



Connecting Information to Create a More Equitable Health System

HIMSS Interoperability & HIE Community
Winter 2021 Roundtable

Wednesday, February 3

HIMSS21 Interoperability Showcase™

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



Dana Alexander
*Founder & Principal,
FORERUNNER Health LLC*



Cathryn Crookston, RN, BSN
VP of Sales, NowPow



Fran Ayalasomayajula
*Head of Digital Health, Worldwide
HP Inc.*



Kim Howell
*VP of Growth,
ConsejoSano*



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

Social Determinants of Health (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.**



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

An Established Workflow for Clinical and Community-Based Organizations to Collect and Use SDOH Data

The Exacerbation of Pre-Existing Social Vulnerabilities and Health Disparities During Times of Crisis

Data Capacity and Infrastructure of Community-Based Organizations

Data Exchange Standards for the Bi-Directional Flow of Information Between Caregivers and Other Stakeholders

Equitable Access to Adequate Technology and Broadband

Patient Privacy and Ethical Considerations in Data Sharing and Social Risk Profiling

Standardization in Methods to Collect SDOH Data

National Guidance on the Variety of SDOH Data Collection and Assessment Tools Available

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 Ayala somayajula, 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

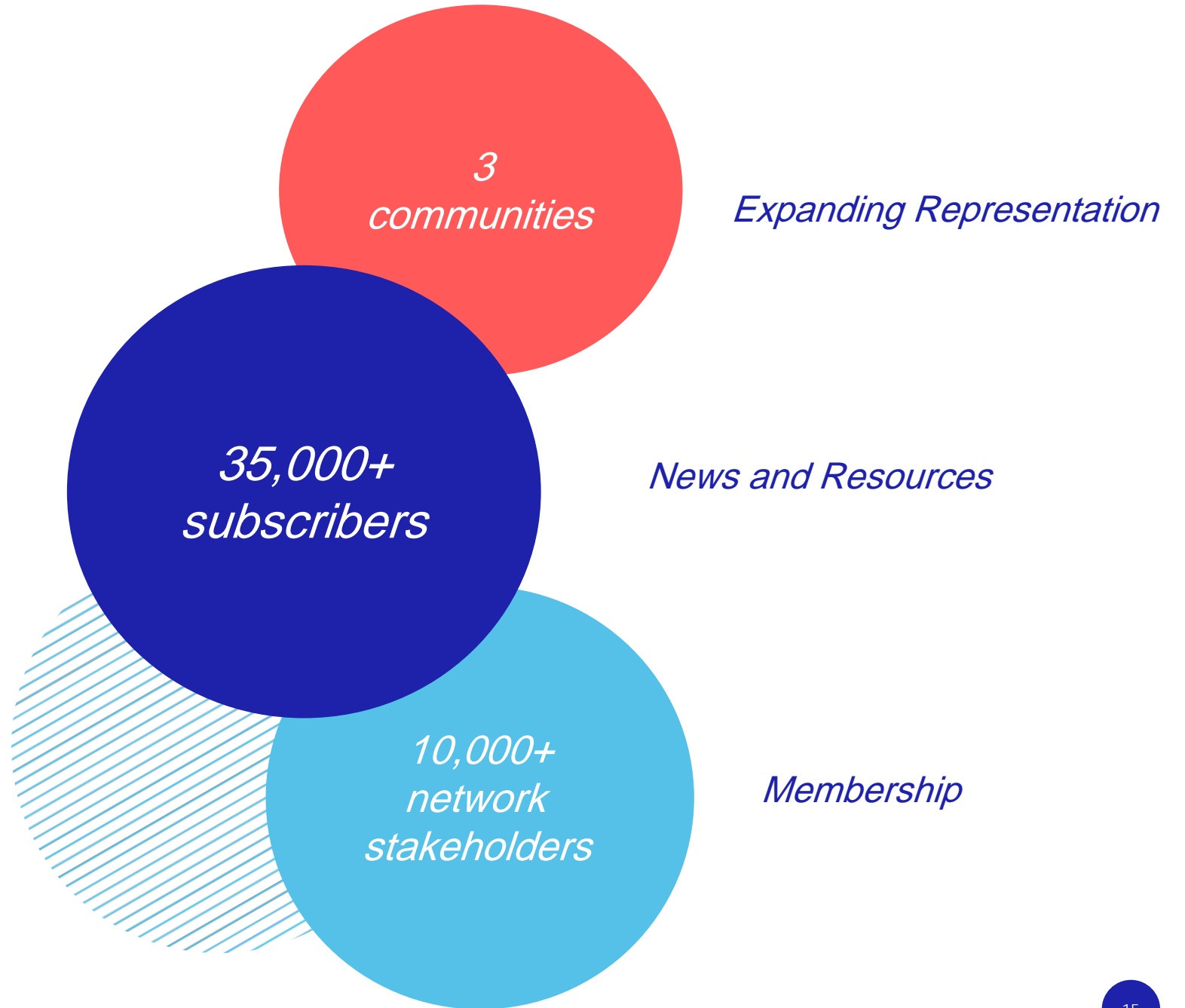
Advancing diversity and inclusion to ensure health and wellness for everyone, everywhere

Current Communities:

- African American Community
- Latinx Community
- Women in Health IT Community

Learn more at himss.org/gHEN.

Who We Are



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.





HIMSS

FOUNDATION

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.



Building Tech-Enabled Health Equity.

HEALTH PLANS & PAYERS

PROVIDERS



Campaign Categories

- HEDIS / STAR Quality Measures
- Prevention / Screenings / Appointments
- Chronic Disease Management / Behavior Shaping
- Support & Experience

Approach

- Community Detailing
- Culturally-Aligned Cohorting

Sample Campaigns

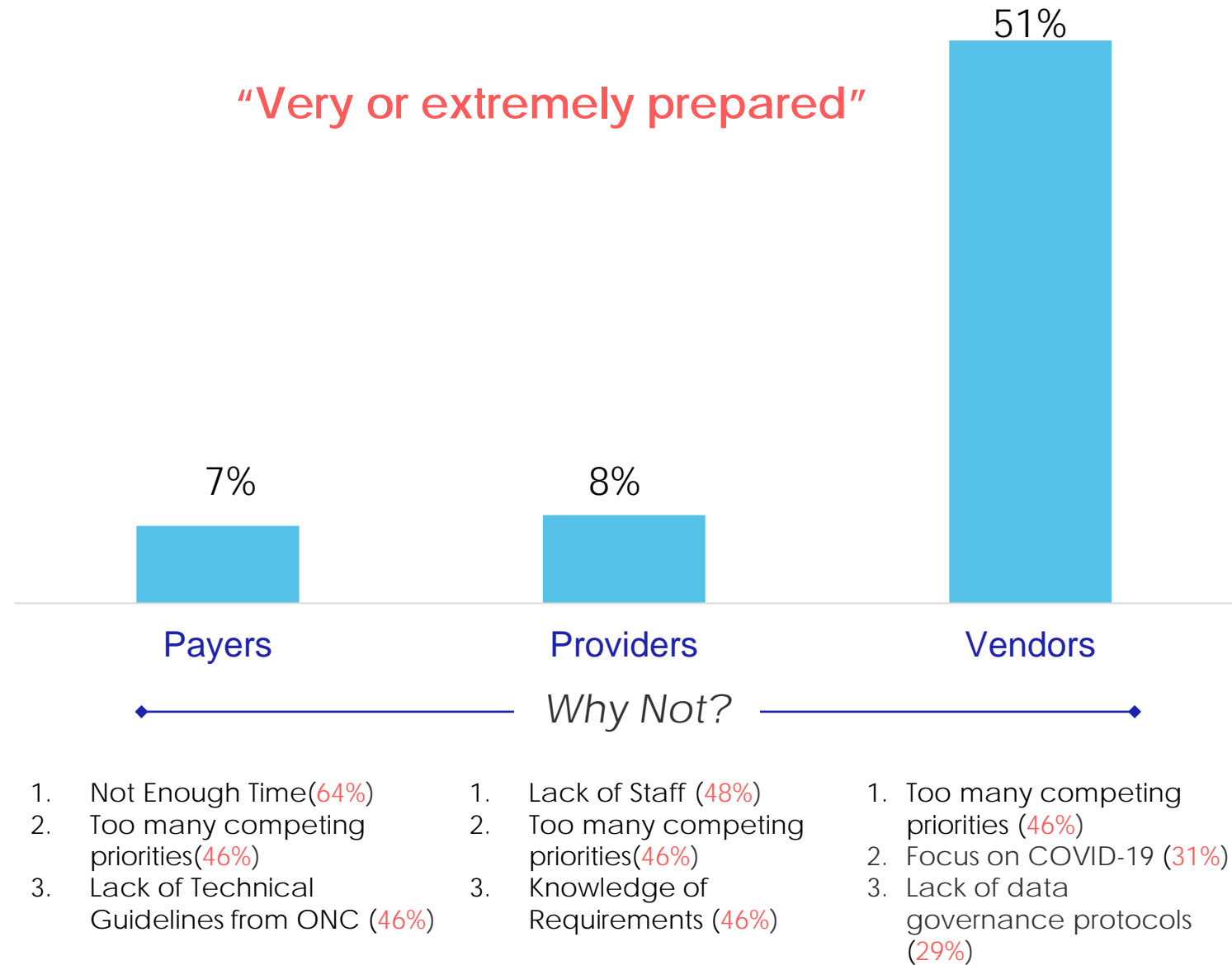
- Flu / Pneumonia Shots
- Maternal / Perinatal Health
- Community Resource Matching
- Diabetes / E.R. Avoidance

Modalities

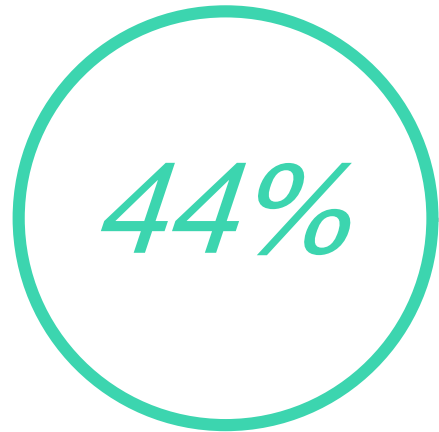
- True 2-way Texting
- Live Outbound Calls

Are you ready to meet the 4/2021 Interoperability Requirement Deadline?

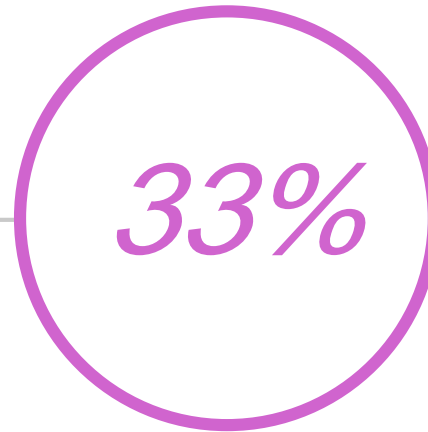
Survey of 189 Healthcare Leaders between 8/4/2020 – 9/3/2020



Self-Reported Data Sharing Challenges Between Payers & Providers



*Quality of
Data Shared*



*Lack of Trust
Between
Payers and
Providers*



*Timeliness of
Data Shared*

RWJBarnabas Health/ NowPow/ConsejoSano Health Beyond The Hospital Partnership



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

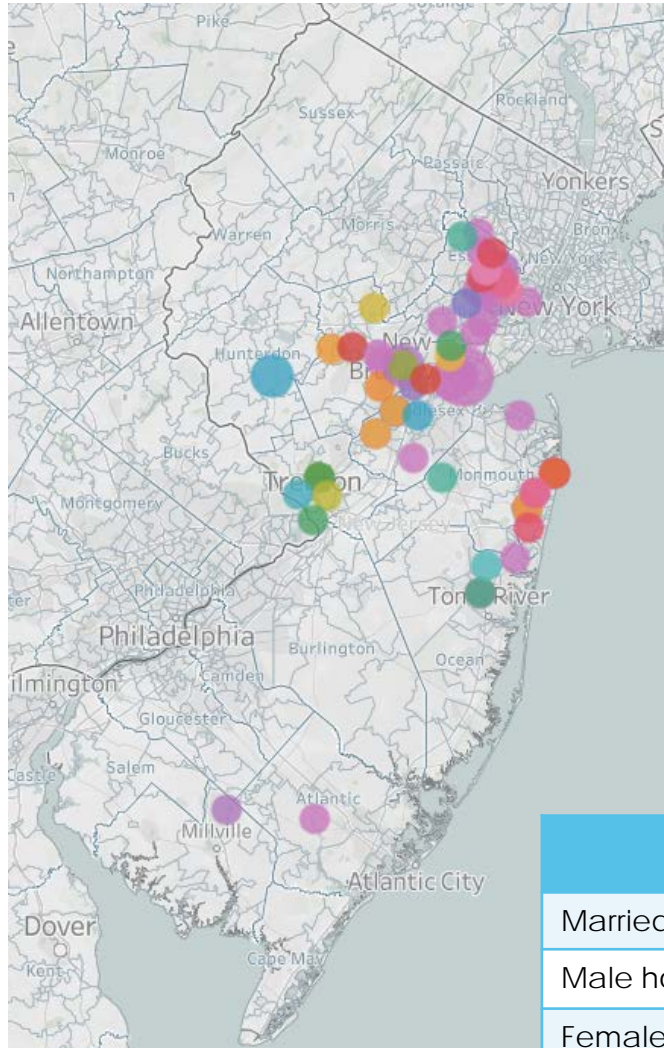


The Strategy: Data Utilization

- Community Detailing
- Cultural Detailing
- Targeted SDOH screening campaigns
- Multi-modal, omnichannel outreach

Data Utilization

- Arabic
- Arabic/English
- ASL and English
- English/Arabic
- English/Bulgarian
- English/Spanish
- French
- French/English
- French/Greek/Spanish/English
- Georgian
- German and Russian
- Gujarati
- Hindi
- Italian
- Krio (+ Broken English)
- Malayalam
- Mandarin
- Marathi
- Other
- Polish
- Portugese
- Portuguese
- Rng
- Some
- Spanish
- Spanish/English
- Tamil
- Turkish
- Urdu. english



Native-Born Chinese

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

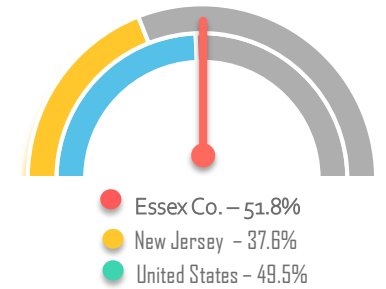
Filipino

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

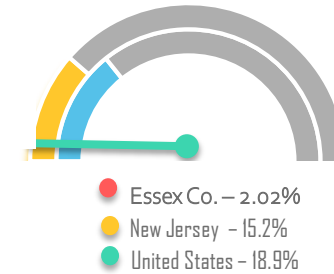
More likely to visit the ED than Chinese and other Asians (besides Asian Indians).

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

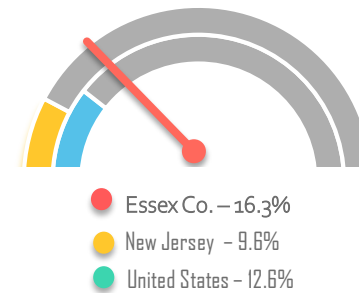
Students Eligible for Free or Reduced-Price School Lunches



Low Income, Low Food Access

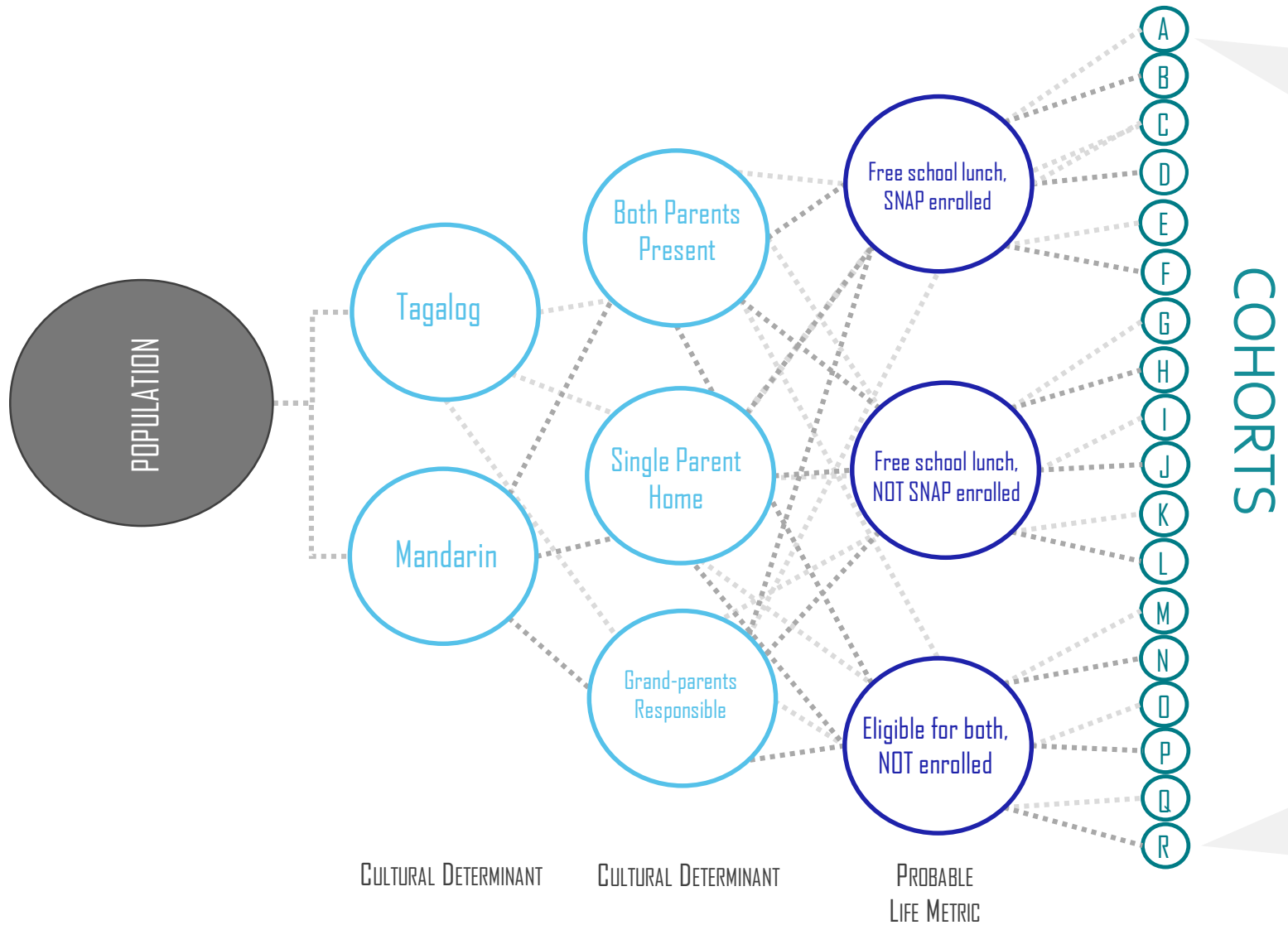


Food Insecurity



	Essex County	New Jersey
Married-couple family	39.7%	51.2%
Male householder, no spouse/partner present	18.9%	15.7%
Female householder, no spouse/partner present	36%	27.6%
Households with one or more children under 18 years	34.5%	32.6%
Grandparents responsible for grandchildren	27.6%	23.8%

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."

SAMPLE SEGMENTATION:
Essex County

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."

ConsejoSano Cultural API



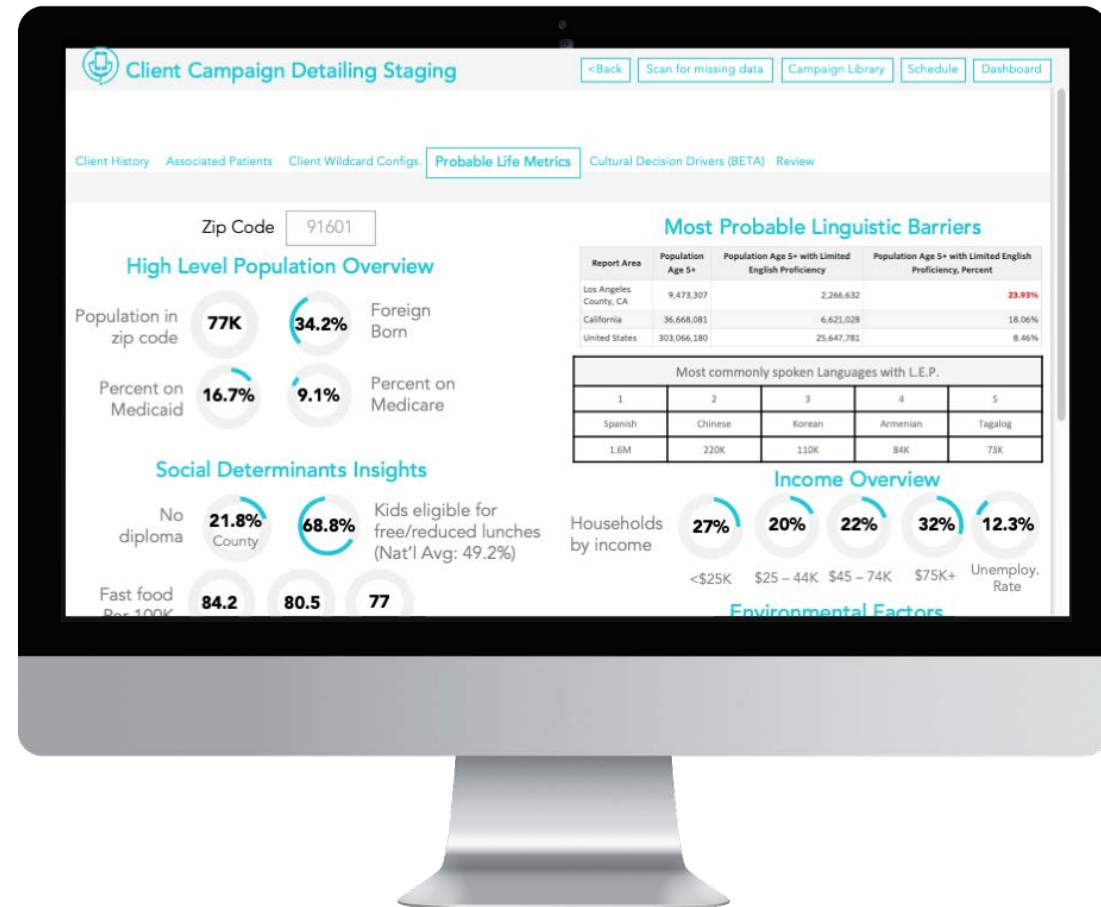
Interoperability: Plug & Play
Data Integration



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