AnalyticsIQ

Achieving a Full View of Patients

How Data is the Missing Piece in Solving Health Equity Struggles

Equitable Patient Care and Research is Critical

Advancing health equity has been a longstanding goal of the public health sector. Ongoing efforts focused on reducing profound racial, ethnic, and gender health disparities were already a problem prior to the Pandemic. As awareness continued to grow around this pressing issue, the onset and spread of the COVID-19 virus quickly exposed the urgency of creating an equitable healthcare system. Like many societal problems and changes, the Pandemic didn't create the issue, but it simply increased the impact of what was already happening.

The disproportionate, burdening effects of the pandemic on disadvantaged communities and ethnic groups have raised concerns nationwide. Now more than ever, the medical and healthcare industries are being encouraged to reevaluate their methods for equitable patient care and clinical research.

Transitioning towards a "data-driven approach" has become the new and improved strategy among many health organizations; however, leveraging the power of data goes beyond analyzing patient medical records. Additional data points, available at scale, are necessary for widespread improvement to healthcare processes and policies.

INDIVIDUALS WITH AN ANNUAL HOUSEHOLD INCOME LESS THAN $49K SHOW HIGHER REPRESENTATION IN BOTH COVID-19 CASES AND DEATHS.

Further Evidence that COVID-19 Disproportionately Impacts African Americans, Hispanics, and Low-Income Populations.

Research using AnalyticsIQ data.
Led by Northwestern Medicine, Johns Hopkins & UC Berkeley

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Data Collaboration Unlocks Key Insights

The healthcare industry has recently made huge strides towards improving patient outcomes and treatments, including implementing interoperable systems that allow data to be more accessible between different organizations. Yet the ongoing health equity challenges displayed throughout the COVID-19 pandemic have demonstrated that many flaws in our healthcare systems have yet to be identified.

According to a study by Northwestern Medicine, Johns Hopkis & UC Berkeley, people of color make up a larger share of both COVID-19 cases and deaths. The study also notes that low income individuals are 10% more likely to have serious chronic health conditions, which can make COVID-19 up to 10X as deadly.

Understanding Patients Goes Beyond the Chart

These health disparities reflect deeper underlying problems. Multiple non-medical factors have been influenced by changes at the federal and policy levels. However, Healthy People 2020, WHO, CDC, and several more national and international organizations attribute these inequities to social-economical factors referred to as The Social Determinants of Health (SDOH):

- Access to Care/Health Outcomes
- Access to Technology
- Core Demographics
- Economic Insecurity
- Education
- Food Insecurity
- Geography (e.g., urban vs rural)
- Housing Insecurity
- Language Pro iciency & barriers
- Social Isolation
- Substance Use (including smoking)
- Transportation Barriers

The World Health Organization (WHO) believes SDOH factors account for 30-55% of health outcomes.

World Health Organization

Individual Data is Driving Change

Addressing Social Determinants of Health has been identified as fundamental in providing equitable healthcare by the most important global health organizations. With 80% of an individual's health deteremined outside of the doctor's office, the health sector needs to access more unique sources of SDOH data to truly understand the communities and populations they serve.

"Much of the attention paid to racial disparities and Covid-19 has focused on the black-white gap. But the Hispanic-white gap is far bigger. Whereas black Americans were 1.3 times more likely to get infected than white Americans, Hispanic Americans were 2.4 times as likely to catch the virus." - The Economist

Hispanic Americans are most vulnerable to COVID-19.
Research included AnalyticsIQ data.

The Economist

'Big data' can have a negative connotation, but can be applied for good against important issues such as poor health equity. Individual data, like the dataset from AnalyticsIQ, has the potential to innovate and transform healthcare, providing insights into SDOH that hospitals, research facilities, clinical trials, and more may lack. Accessing multiple data sets and combining both medical and non-medical sources can deliver a wealth of intelligence about patients and treatments including:

- Identifying patient needs and habits (health risks, transportation, work, education, insurance, etc.)
- Tracking population health across communities
- Gaps and biases present about patients or study participants
- Device and treatment development

Using consumer data and analytics as a means to provide evidence-based information is a critical step in advancing healthcare towards more efficient and equitable medical practices where a patient's health and genetic predispositions, demographic information, racial and ethnic backgrounds, and life events are taken into consideration. These efforts and research can also create a sustainable framework for health industries in a post-pandemic era.

A dataset that lacks scale across the entire population runs the risk of continuing to leave important communities out of the analysis.

A dataset without depth of attributes will fail to paint an entire picture of the patient, and may leave out critical Social Determinants of Health.

AnalyticsIQ is at the Forefront of Fueling Better Healthcare Research and Outcomes

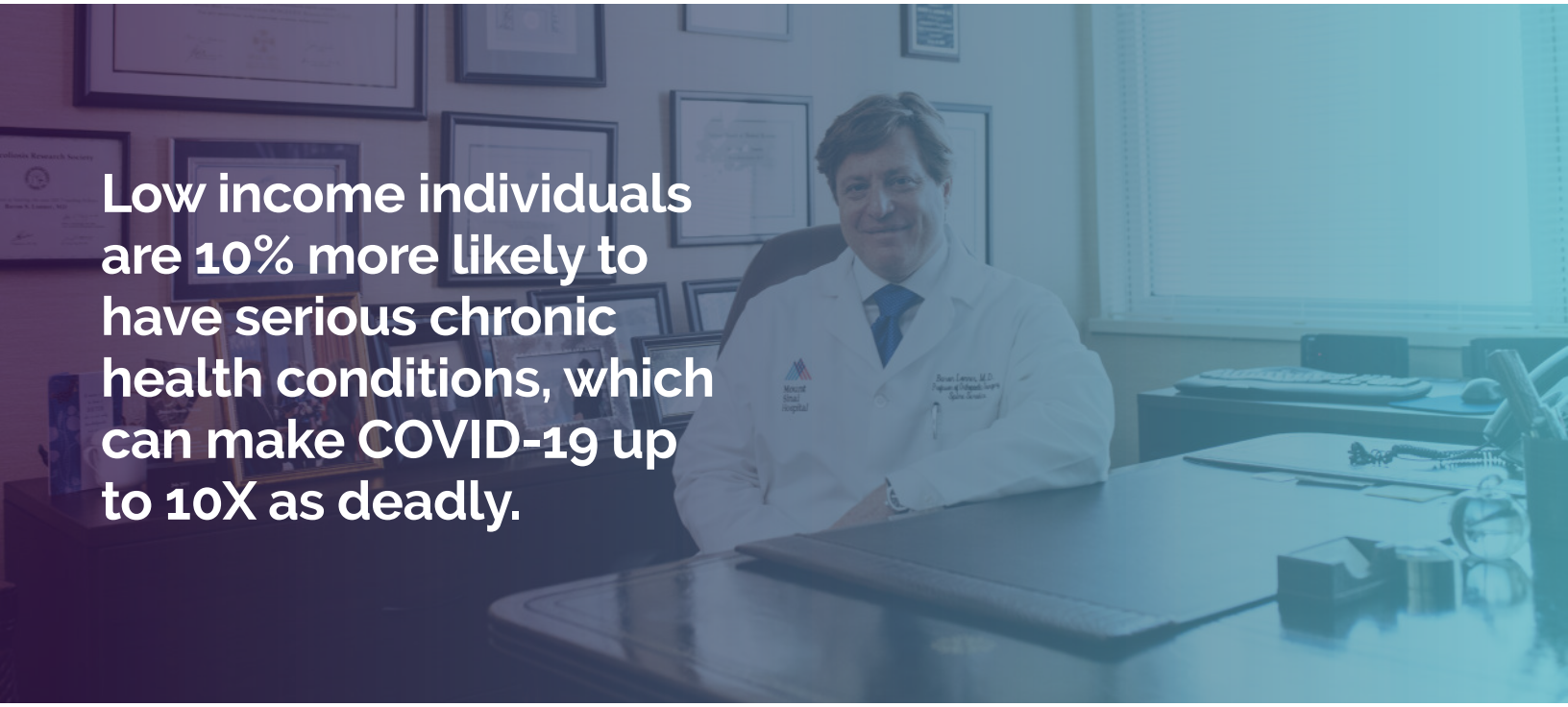
AnalyticsIQ believes in data for good. Powerful information can make an impact on breaking down health equity barriers, and positive insights have already been uncovered as a result of COVID-19 research.

AnalyticsIQ's data is effective for research like this due to the coverage of lives as well as depth of attributes to gain a full view of the patient population. The PeopleCore database contains a wide variety of attributes (1,200+) to help data scientists and researchers answer even the most nuanced research questions. Everything from income to ethnicity, to educational background, and even adherence data is available at massive scale across the entire US population (251M+).

Since the start of the pandemic, AnalyticsIQ has provided this dataset at no cost to universities and research institutions to help support data scientists and researchers focusing on COVID-19 related studies. This dataset has been joined with The COVID-19 Research Database and collaborations between researchers including Tulane University, Indiana University, and the National Bureau of Economic Research among others. Over 100 researchers have accessed PeopleCore data, with several publishing their findings.

A Data-driven Approach can Improve Outcomes and Health Equity

AnalyticsIQ is excited to be part of the solution in driving better health outcomes across all patient populations and communities. If your organization can benefit from an accurate and scalable dataset, reach out!



Low income individuals are 10% more likely to have serious chronic health conditions, which can make COVID-19 up to 10X as deadly.

Research Featured in This Paper

The Economist featured data from AnalyticIQ's PeopleCore Insights surronding the impact COVID-19 has had on Hispanic Americans in their article: "Hispanic Americans are most vulnerable to COVID-19".

The Economist

Northwestern Medicine, Johns Hopkins, & UC Berkeley utilized AnalyticsIQ data for their research on how COVID-19 disproportionately impacts minorities, low income households, and marginalized groups in the the article "Further Evidence that COVID-19 Disproportionately Impacts African Americans, Hispanics, and Low-Income Populations".

Northwestern Medicine · Johns Hopkins University · Berkeley University of California

SDOH Factors for **30 - 50% of health outcomes**

COVID-19 cases are higher in individuals with **lower** annual household incomes

Hispanic Americans are **2.4 times more likely** to catch COVID-19.

About AnalyticsIQ

AnalyticsIQ is the leading predictive analytics and marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help B2C and B2B organizations understand how and why individuals make decisions regardless of whether they are at home or at work. Our accurate and comprehensive PeopleCore and BusinessCore databases provide unrivaled insights to advertisers, agencies and technology providers.

AnalyticsIQ data helps healthcare organizations improve their analytics, research, and predictive power as well as fuel personalized experiences across channels including direct mail, email, online, mobile and TV in order to drive better outcomes. For more information, visit us online at **analytics-iq.com** or contact us at **sales@analytics-iq.com**.

Sources

1. Dustin D. French, Andrew Chin, Pooja Kathail. "Further Evidence that COVID-19 Disproportionately Impacts African Americans, Hispanics, and Low-Income Populations." *Medium,* 16 June 2020, https://medium.com/@poojakathail/further-evidence-that-covid-19-disproportionately-impacts-african-american-hispanic-and-7bc1b22e0796,

2. The Economist. "Hispanic Americans Are Most Vulnerable to COVID-19:. The Economist, 5 June 2021, https://www.economist.com/united-states/2021/06/05/hispanic-americans-are-most-vulnerable-to-covid-19

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