ZERO DIVIDE®

COMMUNITY / TECHNOLOGY / OPPORTUNITY

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

Carladenise A. Edwards, Ph.D., MS.Ed

- *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?
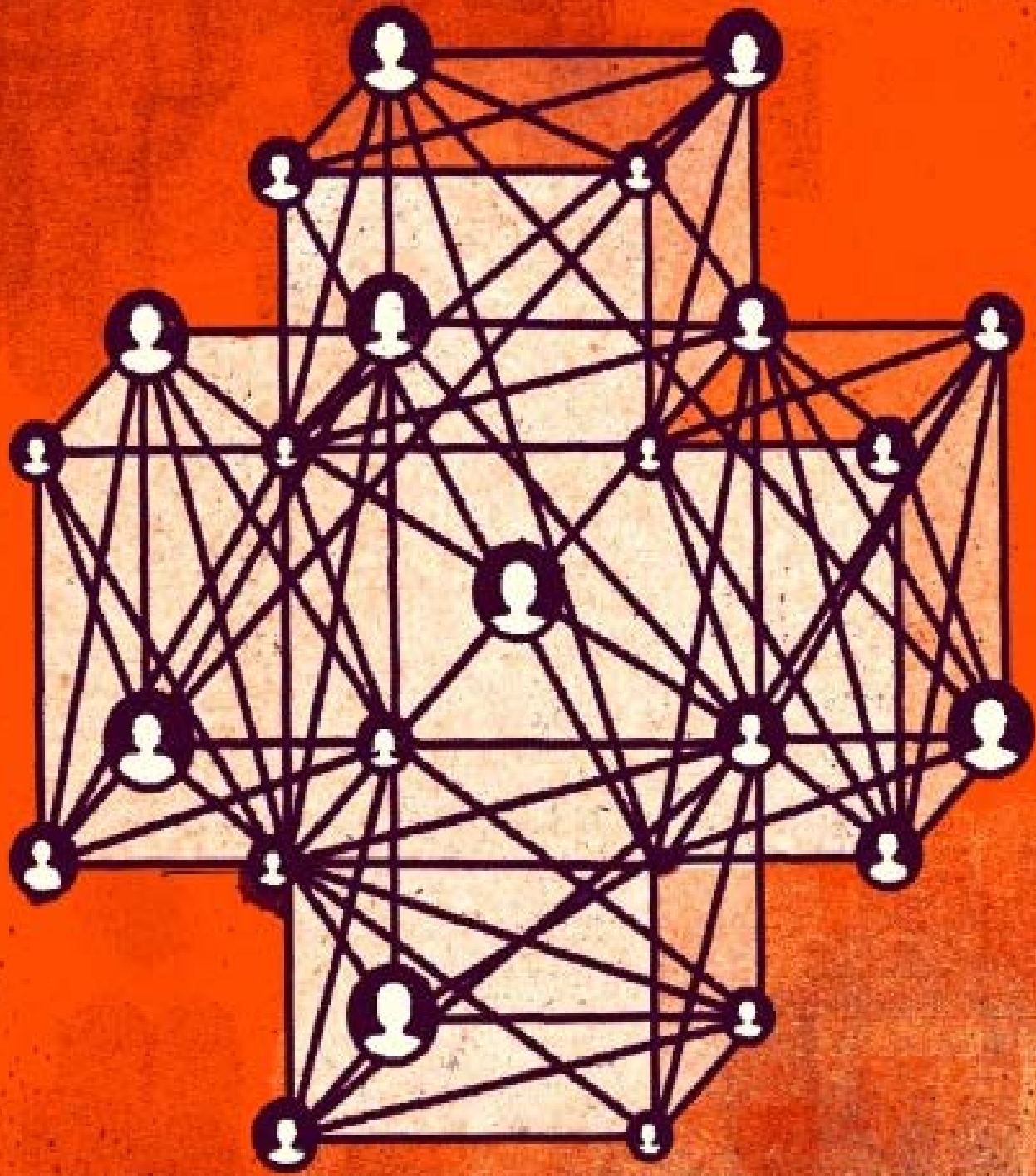
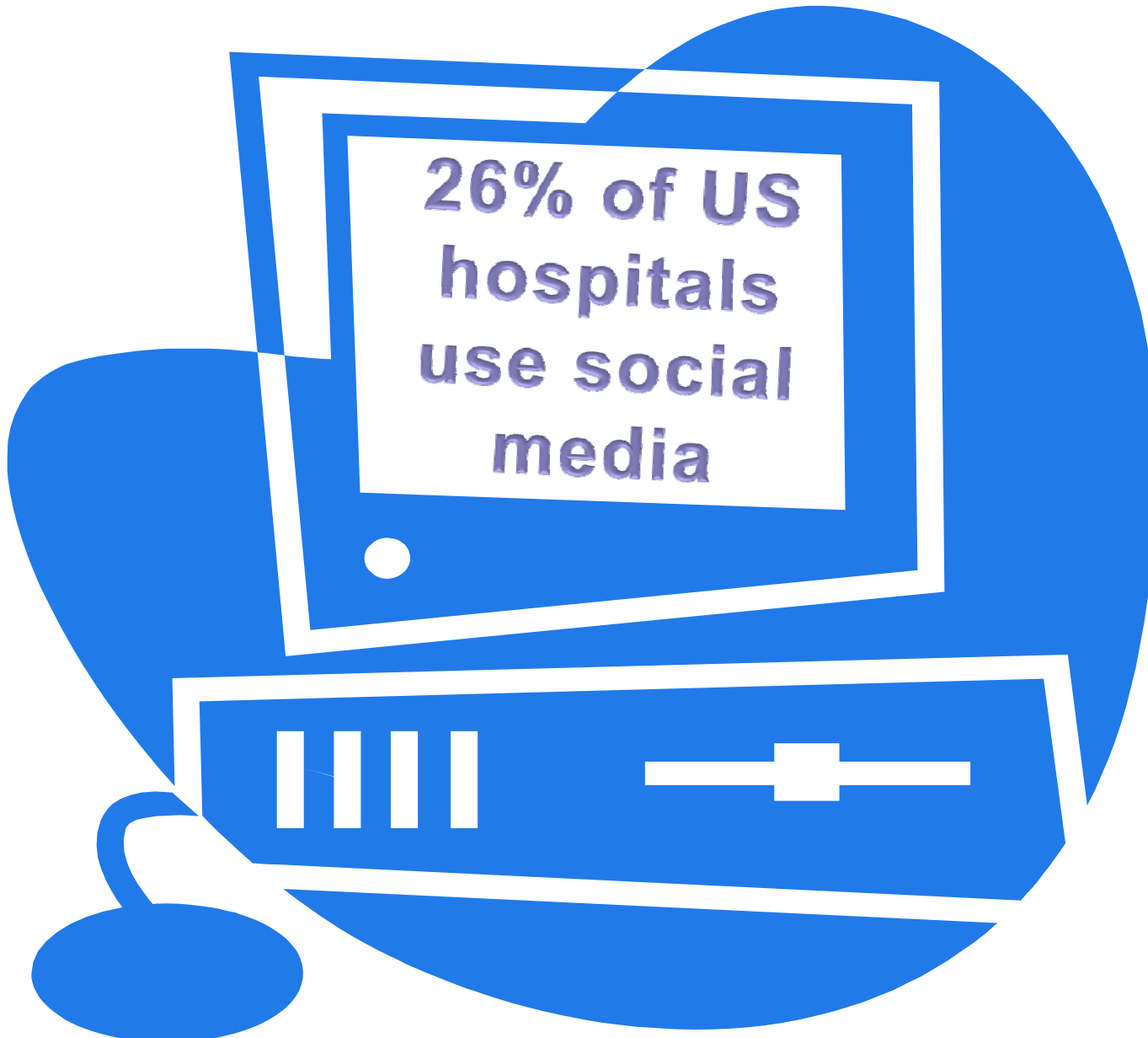# how do these devices help us achieve ehealth equity?

HOSPITALS

26% of US hospitals use social media

12% use Blogs

46% use YouTube

64% use Twitter

84% use Facebook

DOCTORS

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

Seek health information or find medical treatment

Track or monitor a health condition

Share feelings about a doctor, treatment, medicine
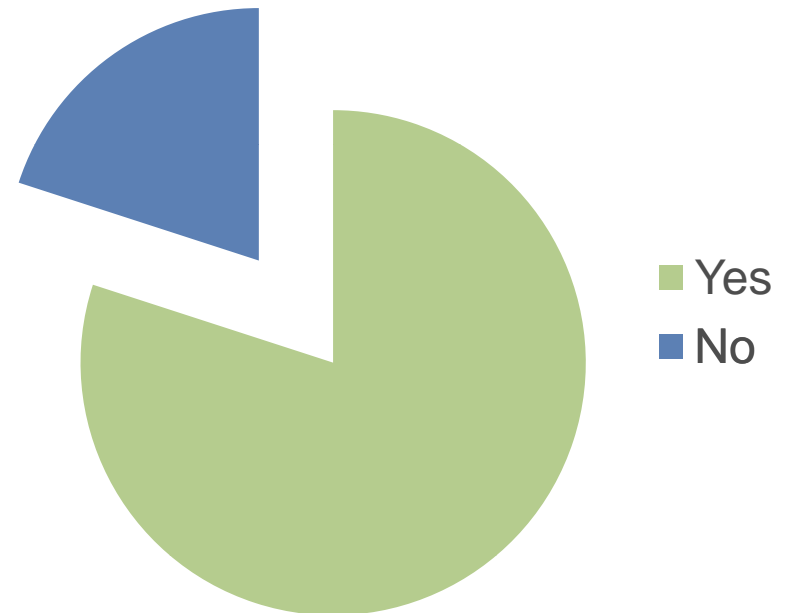
Variability by age

Seniors

Use Internet to manage their health & communicate with their doctors

- ■ Yes
- ■ No

Young Adults

Are likely to use social media to share health information

- ■ Yes
- ■ No

14

Variability by race

https://www.youtube.com/watch?v=t6T7TsNOk3Y

Research Presented by Kaiser Permanente at DiversityRx Conference March 11, 2013

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.
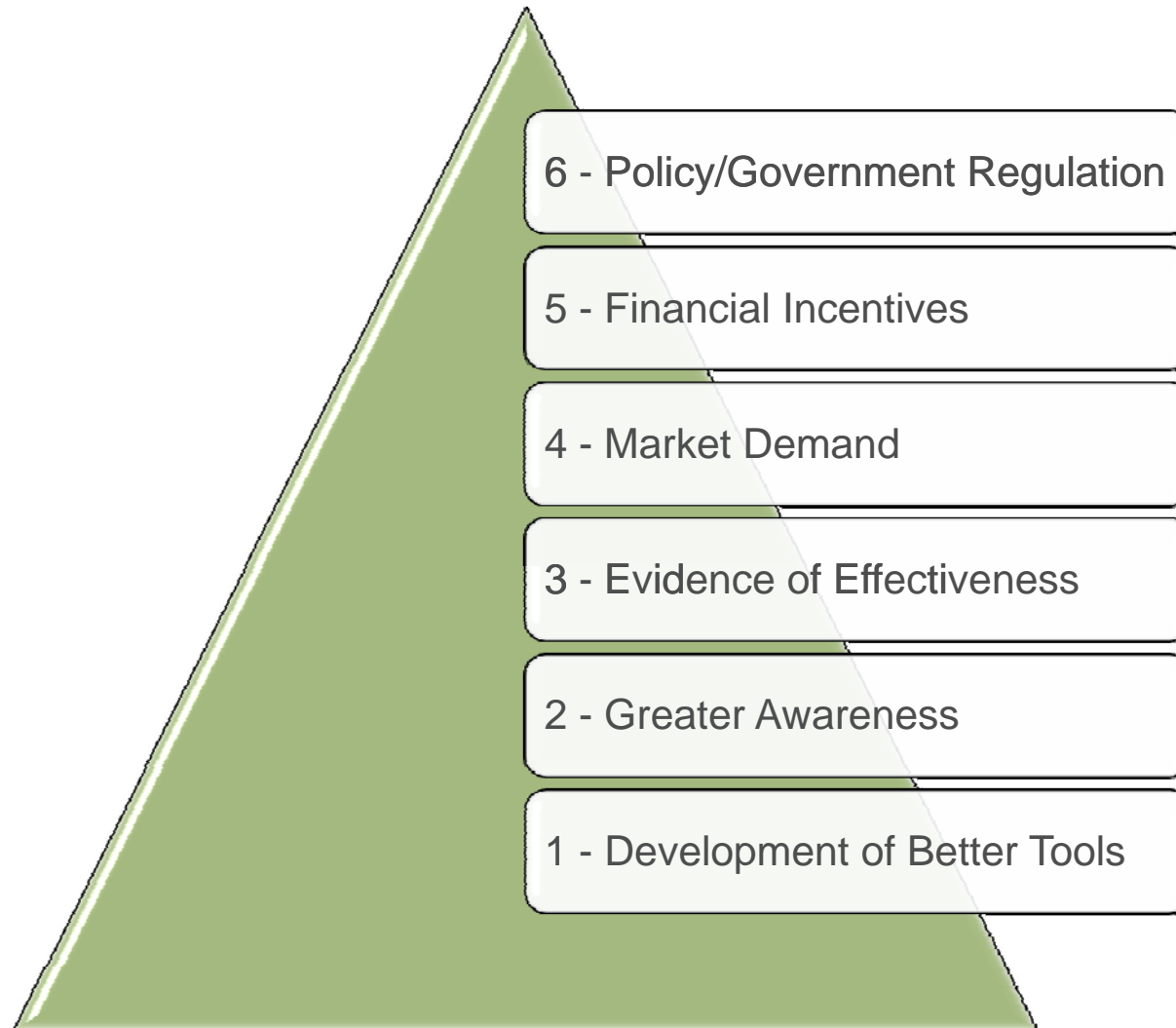
HOW DOES THIS INFORM OUR KEY QUESTIONS?

Ranking of what is most needed to advance eHealth from Bottom Up

6 - Policy/Government Regulation

5 - Financial Incentives

4 - Market Demand

3 - Evidence of Effectiveness

2 - Greater Awareness

1 - Development of Better Tools

White House Achieving ehealth Equity Pre-Summit Survey Results
February 21, 2013

ZeroDivide's Program Development Approach

Healthier Community

Community eHealth Adoption

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

Technical Assistance & Support

Community Driven Solution

Community Identified Need
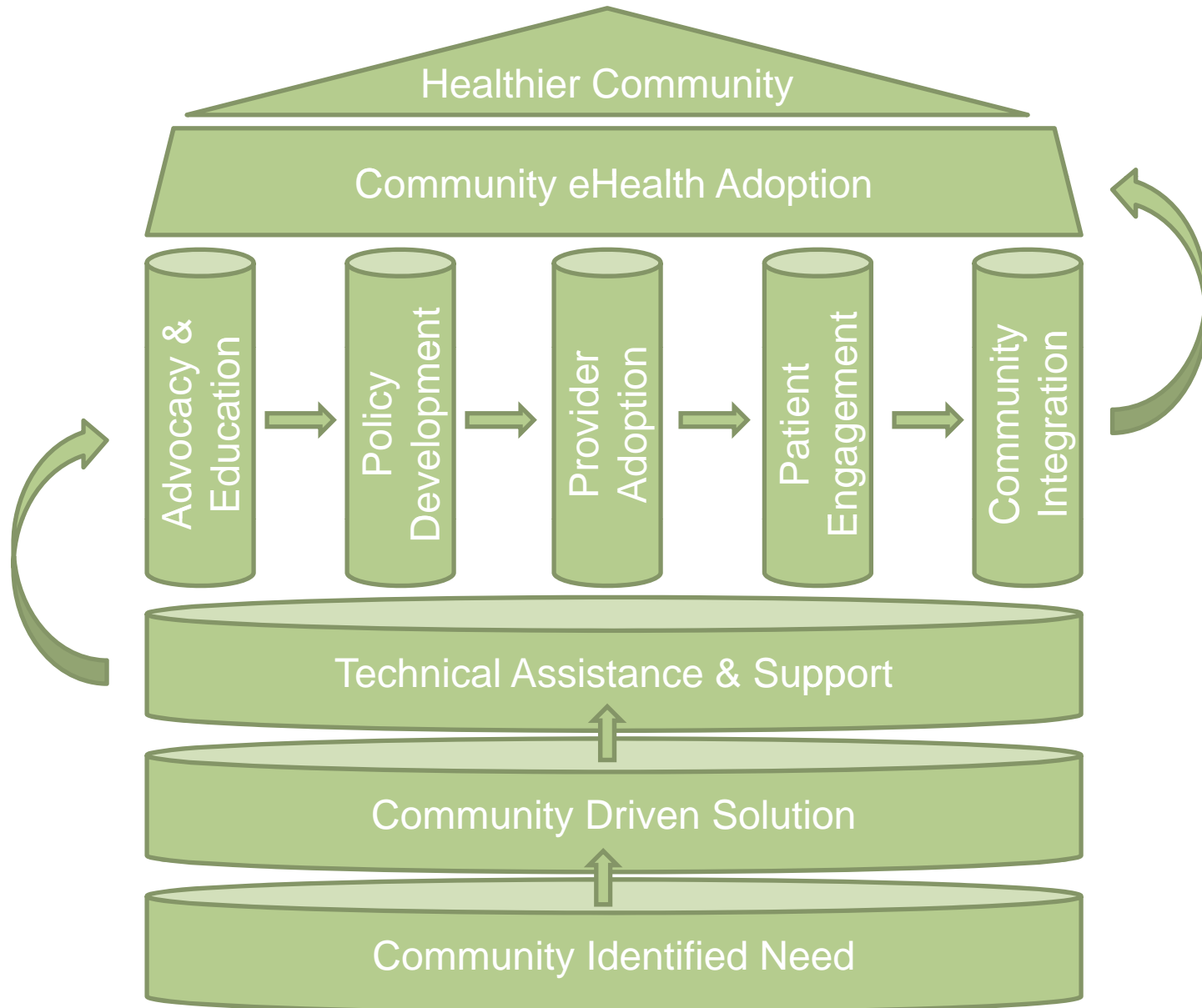
ZeroDivide Community eHealth Strategies

- **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

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ww.zerodivide.org