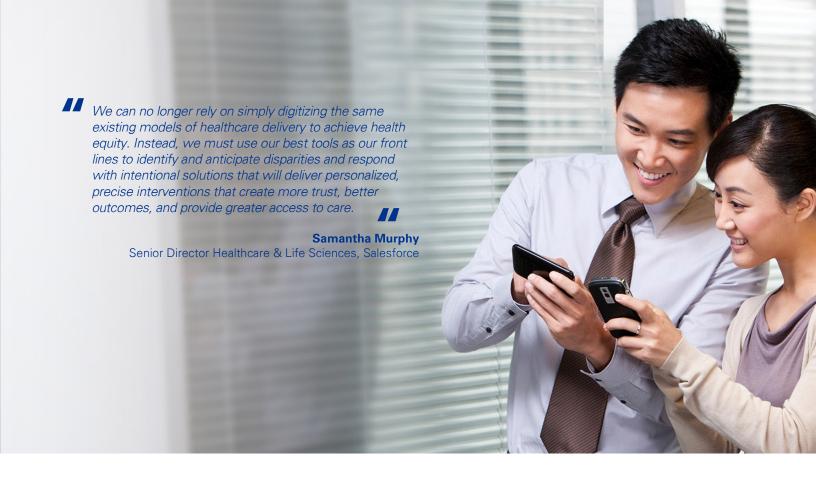**5.**

Deploy, Measure, Iterate
Once the platform is deployed, measure the impact on the stated use case, assess the effectiveness of interventions, and incorporate into the next use case.

National Covid Resiliency Network

In June 2020, the U.S. Department of Health and Human Services Office of Minority Health awarded Morehouse School of Medicine (MSM) a $40 million grant to fight COVID-19 in racial and ethnic minority, rural and other communities disproportionately impacted by the pandemic. The grant tasks the Atlanta-based institution with coordinating a strategic network of national, state, territorial, tribal and local organizations to deliver COVID-19-related information to communities hardest hit by the pandemic, with a long-term vision of leading the creation and advancement of health equity.

An established collaboration with KPMG enabled MSM to hit the ground running once funding was secured. Together, KPMG and MSM immediately began to develop the National Covid Resiliency Network (NCRN), a platform including mobile and web applications on Salesforce Experience Cloud, Marketing Cloud, and Mobile Publisher with an integration to KPMG's Signals Repository. The platform gathers critical resources and data on COVID-19 to connect families to culturally and linguistically appropriate information and services. The MSM NCRN mobile app is available for download in Android and iOS app stores.

> *We can no longer rely on simply digitizing the same existing models of healthcare delivery to achieve health equity. Instead, we must use our best tools as our front lines to identify and anticipate disparities and respond with intentional solutions that will deliver personalized, precise interventions that create more trust, better outcomes, and provide greater access to care.*

Samantha Murphy
Senior Director Healthcare & Life Sciences, Salesforce

KPMG Signals Repository

The **KPMG Signals Repository** is an active listening platform that continuously harvests a variety of data from public and private sources. Structured and unstructured data is transformed into complex expressions, creating tens of thousands of signals when used by machine learning and other AI systems.

KPMG's Signals enable localized understanding of where people are most likely to be affected by health inequity– from both health and financial perspectives – and the location of services.

Contacts

Todd Ellis
Principal, Healthcare
IT Healthcare Solutions
T: 678-761-3063
E: tdellis@kpmg.com

Hank Yang
Managing Director, Healthcare Advisory
T: 949-885-5400
E: hankyang1@kpmg.com

> *Whether it be the emergence of a pandemic, or hurricane, we can use the early warning signs of data along with our connection to the communities through this [digital health equity] platform to take action on early warning signs by intervening sooner – it may very well save lives.*

Dominic Mack, MD, MBA
Director of the National Center for Primary Care and Professor of Family Medicine at MSM

This content outlines initial considerations meriting further consultation with Life Sciences organizations, Healthcare organizations, Clinicians and legal advisors to explore feasibility and risks.

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com/socialmedia