IQVIA

Health Equity and Social Determinants of Health for Payers

Applying IQVIA data and analytics expertise to enable health equity/SDOH strategies and plans

Dynamic, flexible and **pragmatic**. That's the IQVIA Healthcare Solutions approach to defining and maturing the data and analytics capabilities needed to address a Payer's HE/ SDOH needs. We know that one-size-fits-all processes and solutions simply don't produce the results needed and too often fall short in delivering value and supporting decision making.

Let IQVIA's expertise in healthcare data and analytics help propel your Health Equity (HE) and Social Determinants of Health (SDOH) insights, strategies and efforts.
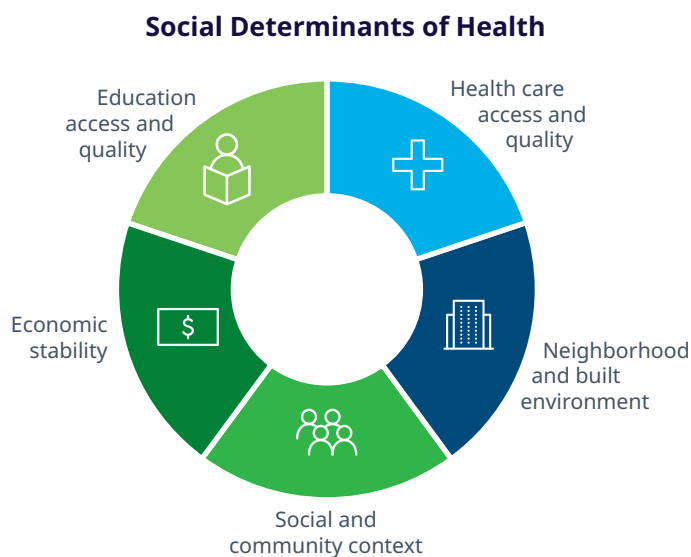
From identifying and collecting HE/SDOH data, to determining what that data is telling you, IQIVA has the expertise to assess your organizations readiness and put tangible strategies and plans in place.

IQVIA utilizes sets of enablers and accelerators to assist organizations in discovering what new data is needed, what options there are for obtaining HE/SDOH data, and the insights and analytics needed to utilize that data to drive decision making and updates to products and services. IQVIAs NLP solution which identifies member level SDOH from unstructured medical records recently won best AI solution in Healthcare at the AI Breakthrough Awards.

In addition to Health Plan initiatives to address disparities in healthcare services and outcomes, there are also new compliance considerations that must be built into business strategies for HE/SDOH. From new CMS-defined Health Equity Index (HEI) reporting to

recent NCQA social need screening and intervention additions, healthcare organizations need to have plans for attaining, managing and analyzing data.

With a foundation in data science, advanced analytics, and expert insights, IQVIA brings the capabilities needed to quickly define and implement your strategic HE/ SDOH initiatives.

Social Determinants of Health

Education access and quality

Health care access and quality

Economic stability

Neighborhood and built environment

Social and community context

"Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks." [1]

Accelerating innovation

Establishing the right set of data for HE/SDOH analytics is just the beginning. Turning that data into new meaningful results requires analysis tools, expertise and innovation approaches to develop new insights. As an industry-leader in healthcare data and advanced analysis, IQVIA can assist with the discovery and definition of HE/SDOH data, dashboards and analysis to discover healthcare disparity opportunities and action items.
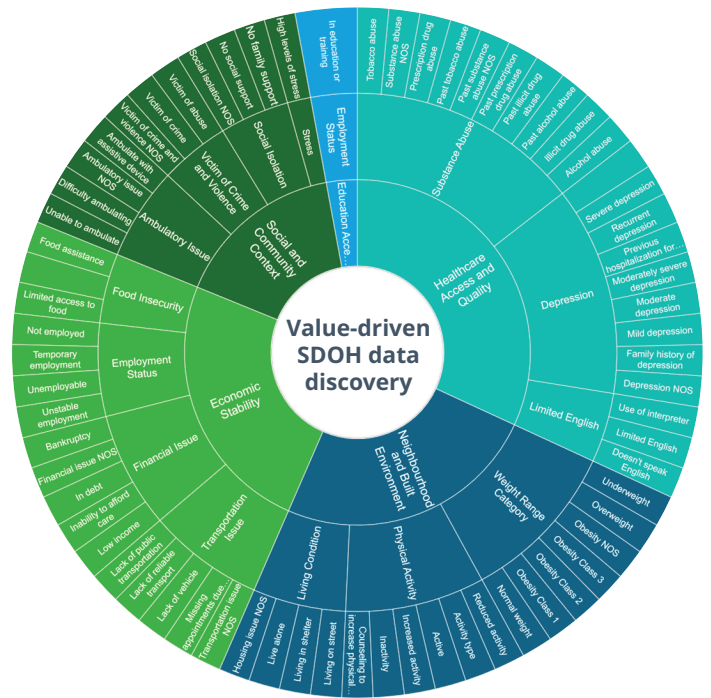
Whether you need to collect SDOH screening data as a Medicaid MCO, update your data sources with HE/SDOH data, or determine what new or enhanced analytics and reporting is needed, skilled IQVIA professionals can help

Our approach to proven project-based delivery outlines the basic steps for building out the foundational strategies and plans needed to get started or continue with your HE/SDOH journey.

- Define, collect and report on screening activities and core data requirements

- Extend your data with HE/SDOH data sources and outline options for additional data sources, processes or suppliers

- Define and plan for the dashboards and drill-down analytics on patient care, outcomes, SDOH factors, and other new insights. Use data-driven analysis to develop interventions, new programs and oversight as needed

- Get out in front of new regulations while determining what new partnerships, services and approaches can help achieve better healthcare outcomes and equality in care

Illustration of SDOH features extracted with IQVIA NLP SDOH solution

Value-driven SDOH data discovery

- Discovery, assessment and planning expertise to fast-track your HE/SDOH capabilities

- Industry leading healthcare data and advanced analytics proficiency

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