

Community Impact + Digital Transformation

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- Digital Health Institute for Transformation (DHIT)
- 501(c)(3) non-profit education and research institute
- Found over three years ago by Michael Levy and Lee Philips
- Main office in Chapel Hill, NC
 - academic institutions, industry partners, and individuals can come together

About DHIT



- Cloud Technology
- Social Determinates of Health (SDoH)
- Digital Health Platforms
- Story Telling



- Leaders from academia, industry and the startup community
- Panel discussions
 - education, quality, research and community impact
- Technology Showcase
- Workshops
- Connections



- Contributed to the 2018/2019 White Paper
- Participated in sponsorship efforts prior
- Involved in day of logistics
- Engaged with the ecosystem

Community Pitch

"AN EXPLORATION OF UNMET HEALTHCARE NEEDS IN
COMMUNITIES ACROSS NORTH CAROLINA"



Todd Telemeco, PT, DPT, PhD, ECS
Founding Dean, College of Health Sciences,
UNC Pembroke

- Need for a cultural shift to adapt to the digital transformation
 - Work culture, training, and skills are the core determinate of digital transformation success
- The goal is to educate both students and the current workforce so they can better understand technology and return to their communities and utilize it in a way that aligns with that community's values.
- Defined value in the digital age as being based on the trust of individuals and their community
- Discover first mentality
- Start small and grow bigger

The Community HUG



Give your
community
a HUG™

With a **Health Utility Grid™**,
empower your loved ones
to better health.

POWERED BY DHIT



- Cloud technology, health informatics, and storytelling to understand the SDoH for individuals within targeted communities
- Collects both communal and health related data:
 - Demographic
 - Environmental
 - Socioeconomic
 - Genomic
 - Psychographic

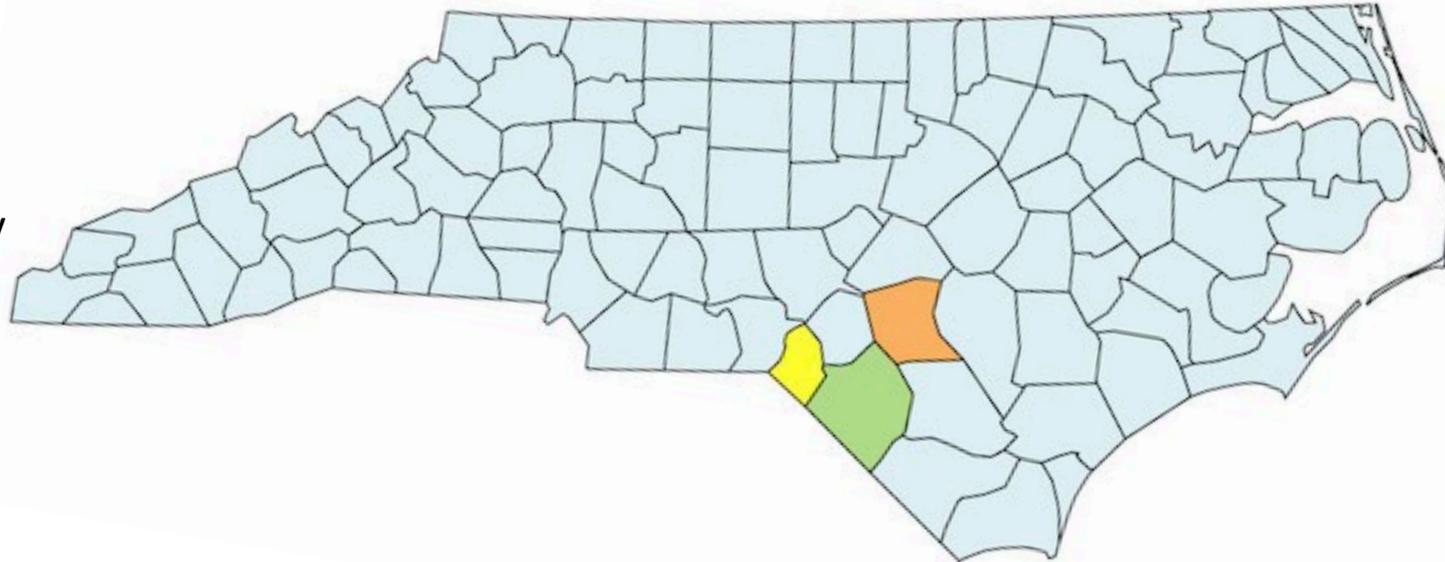
HUG Community Partners



**COLLEGE OF
HEALTH SCIENCES**

DUKE CENTER for
APPLIED GENOMICS
& PRECISION MEDICINE

-  = Robeson County
-  = Scotland County
-  = Cumberland County



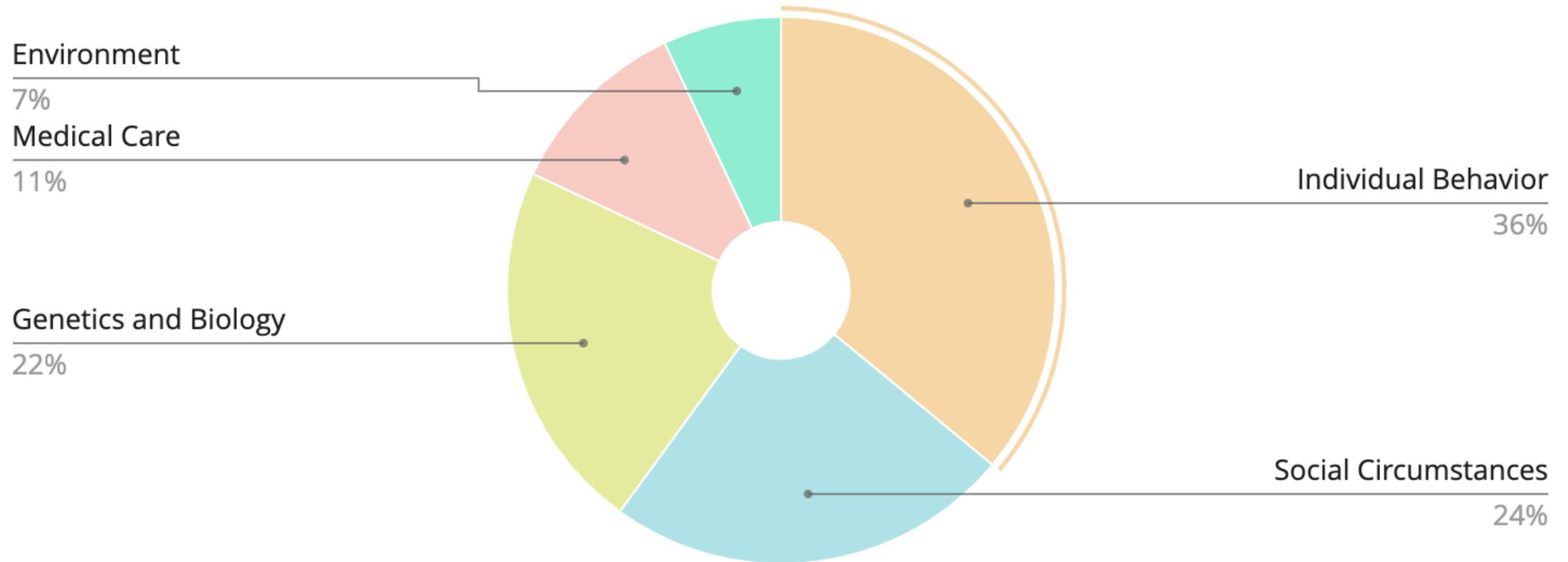
Tasks

- Data Driven Community Impact
- Community Discovery

Objectives

- Identify health related gaps and available resources in community
- Learn about the current state of the community and how needs are being addressed

Social Determinants of Health



- North Carolina Institute of Medicine's (NCIOM)
- North Carolina County Health Profiles
 - Demographic
 - Access to care
 - Health status
 - Determinants of health

Data Driven Community Impact- Findings

| | Bold Indicator Name Text | North Carolina | Cumberland | Robeson | Scotland |
|--------------------------------------|--|-----------------------|-------------------|----------------|-----------------|
| Classifications | Metropolitan or Nonmetropolitan Tier | | Metro | Nonmetro | Nonmetro |
| | | | 1 | 1 | 1 |
| Education | High School Graduation | 86.5% | 82.1% | 87.0% | 82.8% |
| | Reading Proficiency | 57.8% | 57.3% | 38.6% | 43.5% |
| | College Graduation | 21.3% | 24.3% | 12.8% | 15.9% |
| Access to Care | Uninsured Adults | 15.1% | 13.8% | 24.3% | 17.4% |
| | Uninsured Children | 4.7% | 3.7% | 4.9% | 4.2% |
| | Medicaid & CHIP Enrollees | 21.2% | 26.7% | 39.4% | 37.8% |
| Healthy Eating, Active Living | Adult Obesity | 31.8% | 32.2% | 39.5% | 36.3% |
| Tobacco & Substance Use | Adult Smoking | 15.7% | 18.0% | 27.0% | 23.0% |
| | Youth Tobacco Use | 28.8% | 25.2% | 30.3% | 25.2% |
| | Unintentional Poisoning Deaths / Overdose Deaths | 11.8 | 17.4 | 14.8 | 15.8 |
| | Opiate Poisoning Deaths | 11.8 | 12.7 | 9.7 | 10.2 |
| | Opioid Prescribing Rate | 72 | 76.0 | 114.2 | 168.3 |
| Maternal & Child Health | Teen Birth Rate | 24 | 31.7 | 43.6 | 45.7 |
| | Low Birthweight | 9.1% | 10.2% | 12.1% | 13.0% |
| | Infant Mortality Rate | 7.1 | 9.4 | 14 | 11 |
| | Racial Disparity in Infant Mortality Rate | 5.3 | 6.8 | 11.8 | - |
| | Racial Disparity in Infant Mortality Rate | 12.7 | 14.6 | 14.2 | 9.5 |
| Oral Health | Tooth Decay | 47.60% | 50.8% | 50.2% | 50.8% |
| Chronic Disease | Diabetes Prevalence | 9.6% | 12.6% | 14.8% | 12.1% |
| | Cancer Incidence | 470 | 460.9 | 407.9 | 498.2 |
| | Heart Disease | 159.8 | 186.9 | 216.5 | 196.8 |
| Community Well-Being | Poverty | 15.40% | 18.8% | 27.8% | 27.6% |
| | Housing Cost Burden | 25.6% | 32.0% | 19.6% | 27.5% |
| | Unemployment | 4.60% | 5.80% | 6.60% | 7.80% |
| | High-Quality Child Care | 73% | 61.0% | 64.0% | 84.0% |
| | Food Insecurity | 15.40% | 19.0% | 21.1% | 24.9% |
| | Transportation | 6.5% | 6.5% | 10.3% | 11.7% |
| | Violent Crime | 374.9 | 707.0 | 920.3 | 723.8 |
| | Life expectancy | 77 | 76.4 | 73.5 | 74.4 |
| | Racial Disparity in Life Expectancy | 74.5 | 75.6 | 72.6 | 73 |

- 17,000 public libraries in the United States collectively supporting four million visits a day
 - Healthcare and health information being more accessible than ever
- Public Libraries = Public Health Outreach
- Some public libraries serve as an access point to health information, healthcare services, and connections to health services

- Identify all the public libraries in the state by County
- Read about available resources provided by library to address digital health
- Get in contact with leaders and stakeholders at the Counties Public Libraries
- Engage with librarian

- Demand for digital health resources
- Public libraries are access points
- Librarians shared pain points and available resources
- Interest in hosting their own Community Discovery Session

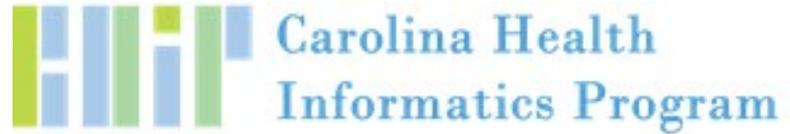
- Need for digital health interventions in these communities
- Public libraries are a great access points for information and education
- Stakeholders and leaders want to get together to address these issues
- Creating connections and learning to empathize with these communities is the key to success

- Challenge to coordinate with multiple stakeholders
- Working with a young start up organization
 - Agile, flexible and adaptive
- The importance of being able to communicate data to create a positive impact
- With a foundation built on empathy you can drive change through a story

Acknowledgments



Thank you!



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

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