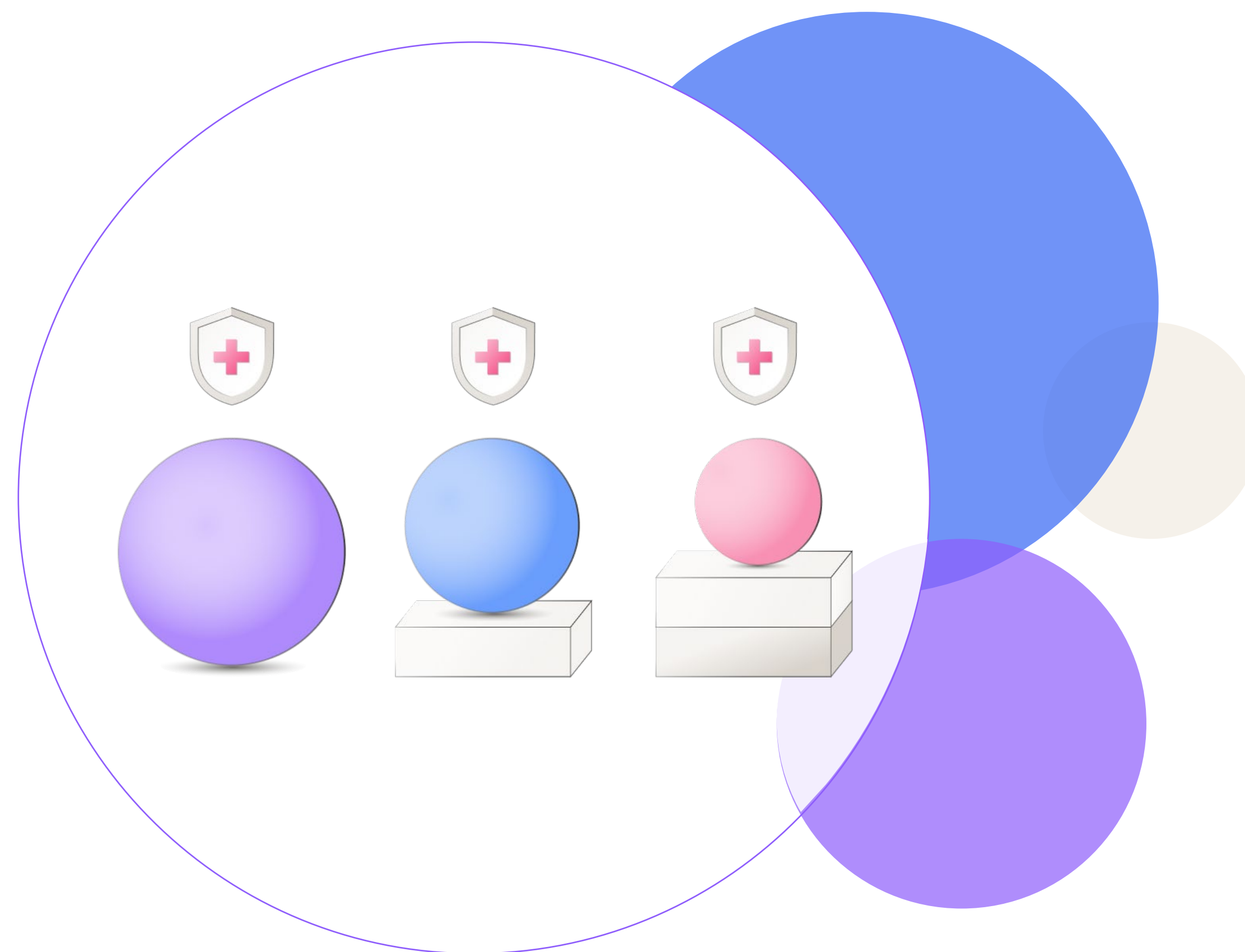
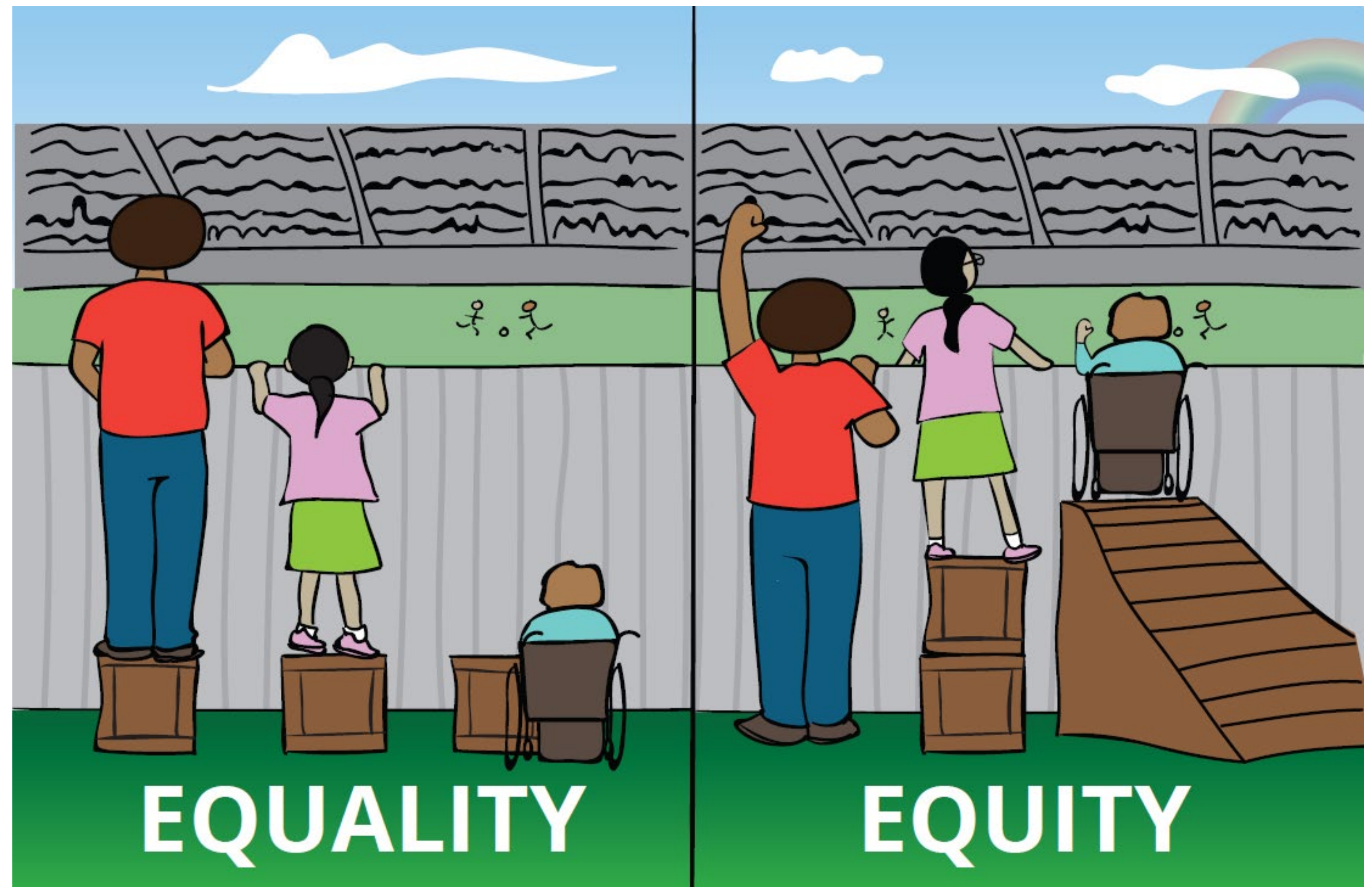


Leveraging Digital Health Tools to Deliver Equitable Care Across Diverse Patient Populations



Today's discussion



The evidence is clear

- Individuals living under persistent poverty have 43.2% higher mortality rate of stomach cancer¹
- Compared to whites, the Black population has more than double the rate of mortality of multiple myeloma¹
- Individuals living in rural areas have a 17% higher death rate from all cancers combined¹
- Compared to whites, the Hispanic population has more than double the mortality rate of liver cancer¹
- U.S. counties with a higher proportion of Black residents were 15% less likely to have cancer care facilities¹
- Liver cancer patients living in rural communities are 12% less likely to receive treatment and have 10% higher mortality than patients in urban communities¹

93%

of surveyed oncologists agree that Social Determinants of Health (SDOH) have a significant impact on patient health outcomes²

81%

of surveyed oncologists indicate that they and their staff have limited time to assist patients with social needs²

1. <https://cancerprogressreport.aacr.org/disparities/>
2. <https://bmjopen.bmj.com/content/11/10/e049259>

Social determinants of health represent a constant variable across the patient care journey



At Diagnosis

In 2018, there was a difference of 26 percentage points in breast cancer screening between women who had some form of health insurance vs. those without any health insurance¹

Making Treatment Decisions

Lack of access to transportation has a significant impact on cancer patients' decisions with respect to stopping or continuing treatments²

Custom Care Pathways

Both population and clinical studies have shown a high prevalence of food insecurity among patients with cancer³

Advance Care Planning

Compared to white patients living with serious illness, black patients are less likely to have ACP discussions or documents⁴

Survivorship

16% of cancer survivors faced moderate to increased levels of housing insecurity⁵

1. <https://cancerprogressreport.aacr.org/disparities/>
2. <https://journals.sagepub.com/doi/abs/10.1177/0361198121991497>
3. <https://acsjournals.onlinelibrary.wiley.com/doi/full/10.1002/cncr.32291>
4. <https://www.capc.org/health-care-for-black-patients-with-serious-illness-a-literature-review/#key-findings>
5. <https://pubmed.ncbi.nlm.nih.gov/35559872/>

The industry is actively
responding

HEDIS Changes Reflect Focus on Health Equity

Better transparency into health plan performance by race and ethnicity will aid the illumination and investigation of care gaps and inequitable care, NCQA says

David Rath

Aug. 1, 2022

Robert Wood Johnson Foundation releases new health equity framework

Georgina Gonzalez (Twitter) - Wednesday, July 13th, 2022

Press release

CMS Proposes Rule to Advance Health Equity, Improve Access to Care, and Promote Competition and Transparency

Jul 15, 2022 | Ambulatory surgical centers, Hospitals

CMS Announces Enhancing Oncology Model Successor to Oncology Care Model



By Thomas Sullivan — Last Updated Aug 4, 2022

CMS

QUALITY IMPROVEMENT

Digital health tools represent a tremendous opportunity

...but not one without challenges

Benefits of a Digital Health Tool

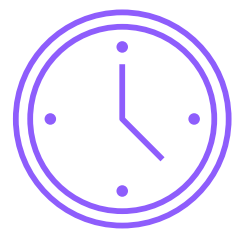
- + Captures vast amounts of unique, patient-specific data
- + Provides insights about the patient's life outside the clinic
- + Reduces the burden of discovery from care teams
- + Facilitates the honest sharing of data, building trust between patients and providers
- + Increases patient engagement & satisfaction
- + Efficiently identifies opportunities to provide social support

Potential Challenges

- Connectivity/interoperability with the EHR & other systems
- Capturing, standardizing and analyzing non-medical data
- Efficiently sharing data with the extended care team and patient support services
- Patient access to internet, computer or phone
- Health literacy barriers
- Digital literacy barriers, particularly in older patient populations

“I have probably an unintentional script that I run through with patients... often the same set of questions... [The platform] does a really nice job of **elucidating other things that I don't necessarily think to ask about**, and that the patient doesn't necessarily think to mention or doesn't think is important to mention during the actual clinic visit.”

When, where, and how these tools are utilized is critical to success



When

Capturing data prior to appointments allows patients and providers to feel more prepared for clinical visits, and facilitates more productive discussions



Where

- Access in the home reduces stress, and affords space for patients and caregivers to reflect, providing more thoughtful, honest responses
- To ensure equitable access, tools can also be made available through the clinic or community-based services setting



How

- Tools must fit into the provider workflow and be easy to digest quickly
- To build trust, providers must review, acknowledge, and discuss patient responses during appts or before hand
- Data needs to be accessible to appropriate members of the full multi-disciplinary team



It kept us focused on what we wanted to talk about. And I sat in the bedroom here with [my husband]. I read every question... And **it made us bring everything to light**, you know, about what's important. Like, [my husband's] main concern was a fear of falling.

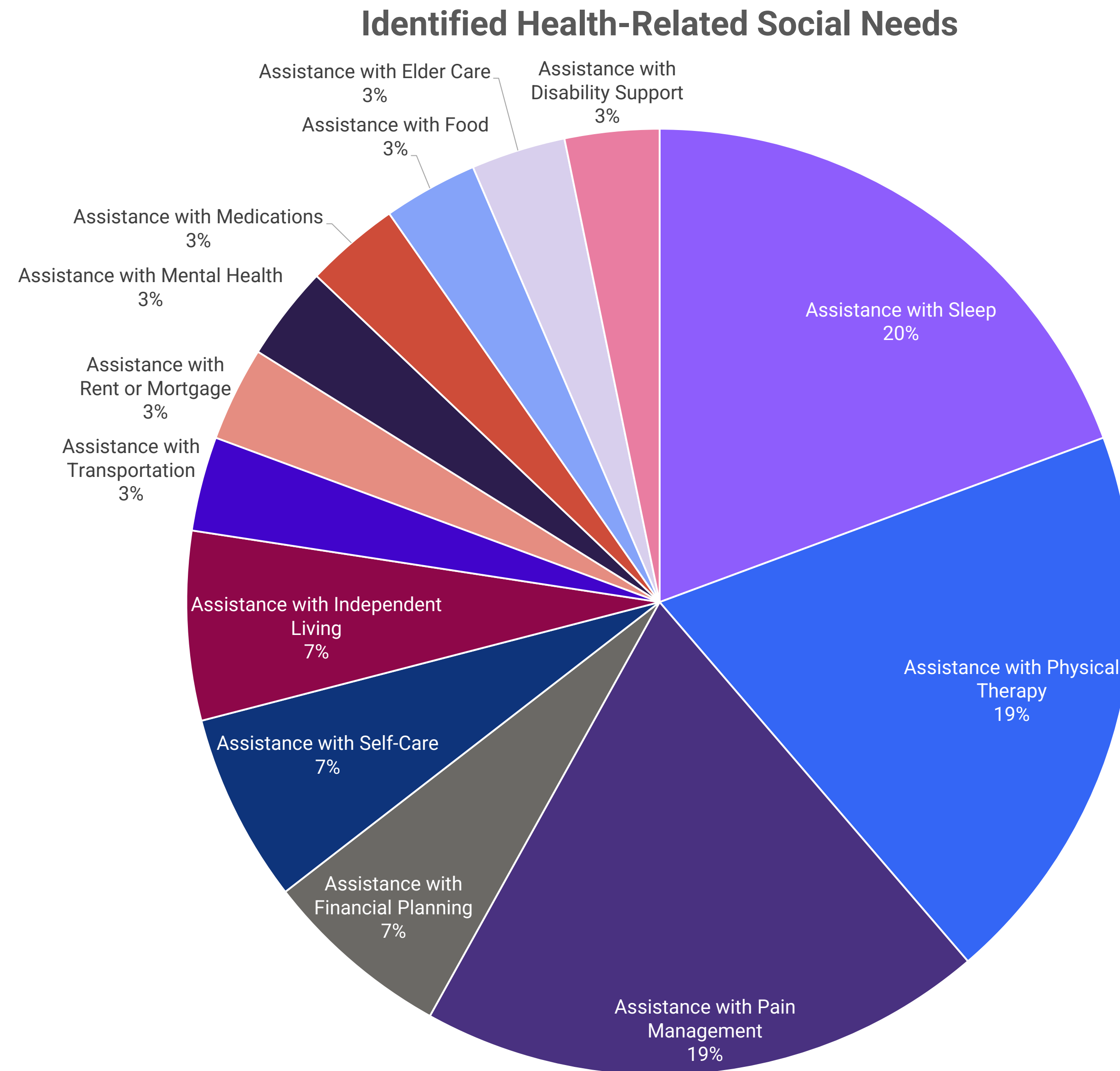
Insights From a Digital Approach

Digital Health Tools' Impact on Access to Care

- 1 Moves the identification of health-related social needs upstream, removing the burden of discovery from care teams
- 2 Identifies opportunities to connect patients to appropriate support
- 3 Provides insights about the patient's life outside the clinic

1 **Moves the identification of health-related social needs upstream**

67% Patients identified one or more health-related social need

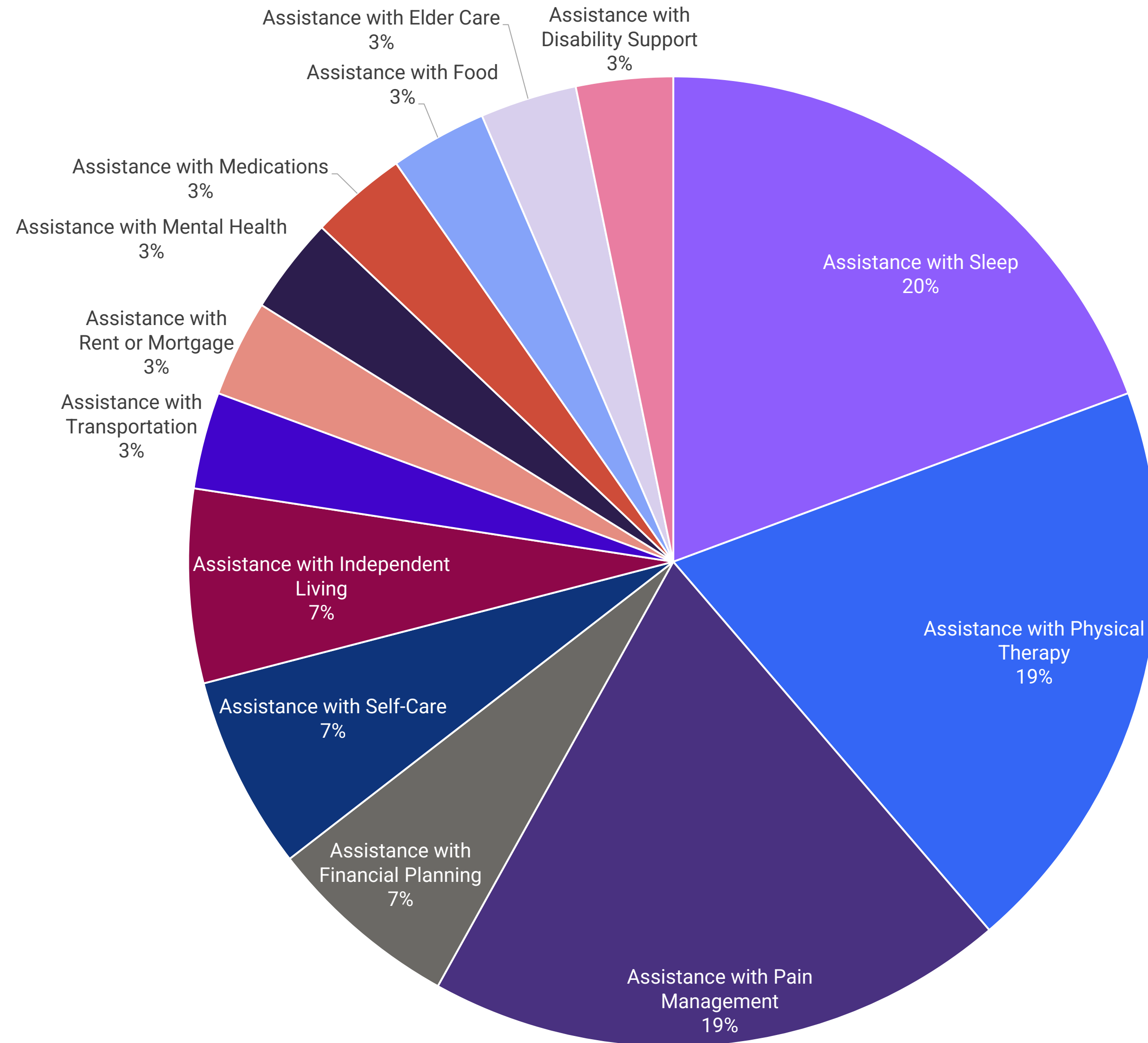


2

Identifies opportunities to connect patients to appropriate support

62% Patients directly routed to formalized network of Community Based Organizations with the ability to address the needs

Identified Health-Related Social Needs

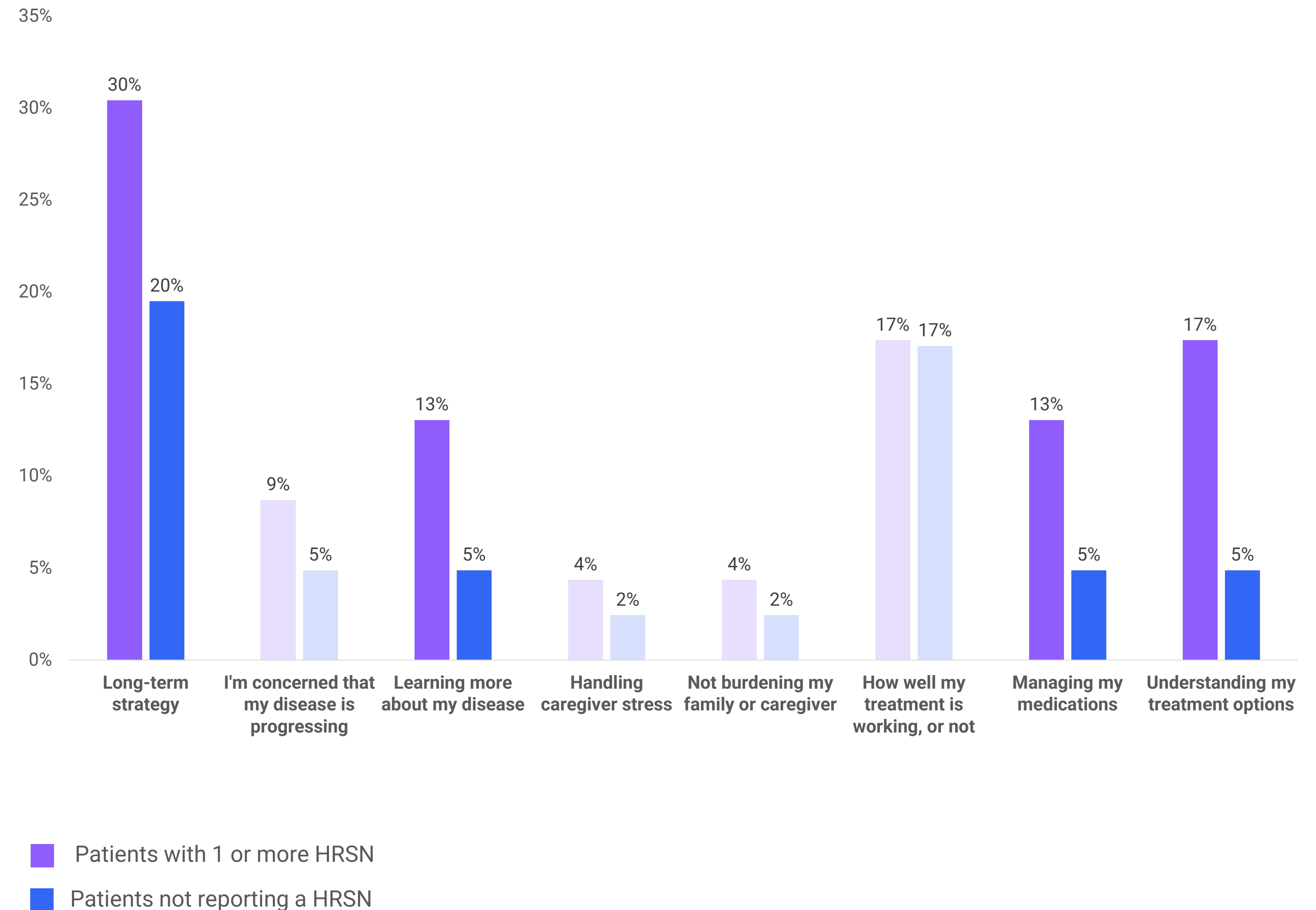


3

Provides insights about the patient's life outside the clinic

Patients showed a strong desire to:

- Receive additional disease-specific education
- Discuss treatment options available to them
- Understand their long-term strategy
- Receive support in managing their current medications

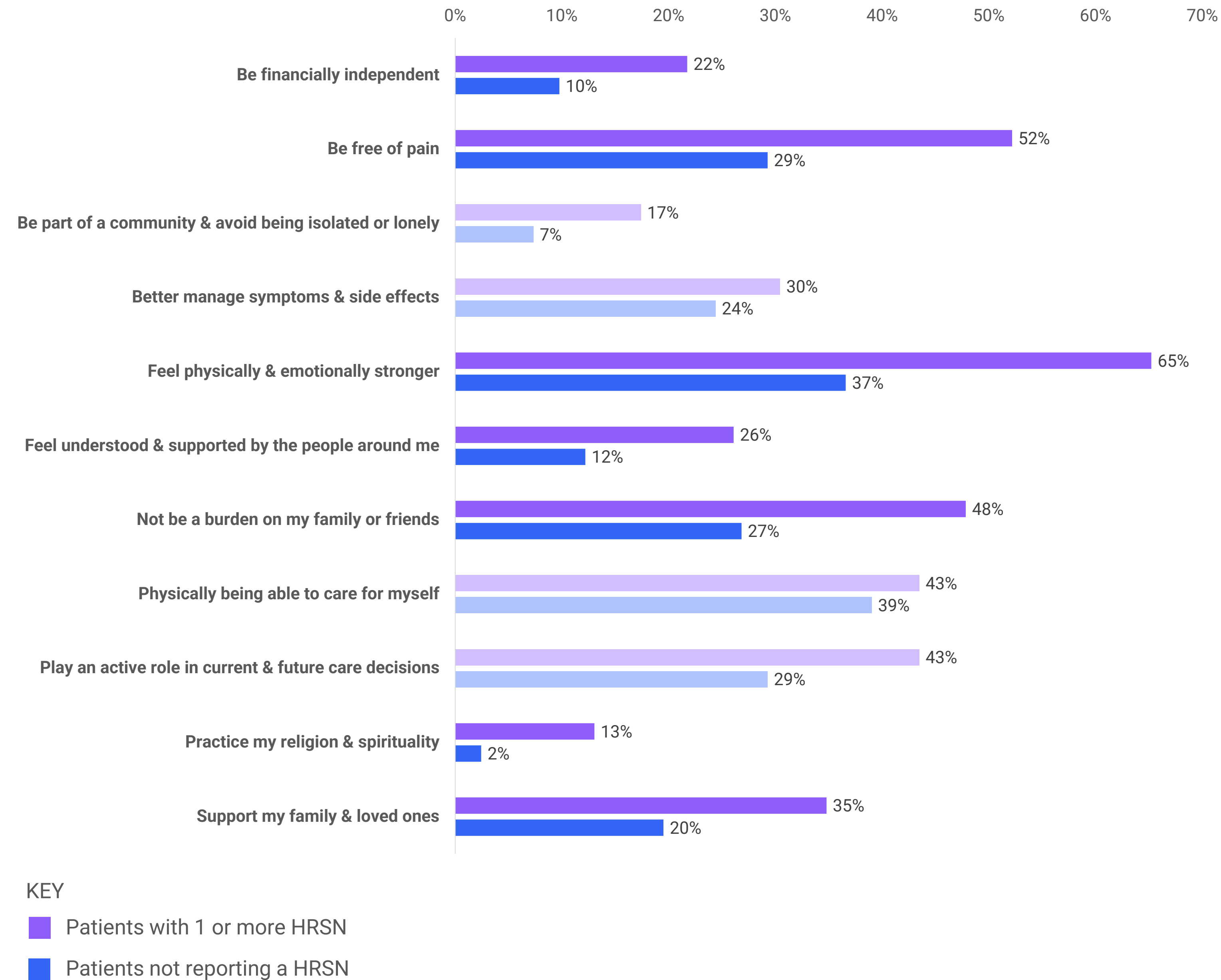


3

Provides insights about the patient's life outside the clinic

Patients identified with a range of goals including:

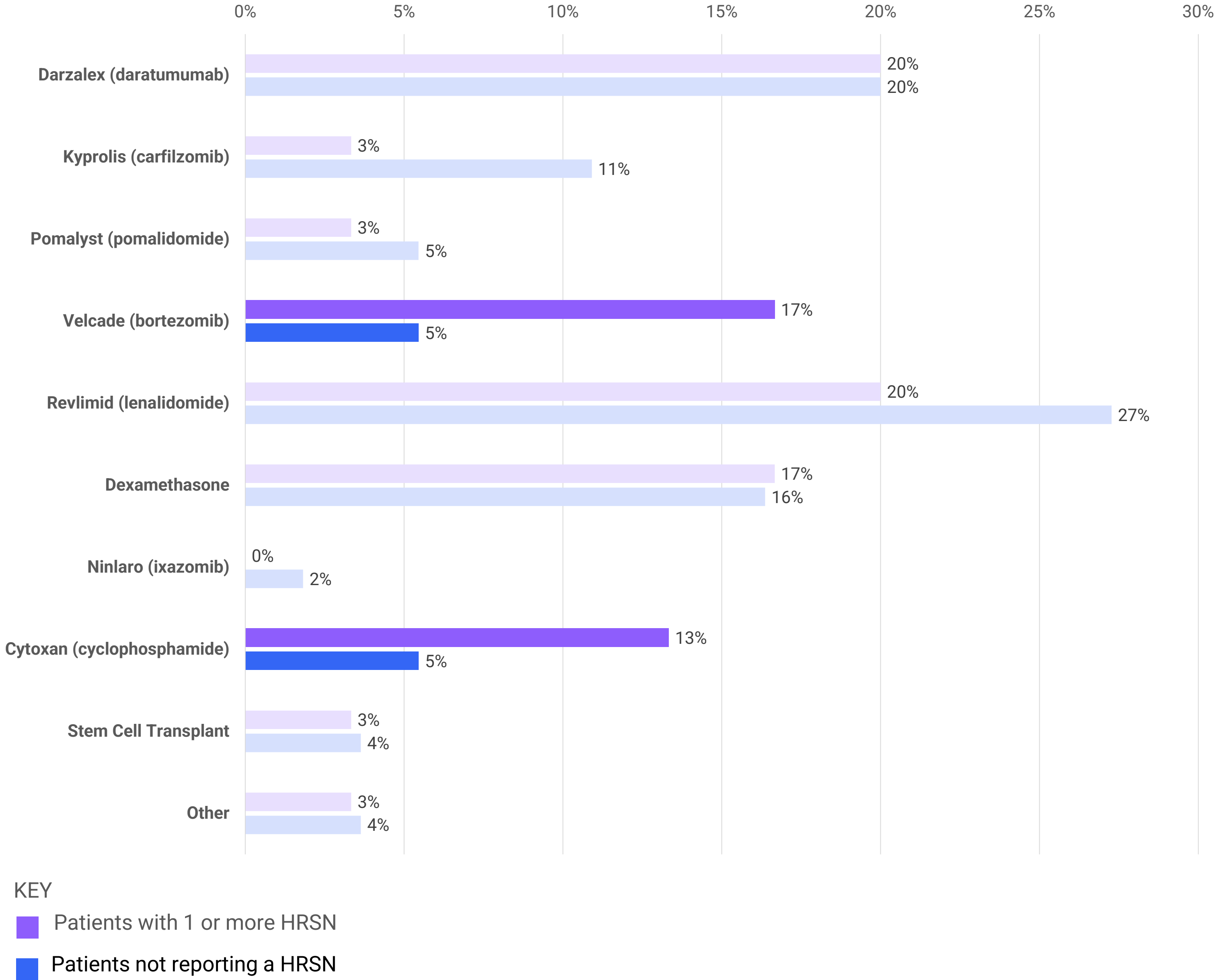
- Financial independence
- Management of pain
- All-round physical and emotional strength
- Time for their religion
- Relieving their loved ones from the burden of their condition
- Support and understanding from the people surrounding them



3

Provides insights about the patient’s life outside the clinic

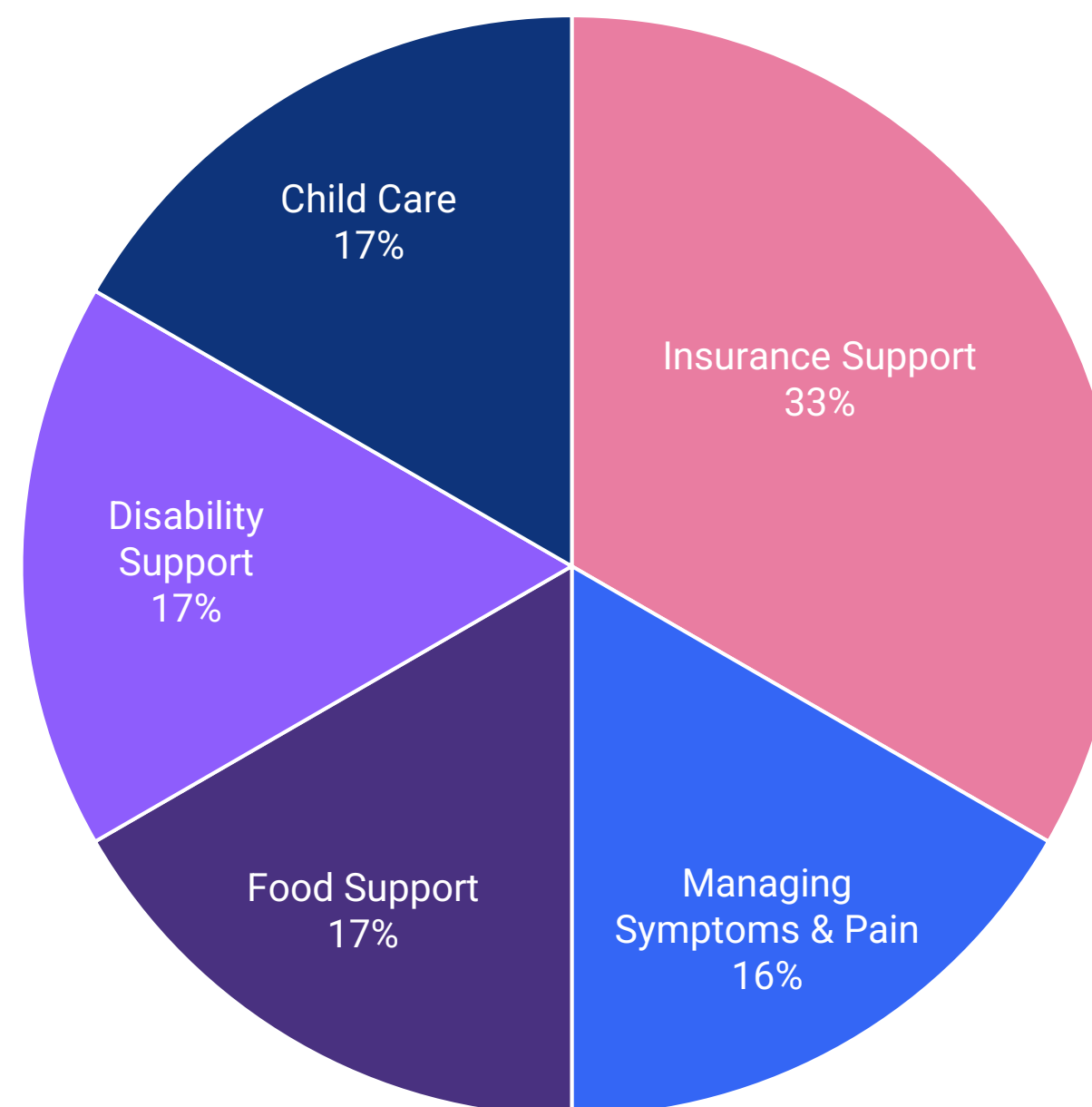
Patients on specific treatment algorithms were more likely to self-identify a health-related social need



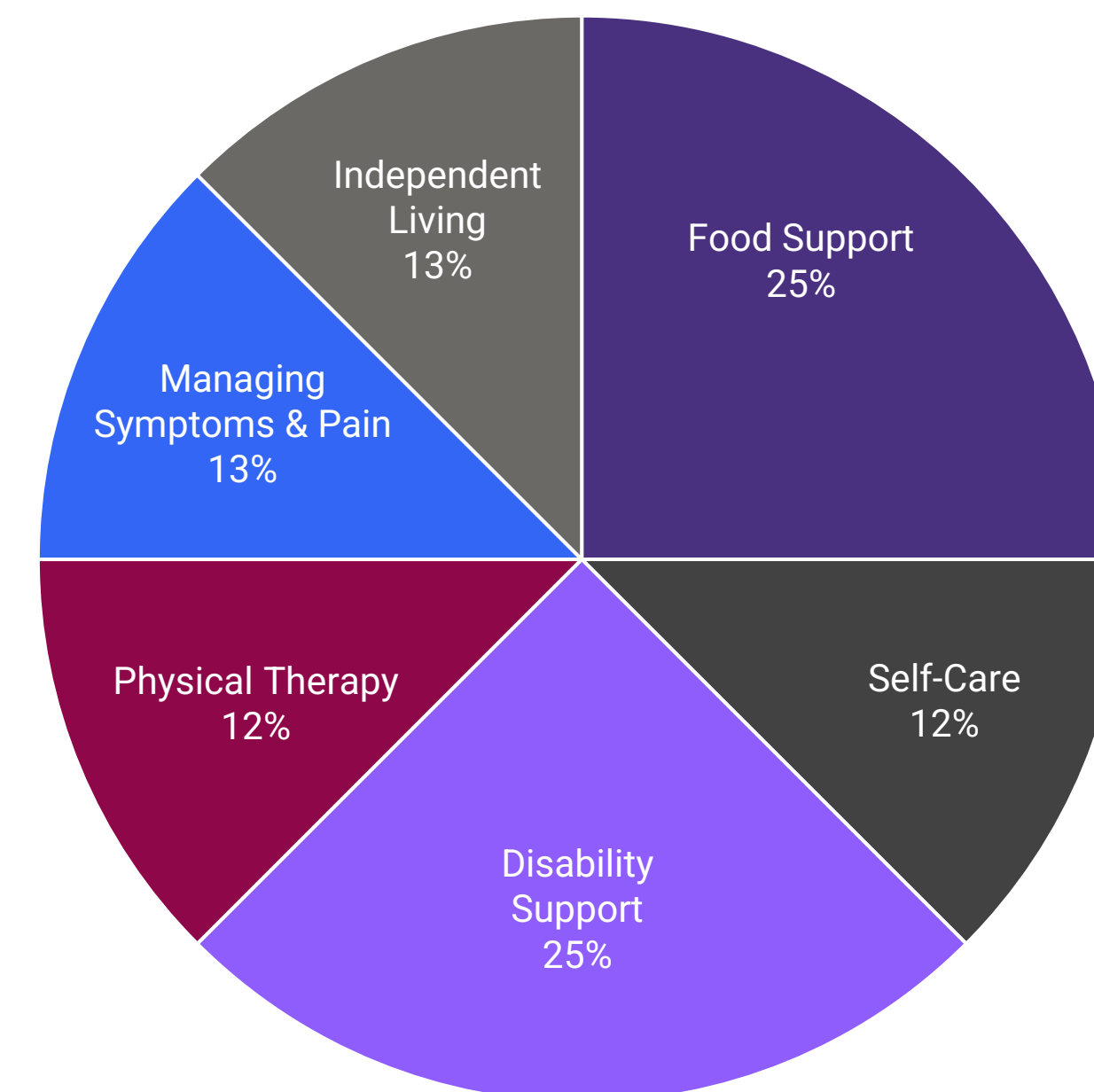
3 **Provides insights about the patient's life outside the clinic**

Patients on specific treatment algorithms
lead to different patient-identified health-related social needs

Targeted Therapy



Standard Chemotherapy



Insights From a Digital Approach

Digital Health Tools' Impact on Access to Care

- 4 Facilitates the honest sharing of data, **building trust** between patients and providers to address other areas of care:
 - Advance care planning
 - Clinical trial participation

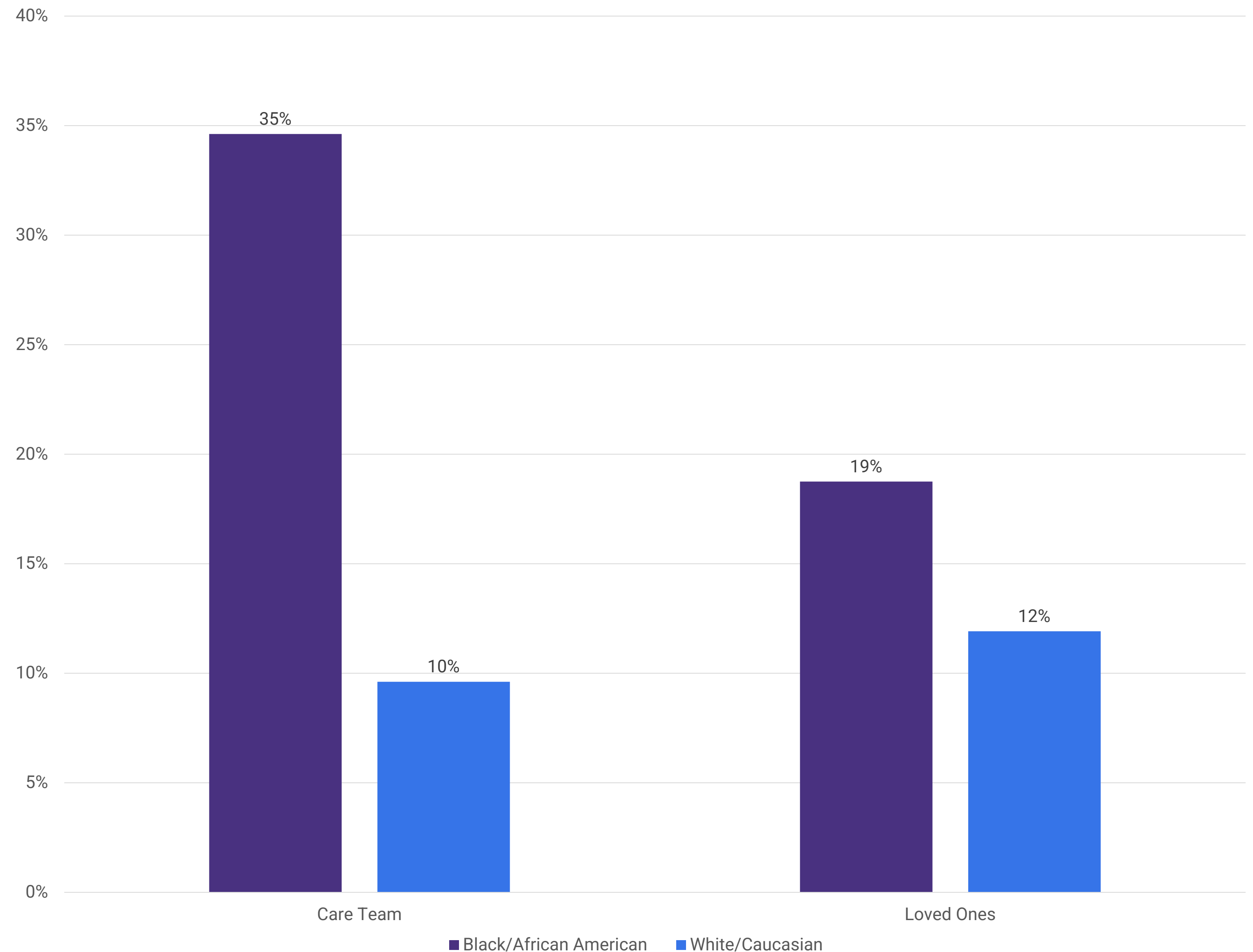
4

Facilitates the honest sharing of data, building trust between patients and providers to address other areas of care

Use case: Advance Care Planning

Demonstrating the change in **comfort level discussing ACP with the care team & loved ones**, specifically in the Black/African American population

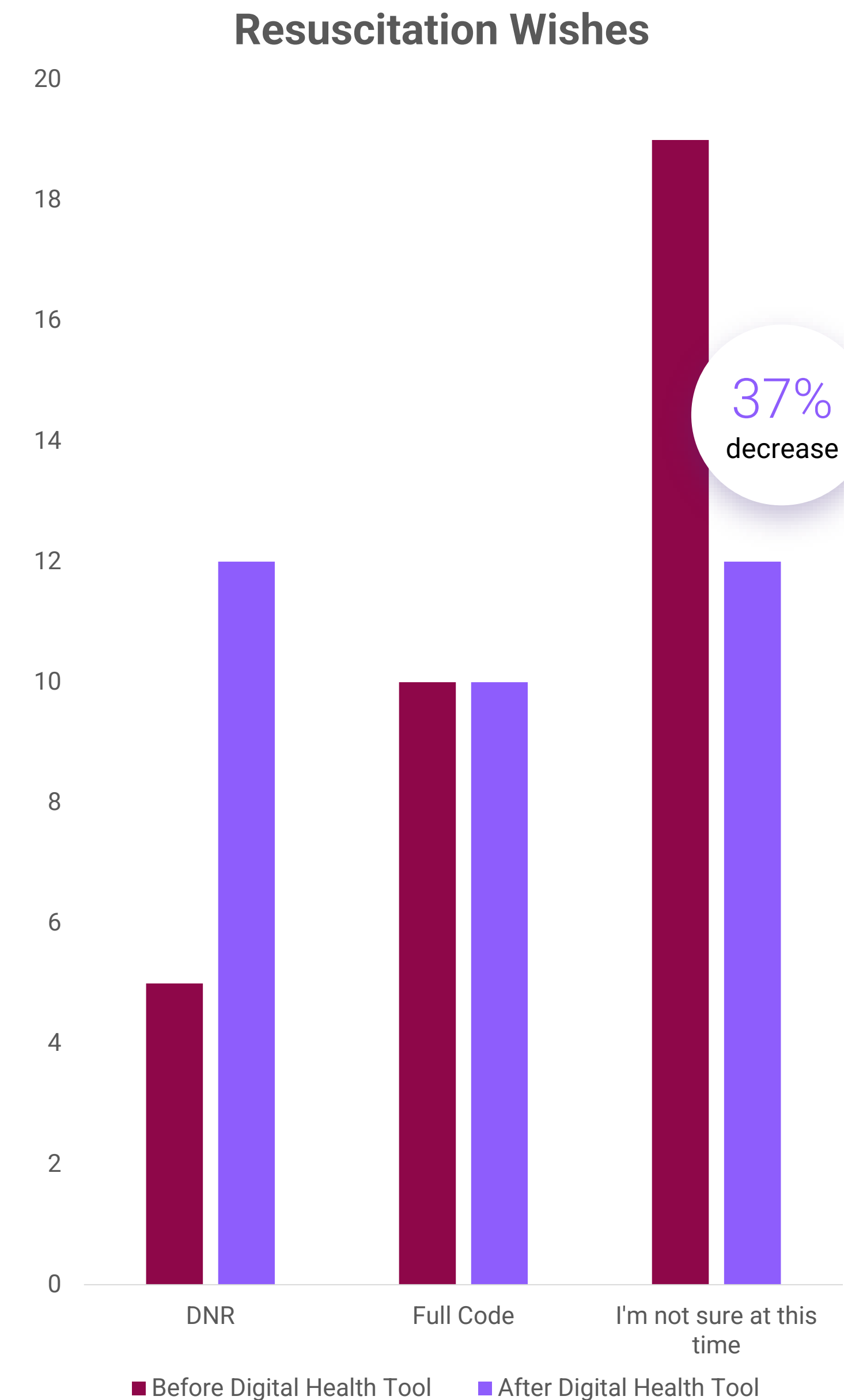
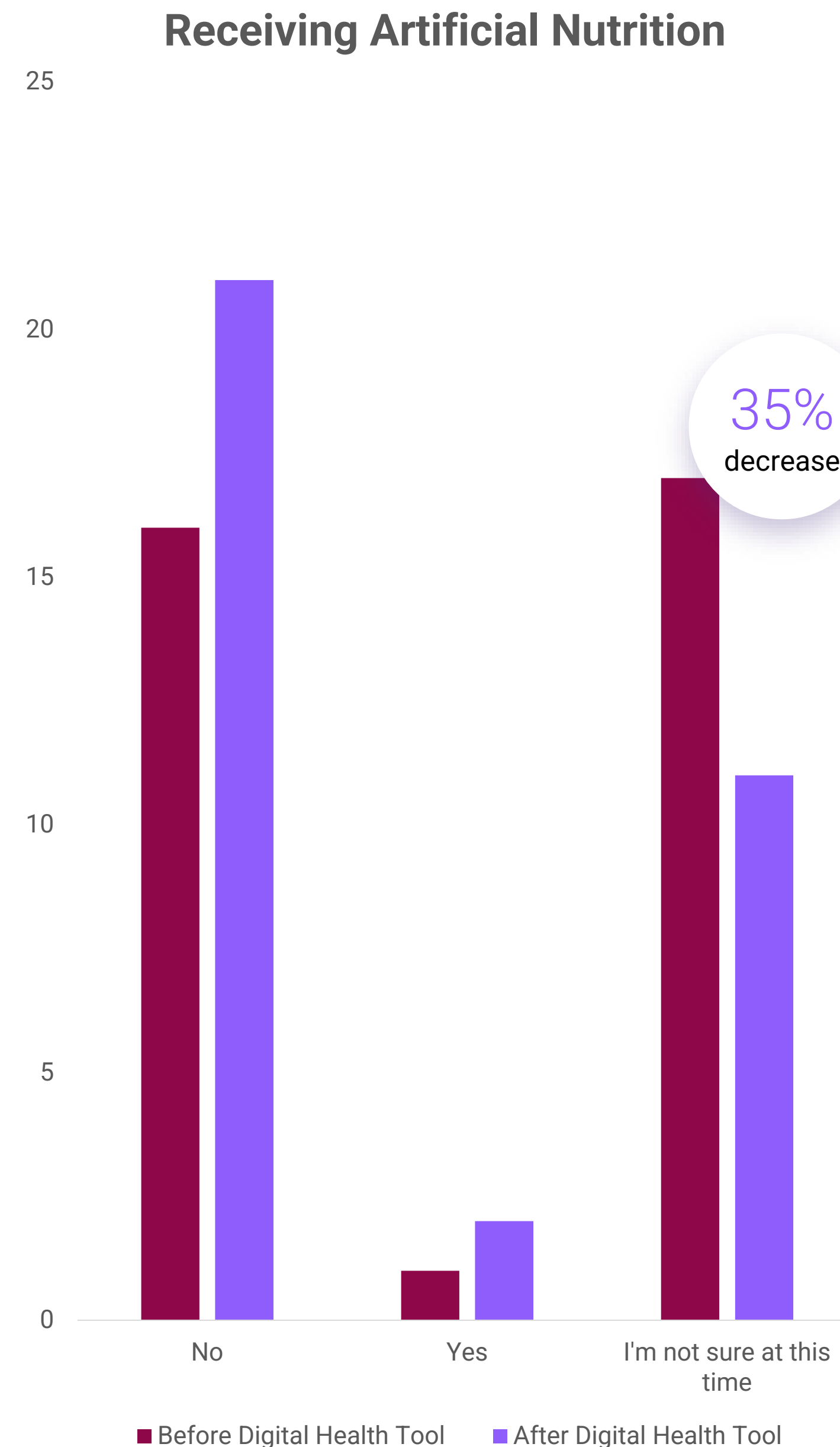
Percent Change in Mean Comfort Level with Care Team & Loved Ones



4 Facilitates the honest sharing of data, building trust between patients and providers to address other areas of care

Use case: Advance Care Planning

Demonstrating the change in **certainty of quality-of-life preferences**

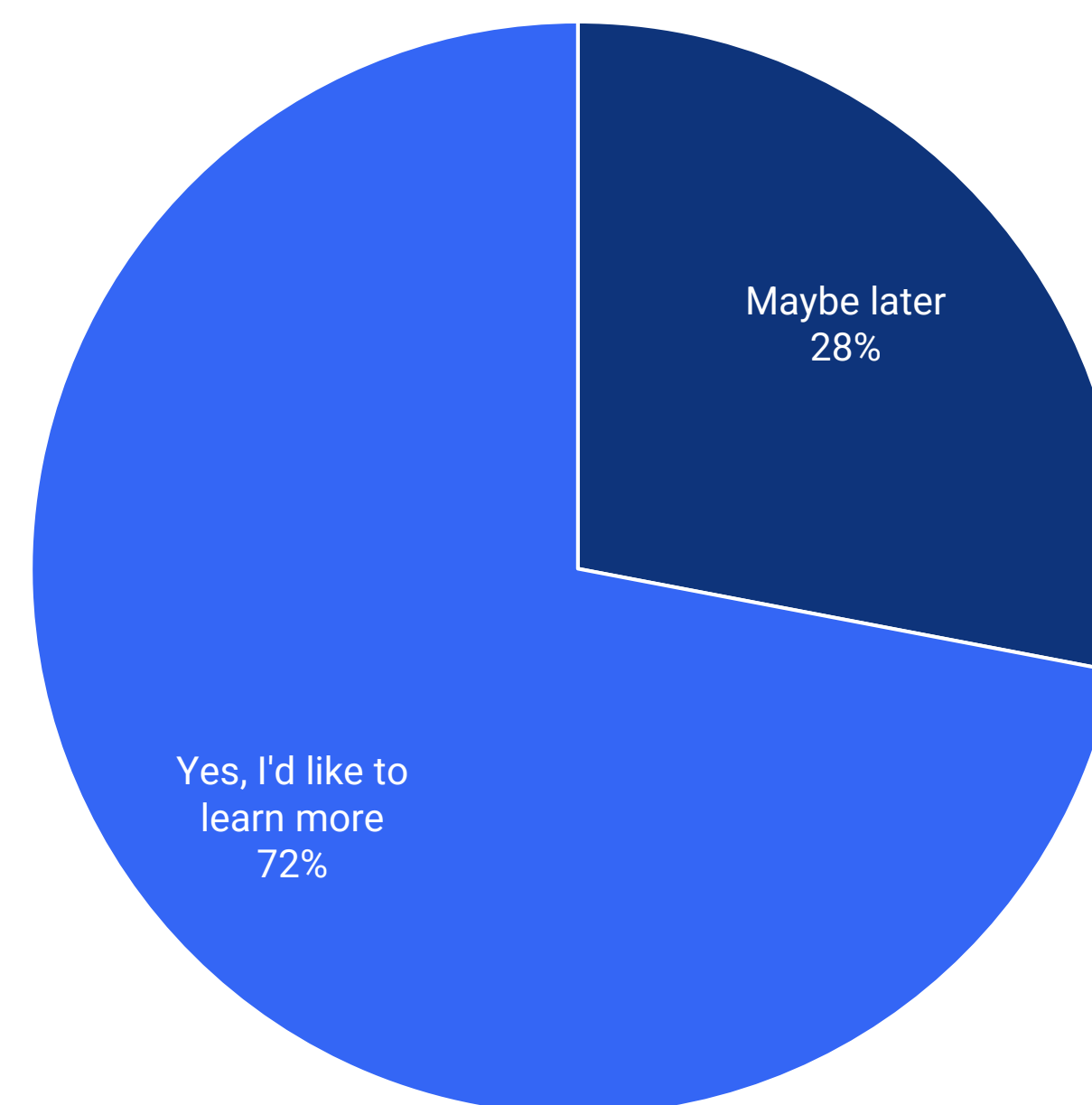


4 Facilitates the honest sharing of data, building trust between patients and providers to address other areas of care

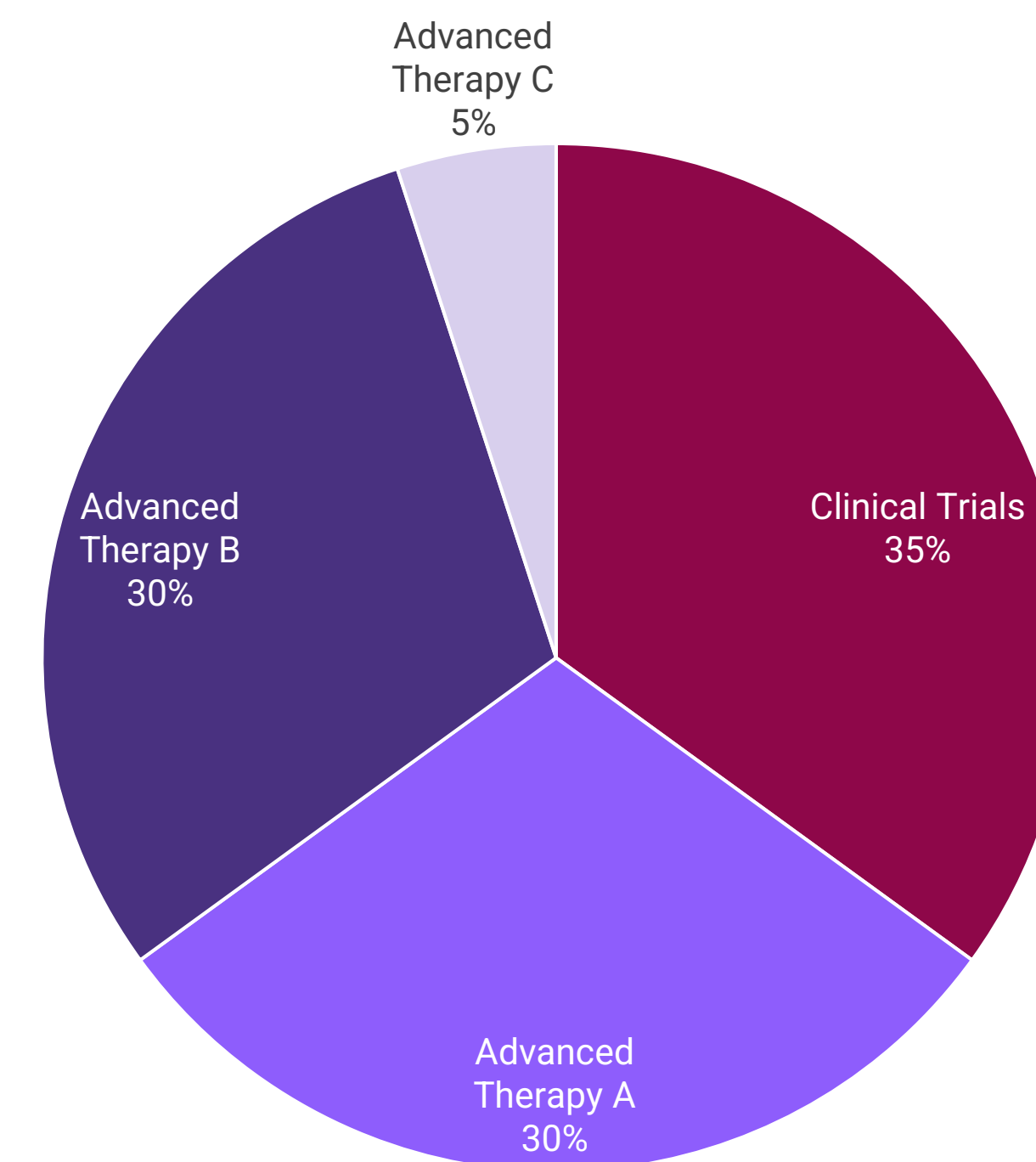
Use case: Clinical Trial Participation

Demonstrating the opportunity for **clinical trial recruitment** based on patient-reported interest and education

Patient Expressed Interest in Learning About Advanced Therapies



Patient Expressed Interest in Specific Therapies



Provide equal access to quality care for all patients

Health Equity

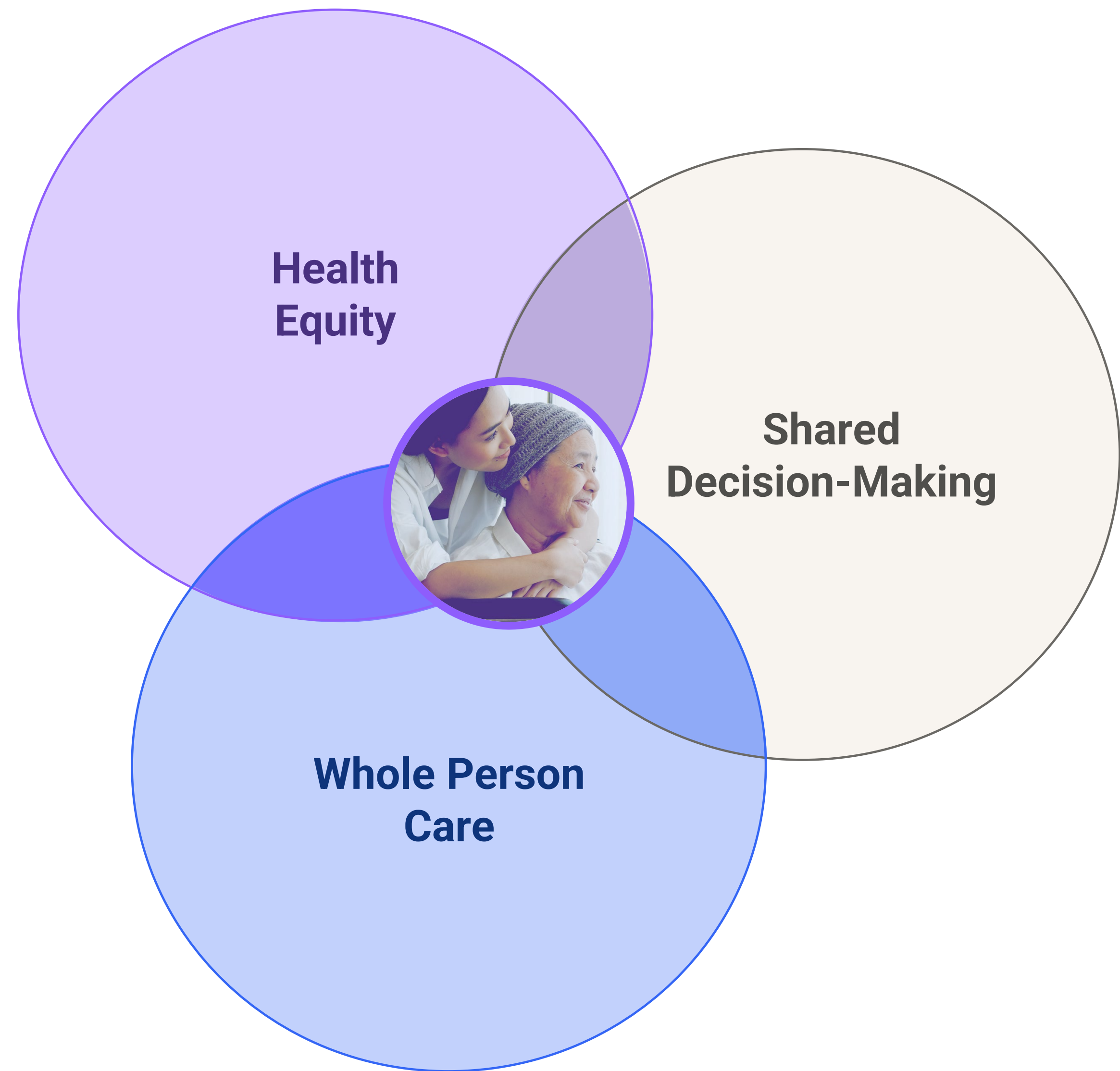
Deliver the tools and resources every patient needs to achieve optimal health outcomes

Shared Decision-Making

Facilitate collaborative communication and decision-making, to build trust and increase patient satisfaction

Whole Person Care

Coordinate services and support in a patient-centered manner to improve health outcomes and to more efficiently and effectively deliver resources



Thank you!

www.patientdiscovery.com

Theresa.west@patientdiscovery.com

Confidential
© 2021-2022 Patient Discovery Solutions, Inc.

Robyn.hayes@patientdiscovery.com

