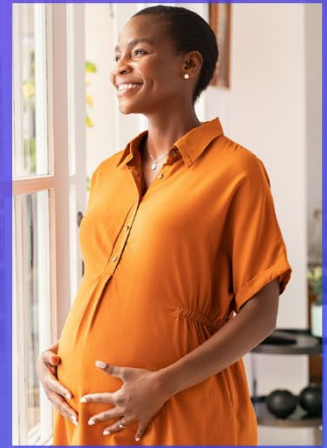# Health equity and population health management platform

The COVID-19 pandemic greatly magnified a link that healthcare policymakers and stakeholders have long understood: social determinants of health, medical utilization, healthcare spending, and health outcomes are tightly correlated. This link becomes increasingly evident in racial minority and Indigenous communities, those with low incomes, people with disabilities, those living in rural or remote areas, and the elderly. Around the world, many jurisdictions are looking to address health equity challenges through population health management approaches.

What's the solution?

The KPMG health equity and population health management platform can identify vulnerable communities and issues impacting health outcomes and can connect communities with information and services.

The power of data and analytics and machine learning are leveraged to give insights into what is happening in communities and why. Salesforce technology, including Marketing Cloud, Service Cloud, Mobile Publisher, Experience Cloud and Salesforce Shield, is then used to connect communities with vital resources, manage inquires and outreach activities.
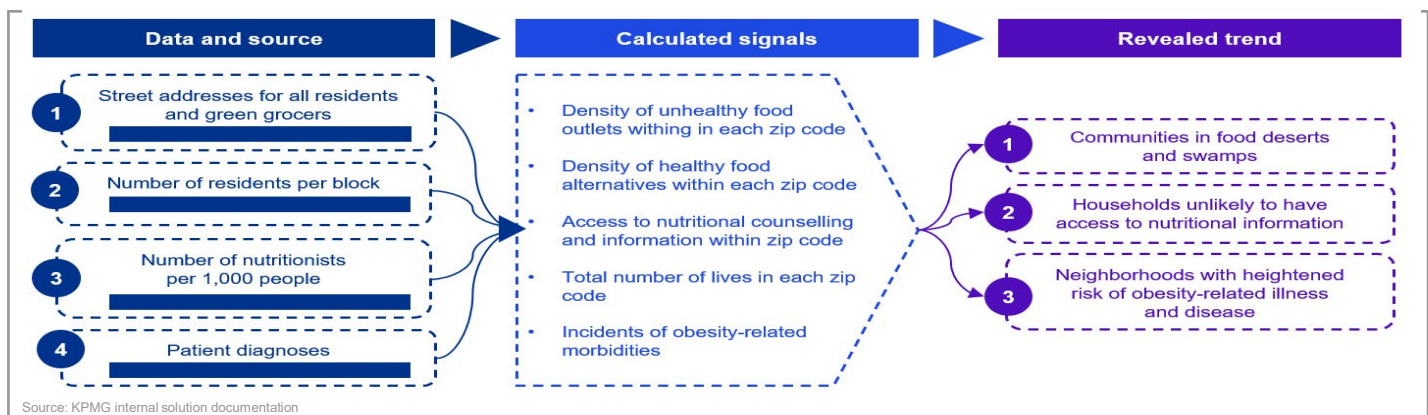
How does it work?

The data and analytics capabilities come from the KPMG Signals Repository that harvests various data points from public and private sources, transforming it into tens of thousands of signals that are then used by artificial intelligence and machine learning to improve the accuracy of predictive recommendations. With this technology, organizations can pinpoint where people are most likely to be impacted by a specific condition or issue. Below is an example of how data sources in the United States can be harvested and interpreted to identify neighborhoods with a heightened risk of obesity-related conditions

Salesforce technology is used to connect communities to vital resources. For example, Salesforce Community Cloud provides location-based resource identification while the Marketing and Service clouds provide the infrastructure necessary for the enablement of case/inquiry management, knowledge, and awareness campaign management.

Potential benefits

The health equity and population health management platform can be used to help:

- Interpret the impact of internal and external factors on program executions

- Derive insights from the patterns

- Accelerate and affect meaningful decision-making on a continuous basis

Data and source	Calculated signals	Revealed trend
1 Street addresses for all residents and green grocers	• Density of unhealthy food outlets withing in each zip code	1 Communities in food deserts and swamps
2 Number of residents per block	• Density of healthy food alternatives within each zip code	2 Households unlikely to have access to nutritional information
3 Number of nutritionists per 1,000 people	• Access to nutritional counselling and information within zip code	3 Neighborhoods with heightened risk of obesity-related illness and disease
4 Patient diagnoses	• Total number of lives in each zip code	
	• Incidents of obesity-related morbidities	

Source: KPMG internal solution documentation

Solution in action

With funding from the U.S. Department of Health and Human Services, Office of Minority Health (federal government agency), Morehouse School of Medicine created the National COVID-19 Resiliency Network (or NCRN) to ease the impact of COVID-19 on racial and ethnic groups, rural, and socially disadvantaged populations.

The school asked KPMG in the U.S. to apply its digital transformation capabilities to help lead, build, and manage the NCRN's technology infrastructure. Salesforce technology was used to create the NCRN platform to identify communities disproportionally impacted by COVID. The KPMG Signals Repository was used to harvest data from thousands of public sources and claims data to convert the data into signals that gave insights into what was happening on the ground in communities through the ability to identify health disparities at the zip code level. The NCRN platform has three unique views for the public, community-based organizations and researchers.

The NCRN then established partnerships with nonprofit, healthcare, academic and faith-based organizations, and government agencies to act upon the data-informed insights to provide culturally and linguistically appropriate interventions to underserved communities.

Additional use cases

The health equity and population health management platform has also been used in the United States by other healthcare organizations to:

- Pinpoint resources or the lack of resources for a particular community

- Analyze community data with the goal of decreasing overall COVID-19 infection and death rates

- Monitor ICU bed capacity to predict operational difficulties and proactively identify problems arising in communities

- Understand how an organization's physical footprint impacts surrounding communities

- Understand how healthcare is delivered and received in a community and how supply and demand shift and market outcomes in one area, impact adjacent organizations

The health equity and population health management platform is flexible and could also be used for other health crises, disaster response, chronic disease surveillance, population health management and outreach, academic research, and health plan member management.

Why KPMG and Salesforce?

The KPMG and Salesforce alliance is one of the fastest-growing global practices at KPMG. Our alliance drives strategic value and ROI as measured by clients, including:

- Higher customer retention, loyalty, and advocacy based on provider and care-giver experience

- Deep healthcare industry experience to help ensure that solutions meet rapidly changing health and regulatory environments

- Data, analytics, and artificial intelligence knowledge and capabilities to accelerate digital transformation

- Extensive experience using the Salesforce platform to support large scale technology transformations

With the power of digital transformation from KPMG and pacesetting solutions from Salesforce, healthcare organizations can achieve lasting innovation.

Contacts

Todd Ellis
Principal, Health & Government Solutions
KPMG in the U.S.
tdellis@kpmg.com
T: +1 678 761 3063

William Nowacki
Managing Director, Data & Analytics
KPMG in the U.S
wnowacki@kpmg.com
T: +1 224 848 9237

Hank Yang
Managing Director, Health & Government Solutions
KPMG in the U.S.
hankyang1@kpmg.com
T: +1 949 885 5400

kpmg.com/socialmedia