



A Methodological Approach to
Underserved Community Outreach and
Engagement

NASEM Access and Equity Panel

NASEM: ACCESS AND EQUITY PANEL

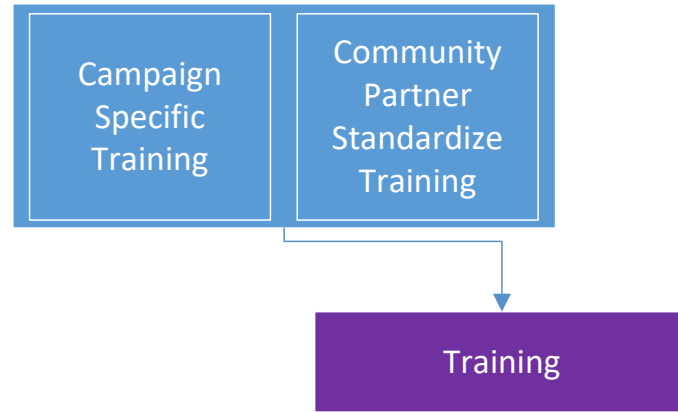
- Can virtual trials be positioned/designed to increase inclusion of underrepresented populations? Are there special trial design considerations to address the unique socioeconomic factors that underrepresented populations face?
- How can data driven insights be generated to build knowledge on access 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**



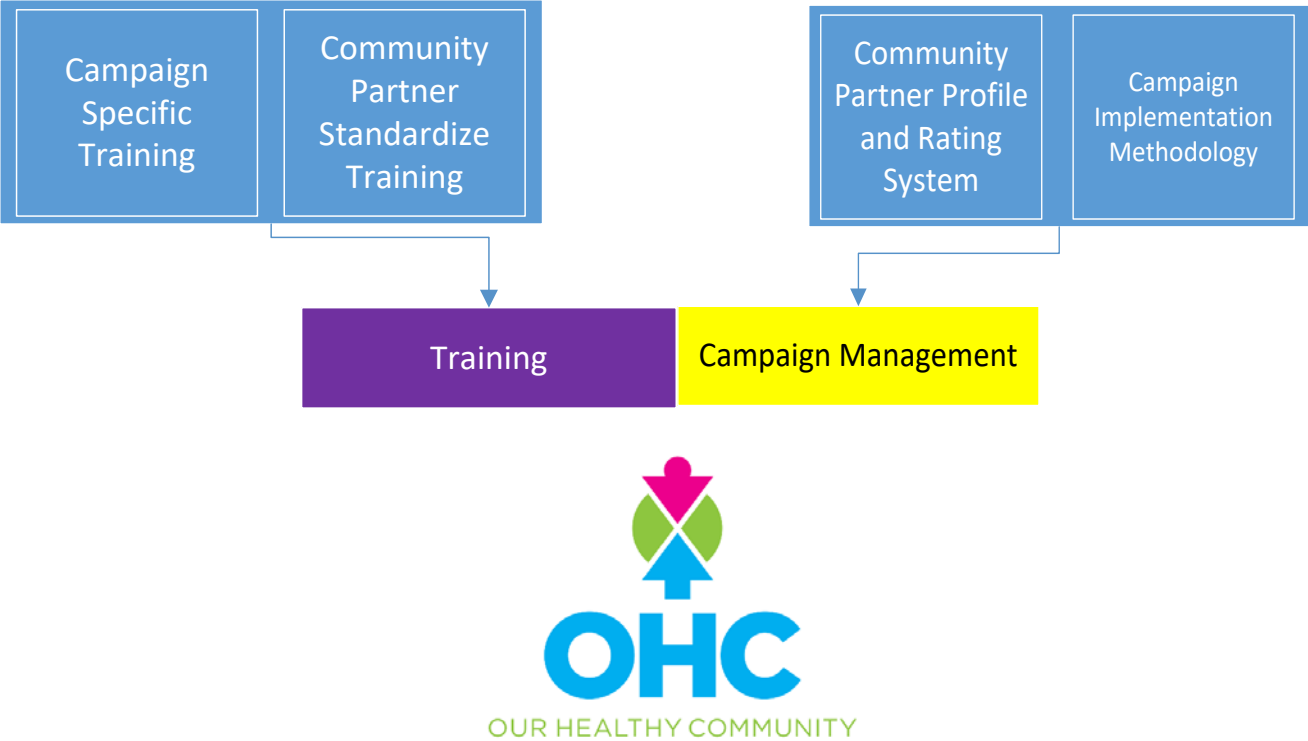
How it Works



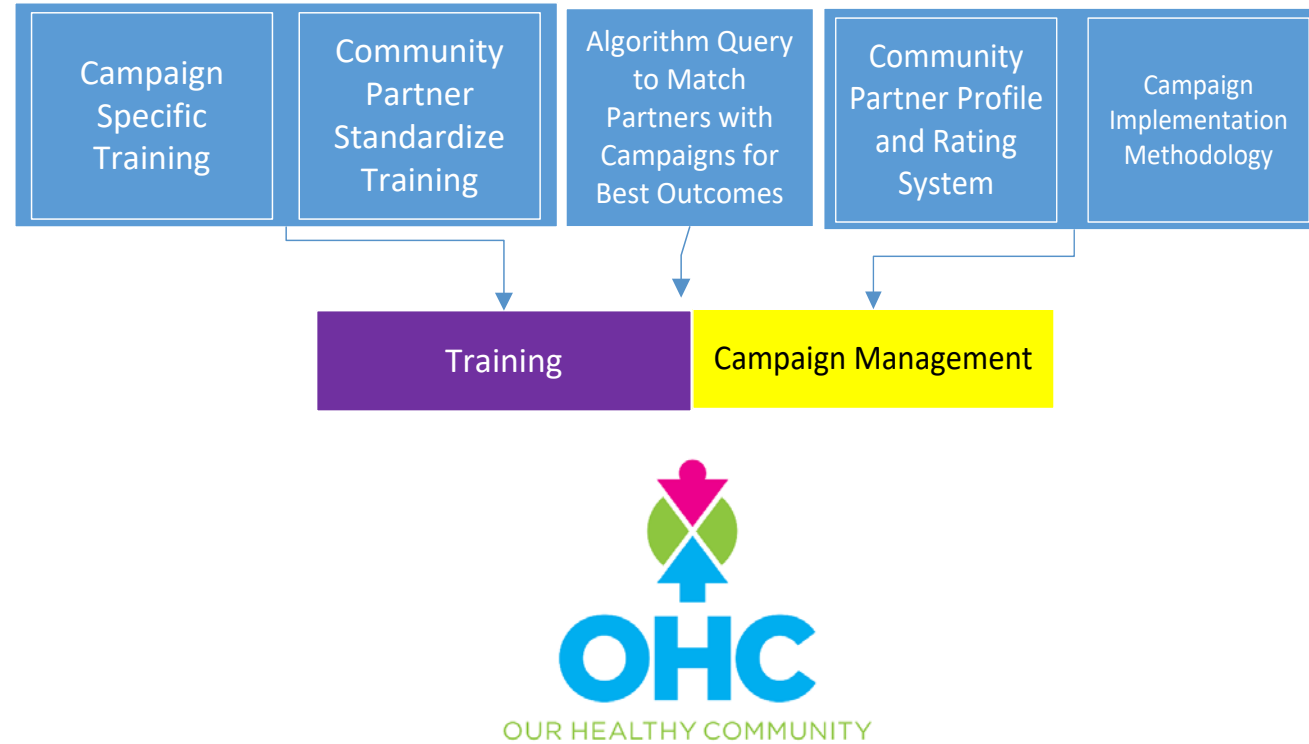
OHC provides training to our **Community Partners**.

How it Works

OHC **Campaign Coordinators** work with our **Community Partners** to get desired, trackable outcomes around sponsored campaigns



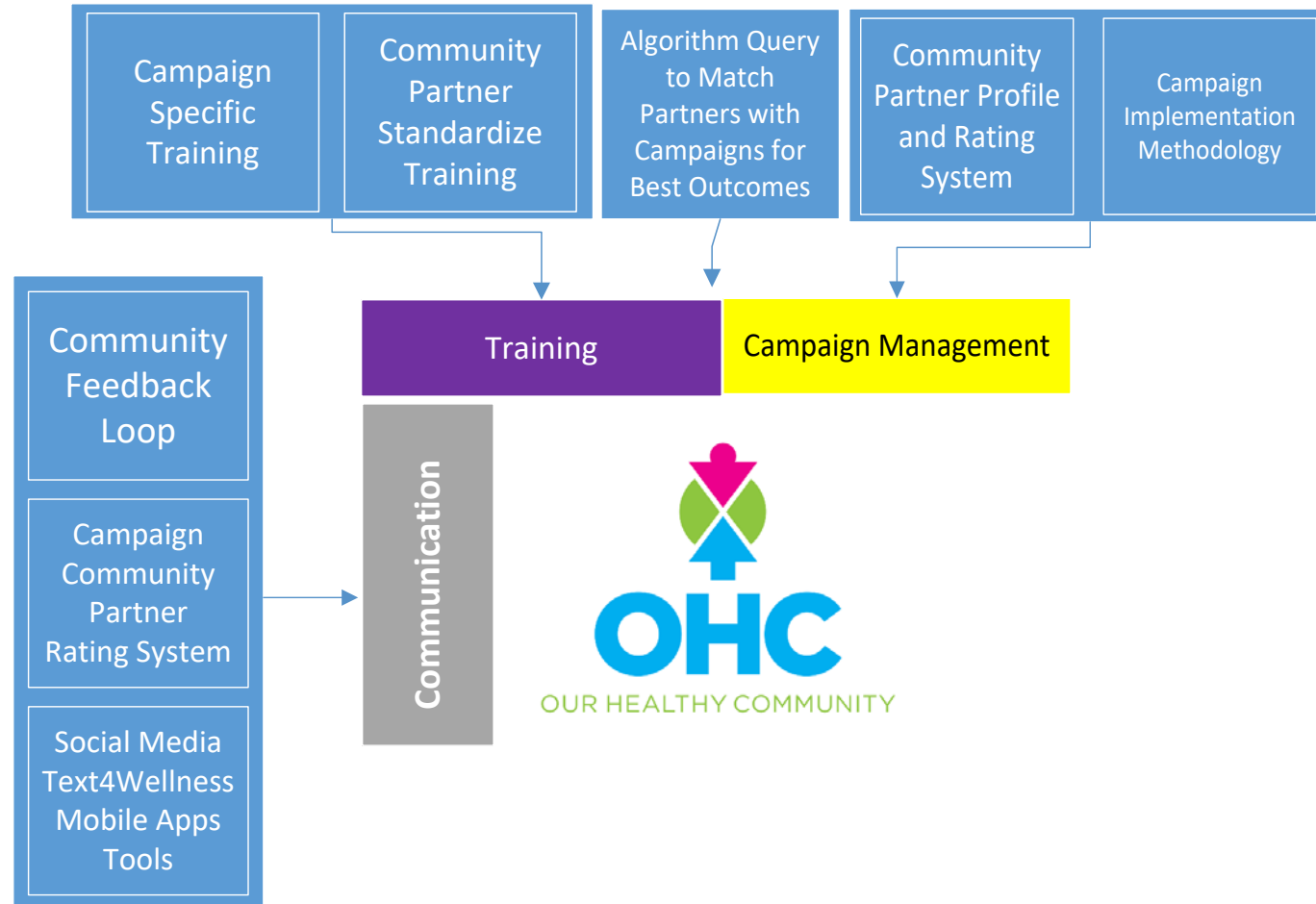
How it Works



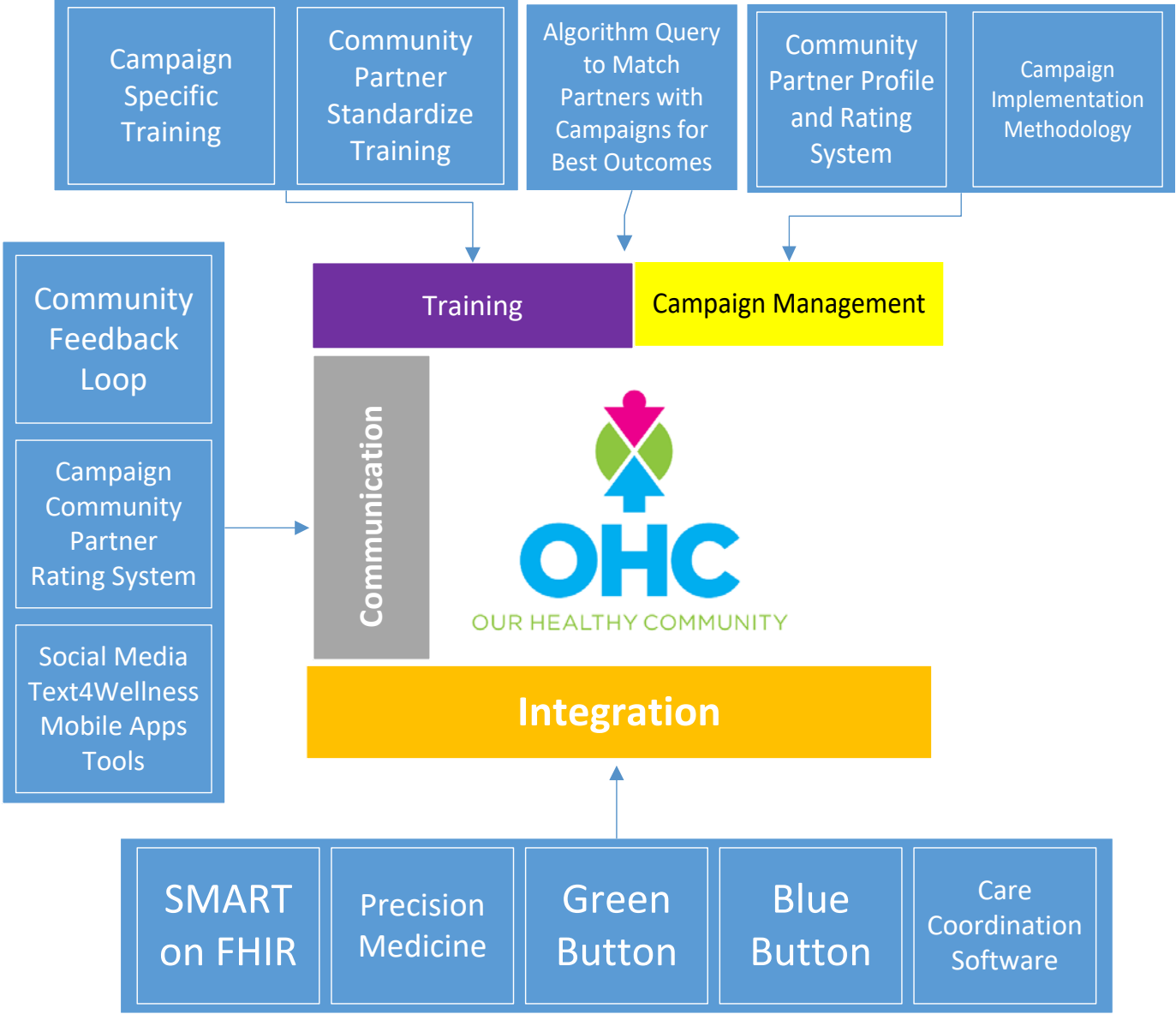
We can query the OHC database of **Community Partners** to match the most appropriate **Community Partners** with specific campaigns to get the best campaign outcomes for our **Campaign Sponsors**.

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**.



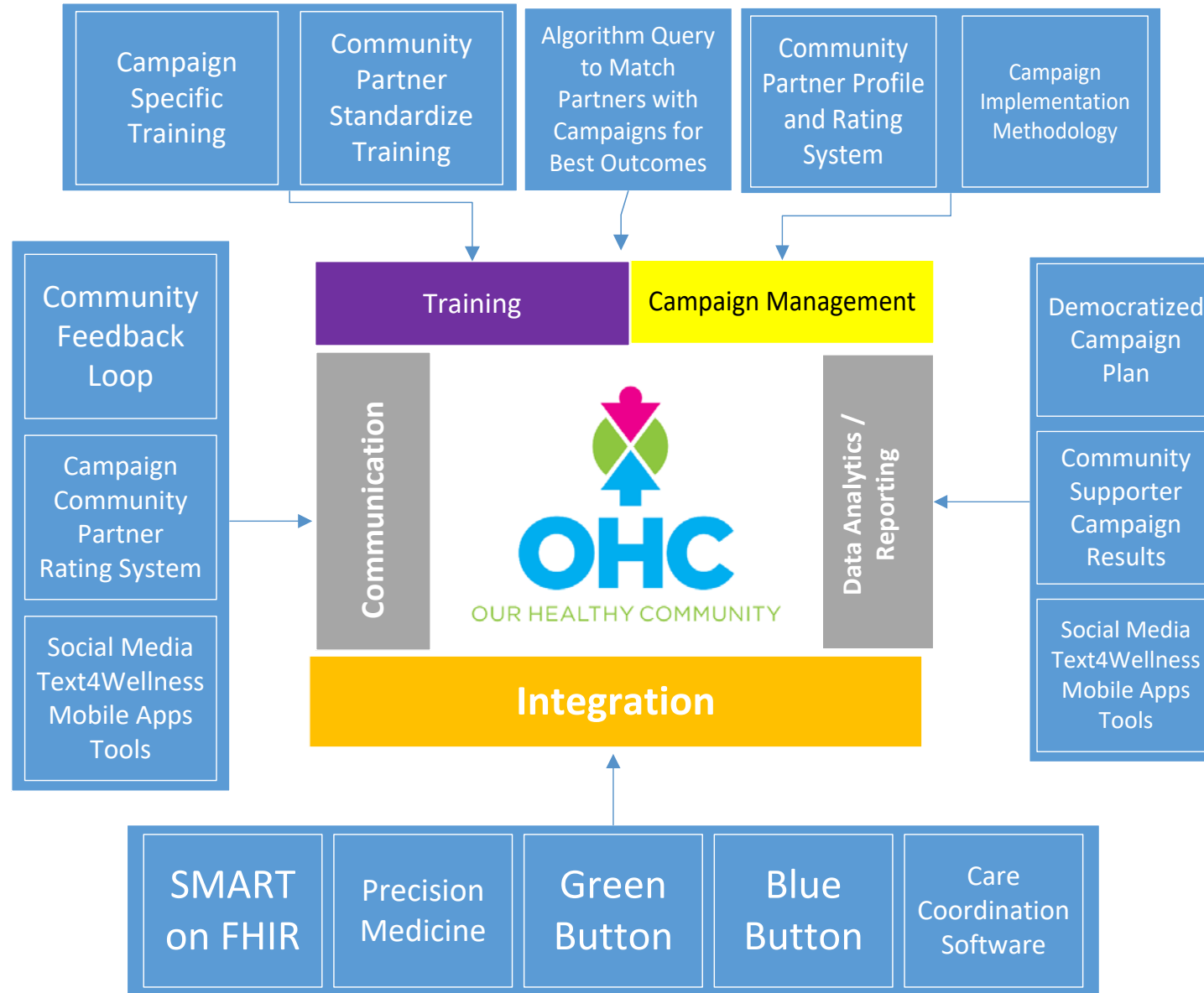
How it Works



The OHC platform will integrate with open-source systems such as SMART on FHIR, Blue Button, and other Care Coordination systems and devices.

How it Works

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:
AMECHealth.org



Apart of the:
One Health Ministry.com™
Release our best health stories
through film and each other.™

HOME

AMEC INITIATIVES

EVENTS

AMEC WALL

DOCUMENTS

STORE

MAP

ABOUT AMEC



Genomics of Exertion Related Events in Sickle Cell Trait

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

CHAMP



Uniformed
Services



Affordable Care Act Open
Enrollment for...



Active Shooter
Preparedness



FREE educational material
and a light-up...



We invite African-
American SCT positive...



Learn * Act * Adapt



Order Your Discounted
Philips HeartStart...

Hurricane Florence and Matthew updates and resources

Real Life Example: OHC

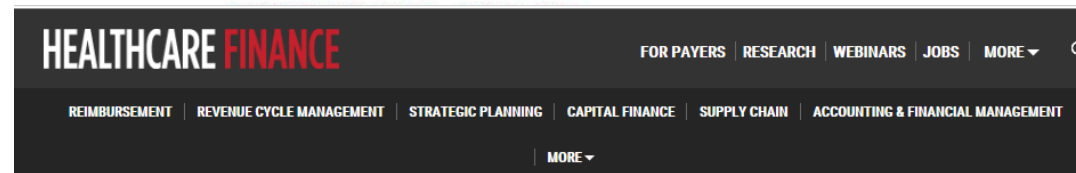


Example of OHC Community Partners:



Real Life Example: HIMSS and BFOB Tech Challenge

Battle for Our Babies: Seeking Tech Solutions to Reduce Infant Mortality



Top Stories



Amazon's employee clinic could reshape primary care



Health 2.0 spotlights insurers using IT for consumer experience



What Walmart says about non-traditional companies moving into healthcare

SEP 14 | MORE ON POPULATION HEALTH

Battle for Our Babies offers IT challenge to combat infant mortality

The winning technology developer will receive \$10,000 to create a digital solution to connect community health workers, payers and providers.



Susan Morse, Senior Editor



Platinum Sponsor:



Gold Sponsor:



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

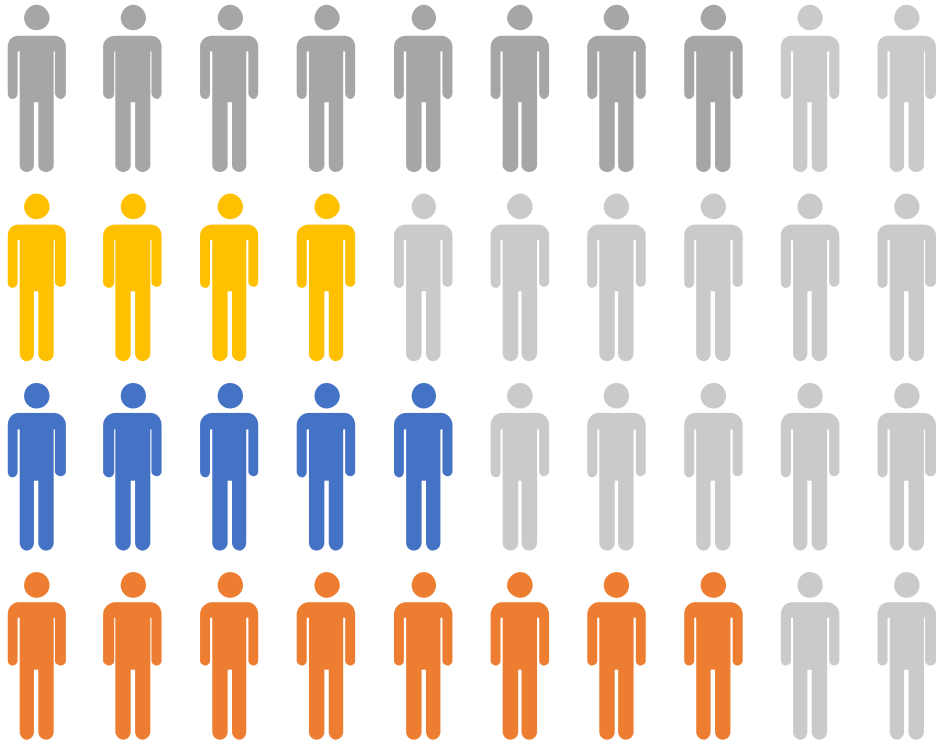


We Build Capacity and Focus on Systems Development and Sustainability



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