

Rural Maryland Council Summit

November 2023



About Health Tech Alley

Executive Director: Greg Miller

Established: October 2020

501(c)3 Non-Profit Organization

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Mission: *Advance Community Health*



**Workforce
Development**



**Health
Technology**



**Innovation and
Entrepreneurship**



**Equity in
Opportunity**

White House: Strengthening Community Health Through Tech



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Federal Register / Vol. 87, No. 3 / Wednesday, January 5, 2022 / Notices

DATES: *Date of required notice:* January 5, 2022.

FOR FURTHER INFORMATION CONTACT: Sean Robinson, 202-268-8405.

SUPPLEMENTARY INFORMATION: The

requests input from community health stakeholders, technology developers, and other interested parties about how digital health technologies are used, or could be used in the future, to transform

and perspectives. In particular, OSTP is interested in input from community health workers (CHWs) and CHW organizations of all kinds; social workers; maternal health workers;

Community Connected Health

An effort that will explore and act upon how innovation in science and technology can lower the barriers to access quality healthcare and lead healthier lives by meeting people where they are in their communities

SUPPLEMENTARY INFORMATION:

Background: Despite decades of investment in the digital health ecosystem, the COVID-19 pandemic illuminated continuing, substantial limitations in the U.S. healthcare systems, including profound disparities in healthcare and associated poorer health outcomes within certain communities. Yet the pandemic has also provided an opportunity for innovation in healthcare delivery across the U.S. and internationally, particularly in community-based settings.

OFFICE OF SCIENCE AND TECHNOLOGY POLICY

Request for Information (RFI) on Strengthening Community Health Through Technology

AGENCY: White House Office of Science and Technology Policy (OSTP).

ACTION: Notice of RFI.

SUMMARY: The White House Office of Science and Technology Policy (OSTP)

Future of Health Delivery – Tech

- † Massive investments in technology and data driven innovation are leading to unprecedented opportunity to close the health equity divide
- † Major issues exist – broadband deployment, data privacy and trust, patient digital skills
- † CHWs can play a prominent role in helping patients become more digitally literate and better utilize health data in a patient-driven healthcare world

Tech & Data In Community Health

PRESIDENT'S COLUMN

HEALTH INFORMATION TECHNOLOGY MEETS THE SOCIAL DETERMINANTS OF HEALTH

Karen DeSalvo, MD, President, SGIM



Center for Health Worker Innovation

A Call for Collaboration Between the Health Sector and Digital Equity Organizations

A RESEARCH REPORT

By: Amy Sheon, Digital Health Equity Consultant
October 2023



Enhancing the Performance of Community Health Worker Teams with Technology

JOURNAL ARTICLE

Digital healthcare equity in primary care: implementing an integrated digital health navigator [Get access >](#)

Jorge Alberto Rodriguez ✉, Jean-Pierre Charles, David W Bates,
Courtney Lyles, Bonnie Southworth, Lipika Samal

Journal of the American Medical Informatics Association, Volume 30, Issue 5,
May 2023, Pages 965–970, <https://doi.org/10.1093/jamia/ocad015>

Published: 16 February 2023 [Article history](#) ▼



Volume 30, Issue 5
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Digital Health Navigator

Use of Telemedicine up Substantially

NOTABLE YEAR-OVER-YEAR INCREASES IN TELEMEDICINE USE

2022, by demographic group



RURAL

73% of rural respondents report telemedicine use

13pp increase;
60% in 2021



UNINSURED

50% of respondents with no insurance report telemedicine use

13pp increase;
37% in 2021



AGE 55+

76% of respondents aged 55+ report telemedicine use

12pp increase;
64% in 2021



WOMEN

82% of women respondents report telemedicine use

9pp increase;
73% in 2021



HISPANIC

82% of Hispanic respondents report telemedicine use

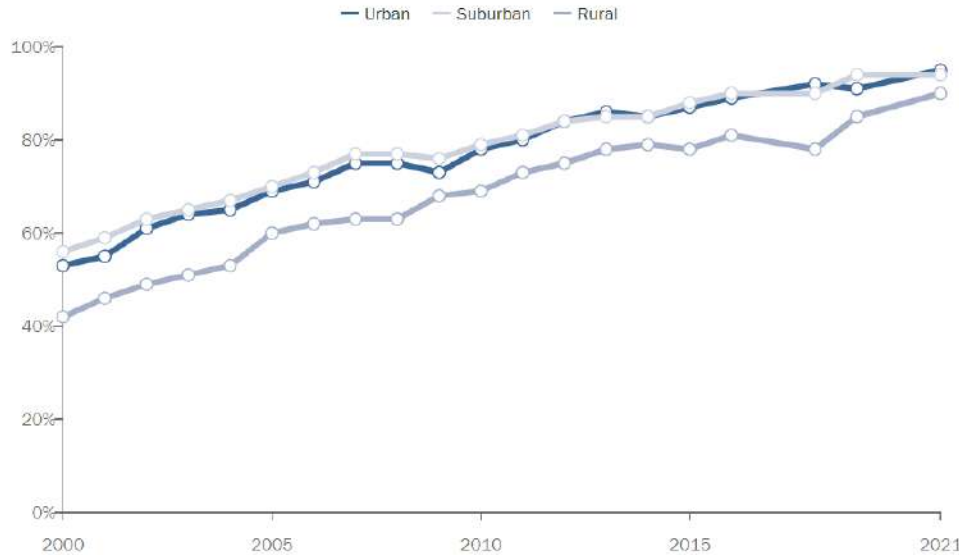
9pp increase;
73% in 2021

Advanced Healthcare needs Broadband

- AGE
- RACE
- GENDER
- INCOME
- EDUCATION
- COMMUNITY**

Internet use by community type

% of U.S. adults who say they use the internet, by community type



Pew Research

- Rural lagging internet usage with only ~82% coverage
- Age, Education, Income highlight even larger adoption gaps
- No meaningful distinction between Race and Gender

Data Privacy / Trust is an Issue

- ❑ 38% ranked “concerns about my privacy or data security” as the number one barrier to digital health adoption
- ❑ 20% cited “uncertainty around the effectiveness of the digital service” as a secondary concern

Trust in hospitals and doctors to keep digital healthcare information secure is high, but drops significantly for tech companies and government



Source: Accenture Digital Health Consumer Survey

Q: Overall, how much do you trust each of the following people or organizations to keep your digital healthcare information (including electronic medical records and other information) secure? “Very much” and “Some” responses.

Health Consumer Sentiment

If given a choice, which would you do virtually?

- 62% Health and Wellness Advisory Service
- 57% Remote Monitoring for on-going health issues through at-home devices
- 52% Routine Appointments
- 46% Mental Health Appointments
- 45% Chronic Condition Medical Specialists

...Healthcare consumers expect that their relationship with technology will be more prominent

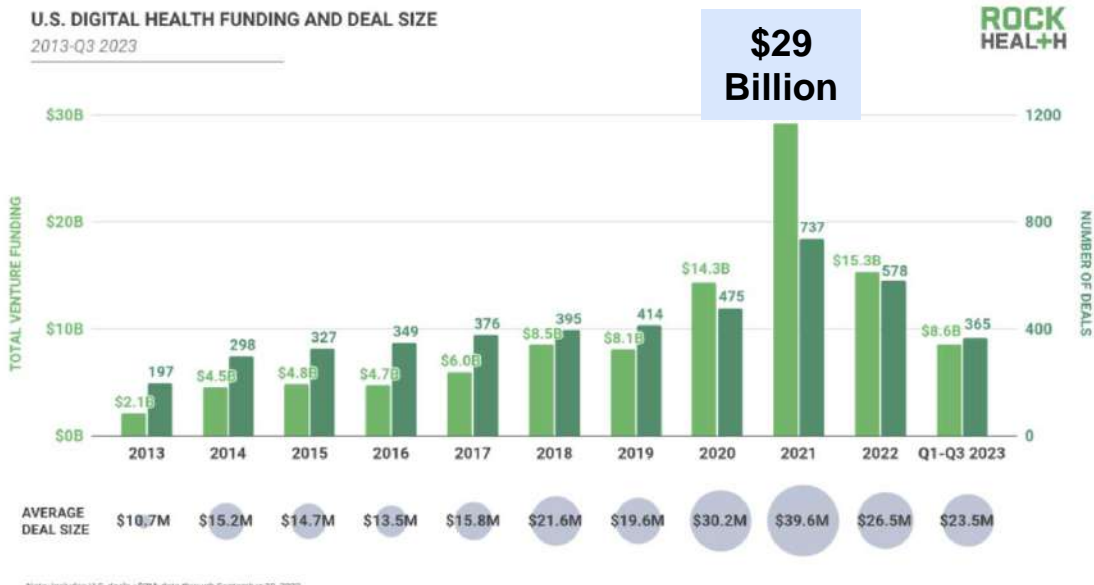
...Consumers want personalized healthcare

Source: Accenture Digital Health Consumer Survey

Private \$\$ Reinventing Health

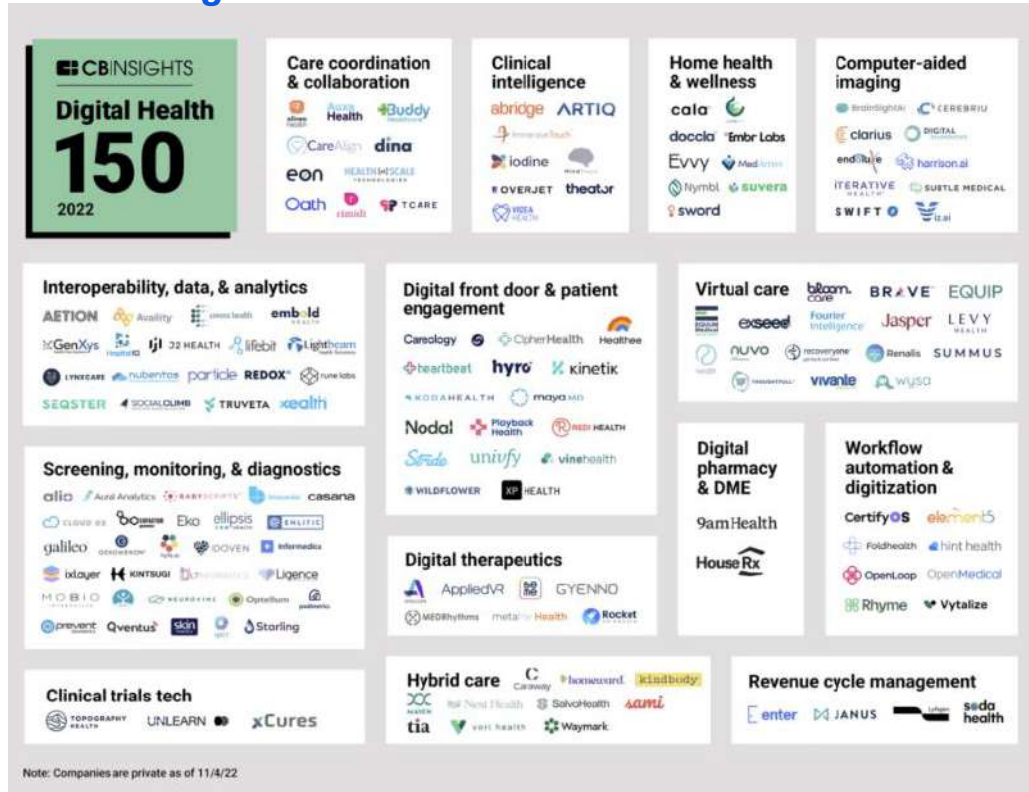
Best Industries for Startups: list of the top entrepreneur industries based on current value, growth rate, and the key factors that are driving their growth

1. E-Commerce
2. Healthcare Tech
3. Artificial Intelligence
4. Delivery Services
5. Educational Tech
6. Financial Technology
7. Shared Mobility



Healthcare Market Map

Reinventing Healthcare – Service Model Innovation



Note: Companies are private as of 11/4/22

- ❖ Every major health system has a Digital Health innovation team: Mayo Clinic, Stanford Health, Johns Hopkins, UMMS, etc.
- ❖ Strong investment trend: **Data** and **Patients as Decision Makers** in their own care

CHW @ Digital Health Navigator



COMMUNITY HEALTH WORKER



Digital Health Navigator

COMMUNITY HEALTH WORKER PATHWAY

The pathway below represents a typical career pathway in the ever-changing industry of Healthcare. The highlighted circle represents the occupation in the pathway.



Advance patient access to {comfort, trust, skill}, and ownership of, digital health solutions. Help manage data.

Work closely with clinic staff and patients to

- Improve access to devices, online services, skills training
- Assist with access to affordable connectivity programs
- Drive telehealth visits, use of patient education websites, and use of patient portals
- Support improved use of patient-facing healthcare technology, including remote patient monitoring devices like self-reporting blood pressure cuffs, patient wearables, smartphone apps, etc.
- Increase awareness and knowledge of benefits available to patients to optimize digital health application for their own health needs

Mission Driven || Tech Forward

<https://www.pewresearch.org/internet/fact-sheet/internet-broadband/?tabId=tab-480dace1-fd73-4f03-ad88-eae66e1f4217>

<https://pgcajc.com/wp-content/uploads/2023/03/CAEL-Prince-Georges-Healthcare-Pathway-12.31.22.pdf>

<https://healthfederation.org/hfps-digital-health-navigator-helps-individuals-conquer-technology-needed-improve-well-being>

<https://www.govinfo.gov/app/details/FR-2022-01-05/2021-28193>

<https://www.whitehouse.gov/wp-content/uploads/2022/05/05-2022-Summary-of-CCH-Stakeholder-Engagement.pdf>



Thank you ...