Community Impact +
Digital Transformation

Farrah Hermes
April 23, 2020
About DHIT

- 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
The DHIT Summit

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

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

The DHIT Summit

• 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
Project Overview

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

- Environment: 7%
- Medical Care: 11%
- Genetics and Biology: 22%
- Individual Behavior: 36%
- Social Circumstances: 24%
Data Driven Community Impact

• 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

<table>
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<tr>
<th>Classifications</th>
<th>Bold Indicator Name Text</th>
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<th>Cumberland</th>
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<td>Education</td>
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<td>Reading Proficiency</td>
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<td>Access to Care</td>
<td>Uninsured Adults</td>
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<td>Uninsured Children</td>
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<td>Medicaid &amp; CHIP Enrollees</td>
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<td>26.7%</td>
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<td>Healthy Eating, Active Living</td>
<td>Adult Obesity</td>
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<td>Tobacco &amp; Substance Use</td>
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<td>Unintentional Poisoning Deaths / Overdose Deaths</td>
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<tr>
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<td>Opioid Prescribing Rate</td>
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<td>Maternal &amp; Child Health</td>
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<td>Racial Disparity in Infant Mortality Rate</td>
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<td>Racial Disparity in Infant Mortality Rate</td>
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<td>Community Well-Being</td>
<td>Poverty</td>
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<td>Housing Cost Burden</td>
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<td>Life expectancy</td>
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<td>Racial Disparity in Life Expectancy</td>
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</table>
Community Discovery: Background

• 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
Community Discovery: Methods

• 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
Community Discovery: Outcomes

• 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
Community Discovery: Conclusion

• 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
Lessons Learned

• 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!


