



Social Determinants of Health (SDOH)

Understand the Social Factors Impacting Your Patients.

Social Determinants of Health (SDOH) are the social and economic factors that have a major impact on an individual's health. At AnalyticsIQ, we understand the importance of truly understanding SDOH when it comes to improving patient outcomes and powering healthcare research. That's why we are proud to offer a comprehensive, scalable, and predictive Social Determinant of Health data solution covering 12 distinct, actionable categories.

Our proprietary consumer database, PeopleCore, covers over 263+ million individual and 127+ million households to create a robust view of individuals and populations that goes beyond the chart. By using our SDOH data, you can gain a full and nuanced understanding of your patient population outside the clinic and tailor your healthcare services to meet their specific needs.



Individual Scale

263+ million people with offline PII + online identifiers and health data connectivity



Household Coverage

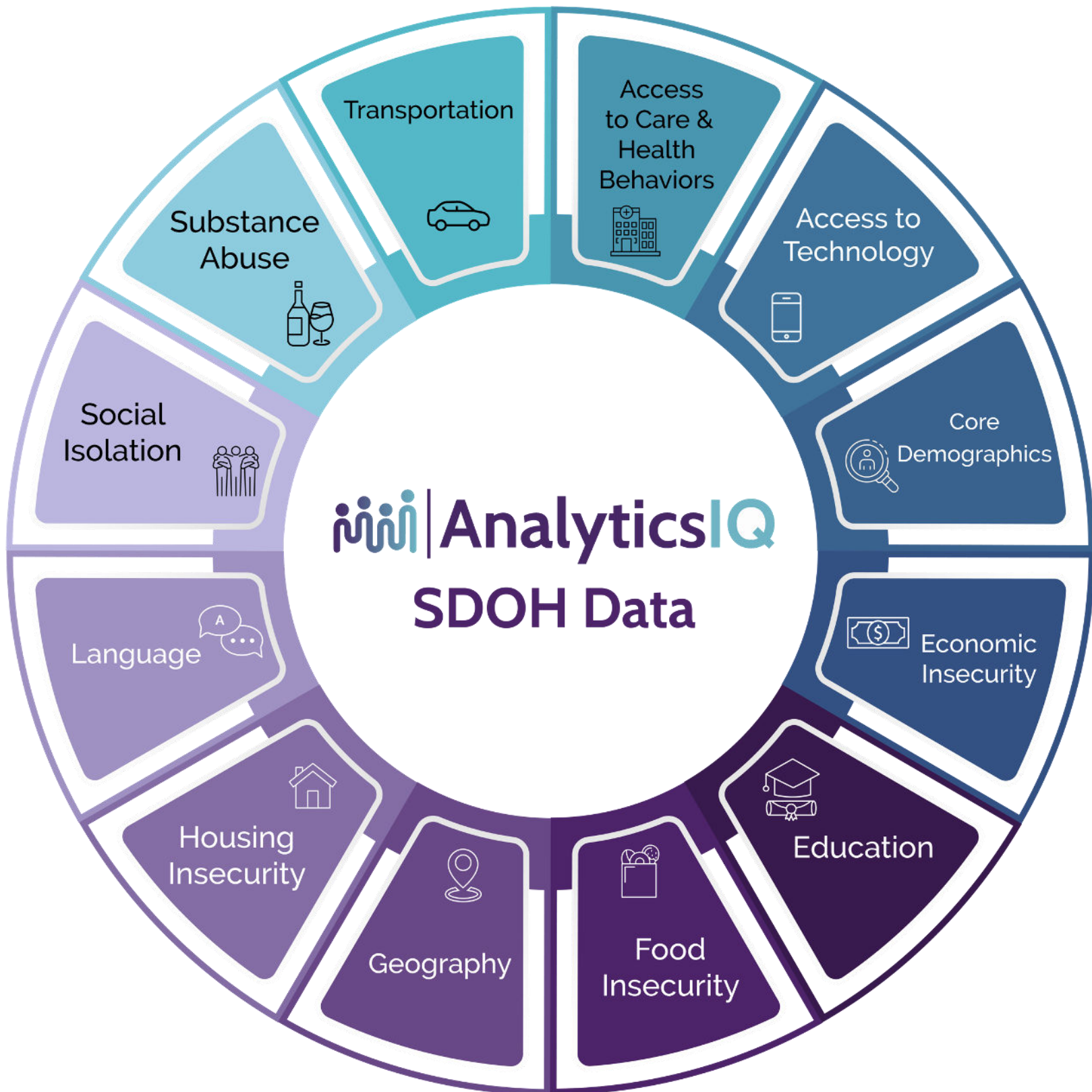
127+ million households linked to detailed insights



Predictive Data

12 SDOH data categories with over 300+ total attributes

AnalyticsIQ Social Determinants of Health



The Data You Need to Drive Better Patient Outcomes.

Consumer data and analytics can be applied for good against important issues such as poor health equity. Individual data, like the data from AnalyticsIQ, has the potential to innovate and transform healthcare, providing insights into SDOH that hospitals, research facilities, clinical trials, and more may lack. AnalyticsIQ SDOH data includes 12 overall categories with over 300+ individual data points available.

- **Access to Care & Health Behaviors:** Data on an individual's access to healthcare facilities, healthcare utilization, and healthcare adherence, allowing you to understand the healthcare needs and behaviors of your patient population
- **Access to Technology:** Information on an individual's internet, smartphone, and technology access and usage, which is increasingly important to improving quality of care, health access, literacy, and telehealth resources
- **Core Demographics:** Standard demographic information such as an individual's age, gender, and Race, Ethnicity, Language (REL) data, which can be used to understand your patient population and address health disparities
- **Economic Insecurity:** Data covering an individual's household income, employment status, financial stress and more, which can impact an individual's ability to afford and access healthcare
- **Education:** Information on an individual's education level, which can be a predictor of health outcomes and can also impact an individual's ability to understand and manage their health
- **Food Insecurity:** Data on an individual's access to healthy food, dietary preferences, BMI and more which can impact an individual's diet and overall health
- **Geography (e.g., urban vs rural):** Information covering an individual's location, which can impact their access to healthcare and other resources
- **Housing Insecurity:** Data including an individual's housing status, type, and stability, which can impact their overall health and well-being
- **Language:** Information describing an individual's language proficiency and preferences, which can be important for healthcare providers to consider when communicating with patients
- **Social Isolation:** Includes information on an individual's social interaction including household composition, marital status, generations in the home, pets, and more which is an important aspect of every human's well-being
- **Substance Abuse:** Information on an individual's alcohol consumption and health risk behaviors which have a profound impact on overall health
- **Transportation:** Data on an individual's access to transportation, which can impact their ability to access healthcare and other resources

We Speak Geek™.

At AnalyticsIQ, we are committed to helping our clients use data for good and make a positive impact on the health and well-being of their patients. SDOH data is an essential tool for anyone looking to understand and address the social and economic factors that impact health, and our data is constantly updated and rigorously quality-checked to ensure that healthcare providers are working with the most accurate and comprehensive data available.



Let's talk.

Are you ready to start using people-based data to uncover insights and drive better outcomes? Our flexible approach makes it easy. Whether you are looking to conduct research, address health inequities, connect with HCPs and more, AnalyticsIQ can be your partner. Contact us today at sales@analyticsiq.com.