Using Data to Promote Community Driven Change:
National Committee on Vital and Health Statistics
Subcommittees on Population Health, Privacy, Confidentiality, and Security, and Standards
Joint Roundtable
Hyattsville, MD
May 1, 2013
BACKGROUND
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- Sr. eHealth Advisor – ZeroDivide
- President & CEO - The BAE Company
- Professor – University of Miami, Miller School of Medicine Department of Primary Care and Family Medicine
- Founding President & CEO - Cal eConnect, Inc.
- Georgia’s State HIT Coordinator
- Interim Commissioner and Chief of Staff - Georgia Department of Community Health
- Chief Policy Analyst and Administrator - Florida Agency for Healthcare Administration
- Graduate - University of Pennsylvania (BA, MS.ED.), University of Florida (Ph.D.)
ZeroDivide & Our Communities

Transformation through Technology

eOpportunity

eDemocracy

eHealth
ZeroDivide - San Francisco Based Non-Profit

MISSION
To help underserved communities realize the transformative power of technology to improve economic opportunities, civic engagement and health access in their communities.

VALUES
LEADERSHIP
EQUITY
CULTURAL COMPETENCE
COLLABORATION
EXPERIMENTATION

PRINCIPLES
SOCIAL JUSTICE OUTCOMES
COMMUNITY ASSET BUILDING
SUSTAINABILITY
SCALE & SYSTEMS IMPACT
Key Questions

• How best to promote community engagement and participation

• What role does government play in promoting and supporting change at the community level

• What technical and analytical resources can government provide

• How can local health organizations, academia, and others partner to support change at the community level
SO, WHY IS THIS IMPORTANT TO ZERODIVIDE?
how do these devices help us achieve ehealth equity?
60% of doctors say social media improves the quality of care delivered to patients

40% do not believe there is value
Consumers

1 out of 3 healthcare consumers report using social media to...
Consumers

- Share information about their symptoms
- Track or monitor a health condition
- Seek health information or find medical treatment
- Share feelings about a doctor, treatment, medicine
Variability by age

Seniors
Use Internet to manage their health & communicate with their doctors

Young Adults
Are likely to use social media to share health information
Variability by race

https://www.youtube.com/watch?v=t6T7TsNOk3Y
1. Racial/ethnic disparities in kp.org registration exist, even after accounting for economics/education factors.
   - African-Americans were most heavily impacted.
   - Latinos are close behind
   - Asian/Pacific Islanders are also underrepresented

2. Patients not preferring English are less likely to use kp.org.
   - Members preferring Spanish as a written language were most heavily impacted.

3. Secure email use is associated with quality of care improvement for all racial/ethnic groups.
   - Secure email use improves quality of care outcomes as measured by HEDIS across the major racial ethnic groups studied.
HOW DOES THIS INFORM OUR KEY QUESTIONS?
Ranking of what is most needed to advance eHealth from Bottom Up

1 - Development of Better Tools
2 - Greater Awareness
3 - Evidence of Effectiveness
4 - Market Demand
5 - Financial Incentives
6 - Policy/Government Regulation
ZeroDivide’s Program Development Approach

- Advocacy & Education
- Policy Development
- Provider Adoption
- Patient Engagement
- Community Integration

Healthier Community

Community eHealth Adoption

Technical Assistance & Support

Community Driven Solution

Community Identified Need
ZeroDivide Community eHealth Strategies

• Policy & Advocacy
  – Establish Strategic partnerships across industries
  – Work together to influence policy
  – Individually and collectively advocate for change

• Technology Demonstration
  – Develop technology resources and capacity at local level
    • Requires FUNDING and SKILL
  – Deploy technology resources and provide training and support
    • Requires COMMUNITY BASED SUPPORT – Outreach workers, connectors

• Education and Outreach
  – Inform communities of the importance and value of technology and data collection
  – Increase access to eHealth resources
  – Establish trust, collaborative networks, and community governance
Visit our website:

ww.zerodivide.org