NASEM Access and Equity Panel

A Methodological Approach to Underserved Community Outreach and Engagement
• Can virtual trials be positioned/designed to increase inclusion of underrepresented populations? Are there special trial design considerations to address the unique socioeconomic factors that underrepresented populations face?

• How can data driven insights be generated to build knowledge on access and equity considerations?

• What tools are on the horizon that can be leveraged to improve inclusion?

• Are there specific disease areas in which access and equity can be improved more immediately?
How it Works

Allows underserved faith and community-based organizations, Community Partners, to coordinate community health improvement campaigns sponsored by Healthcare Payers, Providers, Government and Academic stakeholders, Campaign Sponsors.
How it Works

OHC provides training to our Community Partners.
OHC Campaign Coordinators work with our Community Partners to get desired, trackable outcomes around sponsored campaigns.
How it Works

We can query the OHC database of Community Partners to match the most appropriate Community Partners with specific campaigns to get the best campaign outcomes for our Campaign Sponsors.
How it Works

Our OHC Teams platform and other Social Media tools provide a “Feedback Loop” that allows us to rate our Community Partners’ effectiveness in outreaching and engaging targeted Community Members. We also capture feedback about campaigns directly from targeted Community Members.
The OHC platform will integrate with open-source systems such as SMART on FHIR, Blue Button, and other Care Coordination systems and devices.
OHC Campaign Managers provide “Campaign Updates and Lessons Learned” reports to our Campaign Sponsors. The platform also provides feedback directly from our targeted Community Members. This approach directly gives a voice to our Community Members.
Real Life Example:
AMECHHealth.org

We invite African-American SCT positive men and women and their family members, with or without a...

The Consortium of Health and Military Performance (CHAMP), Uniformed Services University (USU) is conducting a study to better understand the association between SCT and EREs. This study will search...

READ MORE

Hurricane Florence and Matthew updates and resources
Real Life Example: OHC

Example of OHC Community Partners:
Battle for Our Babies: Seeking Tech Solutions to Reduce Infant Mortality

August 24, 2018

Real Life Example: HIMSS and BFOB Tech Challenge
Strong Ethics of Engagement

- We Acknowledge History of Discrimination and Marginalization
- We Have Transparent Discussions of Power and Responsibilities
- We Document Community Strengths and Have Local Knowledge
- We Build Capacity and Focus on Systems Development and Sustainability
- We Identify Opportunities for Co-Learning
OUTCOMES

• Community Members actively engage with technology to receive and offer important information and feedback

• Community Partners gain access to tools which enhance their ability to reach Community Members

• Community Partners receive accurate and timely feedback reports which contribute to campaign success

• Campaign Sponsors have access to a consistent network of collaborators to reach Community Members