Connecting Information to Create a More Equitable Health System

HIMSS Interoperability & HIE Community
Winter 2021 Roundtable
Wednesday, February 3
Experience real-time interoperability transactions with real-world scenarios at the highest attendee-rated destination on our exhibit floor. Watch demos of standards-based technology with live health data exchange to support continuity of care and improve outcomes.

**HIMSS21 Interoperability Showcase™ - Demonstration Topics**

- Care Coordination
- Chronic Disease
- Cross-Border International Patient Summary*
- COVID-19 Healthcare Surveillance*
- Immunization Management*
- Cancer Care
- Sepsis Reduction
- Sports Medicine*
- Family Care (Aging)*
- Pandemic Response*
- Heart Transplant*
- Newborn/Maternal Health
- Mental Health & Pain Management*
- Nordic Interoperability Project
- Telehealth
- Patient Centered Medical Devices
- Alert Management
- Behavioral Health/patient isolation*

*New for HIMSS21

Interested in learning more? Email Showcase@himss.org
Meet Our Speakers

Fran Ayala
Head of Digital Health, Worldwide HP Inc.

Dana Alexander
Founder & Principal, FORERUNNER Health LLC

Kim Howell
VP of Growth, ConsejoSano

Cathryn Crookston, RN, BSN
VP of Sales, NowPow

Rajshri Ravi
Head of Product & Tech, ConsejoSano
Learning Objectives

After this roundtable, attendees should be able to:

• Recognize the value of leveraging health information and technology and interoperable solutions in the effort to better address SDOH and decrease health disparities based on attributes of human difference such as race, sexual orientation and socioeconomic status.

• Discuss the goals, objectives and work to date of the HIMSS Social Determinants of Health Task Force and the HIMSS Global Health Equity Network Task Force as they strive to advocate for a health system that is accessible, equitable, cost-effective and person-centered.

• Describe major industry efforts to build culturally fitting technology platforms used to build trust and improve engagement, education and health outcomes among underserved and vulnerable populations.
HIMSS Social Determinants of Health (SDOH) Task Force

Cathryn Crookston, RN, BSN
Vice President of Sales, NowPow
Co-Chair of HIMSS SDOH Task Force
HIMSS, as a trusted global advisor in the health information and technology domain, recognizes the imperative to **meaningfully integrate SDOH data into the healthcare ecosystem** to properly inform care delivery and ultimately **improve the quality of life** for the person and the community at-large.

In the Spring of 2020, HIMSS launched a Social Determinants of Health (SDOH) Task Force to explore and **provide expert guidance** around the most pressing barriers preventing this type of data from being present in today’s care. The HIMSS SDOH Task Force will focus specifically on opportunities that are anchored around the **standardization and implementation of the data, and, when appropriate, policy recommendations.**
HIMSS Interoperability & HIE Community

Hospital Systems & Health Networks
- Alliance for Better Health, Kaiser Permanente, NewYork-Presbyterian Hospital

Research & Academic Institutions
- Gravity Project (SIREN), Pew Charitable Trusts, UPenn Medicine

Innovative Consulting Firms
- Healthbox, Accenture, Deloitte, Health Solutions Research

Non-Profit & Advocacy
- Stewards of Change, Parkland Center for Clinical Innovation

Technology & Data Analytics Companies
- NowPow, Unite Us, Socially Determined, Healthify, Aunt Bertha

Government & Policy
- ONC, CDC, NACHC, ASTHO, NACCHO, States Dept. of Health

Payers
- UnitedHealthcare, Blue Cross Blue Shield

Who We Are
SDOH Issues Identified

The SDOH Task Force identified these ten issues as the greatest information and technology barriers in the effort to integrate SDOH data into care delivery settings.

- Alignment on Success Indicators for SDOH-Related Health Outcomes
- The Exacerbation of Pre-Existing Social Vulnerabilities and Health Disparities During Times of Crisis
- Data Exchange Standards for the Bi-Directional Flow of Information Between Caregivers and Other Stakeholders
- Patient Privacy and Ethical Considerations in Data Sharing and Social Risk Profiling
- National Guidance on the Variety of SDOH Data Collection and Assessment Tools Available
- An Established Workflow for Clinical and Community-Based Organizations to Collect and Use SDOH Data
- Data Capacity and Infrastructure of Community-Based Organizations
- Equitable Access to Adequate Technology and Broadband
- Standardization in Methods to Collect SDOH Data
- Long-Term Investment in Elements of SDOH and Proof of ROI
Prioritized SDOH Issues

Based on a set on ranking criteria, the issues below were determined by members of the SDOH Task Force to be the top priority issues to address in planned 2021 thought leadership activities.

- Data Exchange Standards for the Bi-Directional Flow of Information Between Caregivers and Other Stakeholders
- An Established Workflow for Clinical and Community-Based Organizations to Collect and Use SDOH Data
- Standardization in Methods to Collect SDOH Data
Issue Briefs

A statement of the issue that indicates a recommendation for action while providing supporting information relevant to the issue and recommendation.

Scope of the Issue
What is the Issue?
What are the barriers identified?
Why does it matter?

Context of the Issue
Key Stakeholders
Economic Factors
Technological Considerations
Organizational Considerations
Ethical Considerations
Policy Considerations

Set of Recommendations
Stakeholder Relationships, Technical, Organizational, Ethical, Policy
Lightning Rounds

In the effort to remain aware and engaged with organizations pioneering innovation in the SDOH domain, the SDOH Task Force seeks to launch this new series aimed at highlighting impactful and leading-edge work.

**Objective:** Highlight active SDOH related initiatives that address real healthcare problems and use cases.

**Discussion Elements:**

- How do you define your SDOH related solution or effort?
- What specific elements of SDOH is your solution seeking to address?
- What is the healthcare business value you are proposing?
- What is the stakeholder make-up of the consortia?
- What Key Performance Indicators (KPIs) are you measuring to assess value and success of the pilot/prototype/effort?

Email mvalu@himss.org to learn more!
**HIMSS Social Determinants of Health (SDOH) Guide**

**Coming 2021 to himss.org**

A timely resource that will provide the industry with foundational knowledge about how health information and technology integrates social determinants of health into care delivery settings.

**HIMSS Social Determinants of Health (SDOH) Guide** will feature valuable content including:

- The Fundamentals: What are the Social Determinants of Health?
- Technical and Operational Considerations for Incorporating SDOH data into Care Delivery Settings
- Ethical Considerations for SDOH Data Share and Use
- Public Policy and Government Initiatives
Global Health Equity Network

Advancing diversity and inclusion to ensure health and wellness for everyone, everywhere.

#healthequity

Fran Ayalasomayajula, MPH, MSMIS, PMP
Head of Digital Health, HP Inc.
Member of HIMSS GHEN Task Force
HIMSS Global Health Equity Network

One Size Does Not Fit All in Healthcare

Advancing diversity and inclusion to ensure health and wellness for everyone, everywhere

Current Communities:
- African American Community
- Latinx Community
- Women in Health IT Community

Learn more at himss.org/ghen.
Who We Are

3 communities

35,000+ subscribers

10,000+ network stakeholders

Expanding Representation

News and Resources

Membership
Global Maternal Health Tech Challenge

Improving maternal health outcomes

Challenge Components:

- Convene roundtable exploring regional maternal health challenges
- Host local competitions in North America, Africa, Europe, Latin America & Asia Pacific in conjunction with HIMSS global events
- Announce winning solution at HIMSS21 Global Pitch Competition with Accelerate Health

Global Health Equity Network (GHEN) + ACCELERATE HEALTH
Global Health Equity Week
October 25-29, 2021

Supporting Healthy Communities
Engage in dialogue. Participate in virtual events. Access content.

- Take Action through Virtual Policy Marches
- Support Workforce Diversity through scholarships
- Innovate to Improve Access
- Share your Health Equity Story
- Network with like-minded professionals

Learn more at himss.org/ghew.
Expands Scholarships

- Scholarships for CAHIMS
- Grants for Global Maternal Health Tech Challenge
- Invite contributions for additional scholarships and funding to support GHEN ongoing efforts
How can members support GHEN?

1. Join the Network
2. Spread the word and socialize #healthequity
3. Share your expertise and ideas
4. Provide internships for students
5. Support Global Health Equity Week, Maternal Tech Challenge and more
6. Engage sponsors to support
Contact us to learn more!

SDOH Task Force
interop@himss.org

Global Health Equity Network
ghen@himss.org
SDOH, Interoperability & ConsejoSano

Kim Howell
Vice President of Growth, ConsejoSano

Rajshri Ravi
Head of Product & Tech, ConsejoSano
Our country is not keeping up with multicultural shifts.

ConsejoSano is changing that.

Built from the communities we serve.
We start with culture.

Who people are.
Where they live.
Where they come from.
What they fear.
What they hope for.
What they believe.
Why they believe it.
### Campaign Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Approach</th>
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<tbody>
<tr>
<td>HEDIS / STAR Quality Measures</td>
<td>Community Detailing</td>
</tr>
<tr>
<td>Prevention / Screenings / Appointments</td>
<td>Culturally-Aligned Cohorting</td>
</tr>
<tr>
<td>Chronic Disease Management / Behavior Shaping</td>
<td>Support &amp; Experience</td>
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### Sample Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Modality</th>
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</thead>
<tbody>
<tr>
<td>Flu / Pneumonia Shots</td>
<td>True 2-way Texting</td>
</tr>
<tr>
<td>Maternal / Perinatal Health</td>
<td>Live Outbound Calls</td>
</tr>
<tr>
<td>Community Resource Matching</td>
<td></td>
</tr>
<tr>
<td>Diabetes / E.R. Avoidance</td>
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Are you ready to meet the 4/2021 Interoperability Requirement Deadline?


“Very or extremely prepared”

- Payers: 7%
  1. Not Enough Time (64%)
  2. Too many competing priorities (46%)
  3. Lack of Technical Guidelines from ONC (46%)

- Providers: 8%
  1. Lack of Staff (48%)
  2. Too many competing priorities (46%)
  3. Knowledge of Requirements (46%)

- Vendors: 51%
  1. Too many competing priorities (46%)
  2. Focus on COVID-19 (31%)
  3. Lack of data governance protocols (29%)

Why Not?
Self-Reported Data Sharing Challenges Between Payers & Providers

- **Quality of Data Shared**: 44%
- **Lack of Trust Between Payers and Providers**: 33%
- **Timeliness of Data Shared**: 30%
**The Goal:** Better Outcomes for All

- Patient-centric, reduced-stigma experience
- Culturally- and linguistically-aligned engagement
- Comprehensive SDOH solutions available to all patients in need

**The Challenge:** Interoperability

- Multi-vendor relationship – RWJBH, NowPow, ConsejoSano
- Access, share, exchange, integrate and analyze patient-related data

**The Strategy:** Data Utilization

- Community Detailing
- Cultural Detailing
- Targeted SDOH screening campaigns
- Multi-modal, omnichannel outreach
Socioeconomic and acculturation issues may prevent healthcare access

Chinese Americans may prefer alternative medicine over prescribed drugs

Immigration status and health insurance coverage may prevent Chinese Americans from seeking preventive care

Expect their Dr. to be friendly and personable and will switch providers if expectation is not met.

More likely to visit the ED than Chinese and other Asians (besides Asian Indians).

Will often use home remedies to treat illness until it becomes serious. Then they go to the E.D.

Food Insecurity

- Essex Co.: 16.3%
- New Jersey: 9.6%
- United States: 12.6%

Low Income, Low Food Access

- Essex Co.: 2.02%
- New Jersey: 15.2%
- United States: 18.9%

Native-Born Chinese

Filipino

<table>
<thead>
<tr>
<th>Essex County</th>
<th>New Jersey</th>
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</thead>
<tbody>
<tr>
<td>Married-couple family</td>
<td>39.7%</td>
</tr>
<tr>
<td>Male householder, no spouse/partner present</td>
<td>18.9%</td>
</tr>
<tr>
<td>Female householder, no spouse/partner present</td>
<td>36%</td>
</tr>
<tr>
<td>Households with one or more children under 18 years</td>
<td>34.5%</td>
</tr>
<tr>
<td>Grandparents responsible for grandchildren</td>
<td>27.6%</td>
</tr>
</tbody>
</table>
Turning Populations Into People

Daniel | Filipino, Parent Decision Maker, Full Benefit Utilization
“Hi👋👋, it’s Eva with RWJBH. Your health has never been more important. We’re checking back in to let you know we’re here for you. Let us know how you’re doing <LINK> Anything you share is confidential.

Wei | Chinese, Grandparent, No Benefit Utilization
“Hello it’s Eva with RWJBH. The health of your family is very important. If you answer these quick questions, we can help you enroll in programs that will help your family stay healthy <LINK> Reply 2 if you want to answer the questions over the phone.”

POPULATION

- Tagalog
- Mandarin
- Grand-parents Responsible

Both Parents Present

Free school lunch, SNAP enrolled

Single Parent Home

Free school lunch, NOT SNAP enrolled

Eligible for both, NOT enrolled

CULTURAL DETERMINANT

CULTURAL DETERMINANT

PROBABLE LIFE METRIC

COHORTS

SAMPLE SEGMENTATION:
Essex County
ConsejoSano
Cultural API

**Interoperability**: Plug & Play
Data Integration

**Native Language Processing**
driven Content Creator

**Machine Learning based** Micro-segmentation & Data Models
The Cultural API

Changing Engagement

-understand who members are -
and how to reach them

-identify diversity gaps -
And know who to recruit and how

-predictive analytics -
Intervene before expensive outcomes

-evaluate service regions-
identify highest need areas

-pre-sdoh intervention analysis-
Highest outcome ROI programs

macro-scale, micro-segmented outreach

future solutions must appeal to multiple cultural communities
Audience Q&A