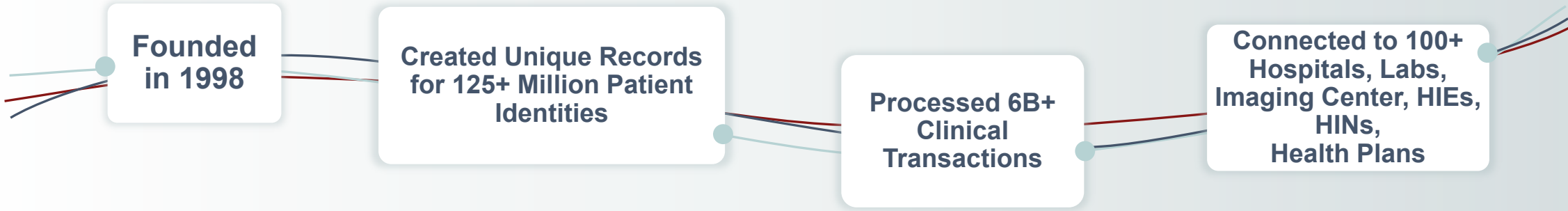


Why are we still challenged by identity matching and data quality?

Follow Oscar's Patient Journey

**UHN 2022 HIT Conference
November 10, 2022**

About 4medica



Google Cloud

US Healthcare | Current Situation



\$4 Trillion

In 2021, healthcare made up 17% of the US GDP



\$12,000

The amount the US spends per person on healthcare

THE PROBLEM



Disconnected

- Information/Data Blocking
- Legacy Platforms
- Data Exchange Standards

Lack of Data Quality

- Poor Identity Management / No National ID
- Non-Normalized Tests, Procedures, Diagnoses & Symptoms



THE SOLUTION

Health Data Utility

through Digital Transformation and Interoperable Data

“... can help individual health care organizations expand access to services, and deliver a more effective patient and clinician experience”

~2021 Deloitte Global Healthcare Report



Oscar

...considering it has been 7 years now I think I am doing fine when it comes to heart disease and diabetes.” Oscar, age 60

- **Financial Relationship:** Insured in Value Based Care (commercial)
- **Health Quality Case:** Retention (health plan, healthcare provider, other service providers)
- **Service Area:** Suburban Community of Salt Lake City, Utah

When my doctor said it was heart disease it didn't make sense, I mean I don't drink that much, and I've never smoked. I kept thinking about my father... he had a heart attack and passed away young.



I appreciated knowing what I'm up against, but I'm not sure there's much I can really do. My wife sometimes pushes these changes; honestly going to the gym and eating healthy isn't for me.

My Doctor says my Type II Diabetes is also a factor. I need to keep it under control; I am a bit depressed by all of it.

Goals & Motivations:

- Remembering friends and relatives who have suffered from heart disease
- Wanting to live a good normal life

Fears & Barriers:

- I'm anticipating future problems, sometimes when I'm feeling down, I tell myself changes don't matter if I'm going to die of this anyway.
- I may believe that as long as I take my medicine, I don't have a problem, or that a procedure cured me.
- I may have concerns about medicine costs, dependence, or side effects. It's a love hate relationship.

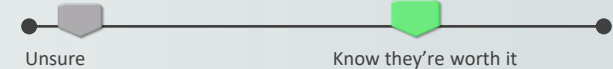
Important Factors:

Where he's now Our goal for him

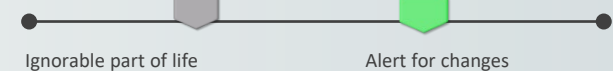
Support



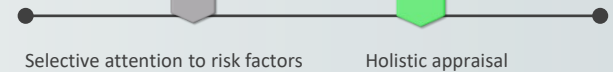
Certainty that changes help



Symptoms



Cause



Financial Barriers



Oscar's Demographic Profile:

- Oscar lives in South Salt Lake, a suburb of Salt Lake City
- Area has the reputation as one of the 10 toughest places to live in Utah due to the crime rate being 333% above the national average.
- Hispanics are the largest non-white race in Salt Lake City with 24.8% of the population
- Income
 - Median household income in South Salt Lake: \$49,616
- Highest level of Education
 - 36% have a BA or higher



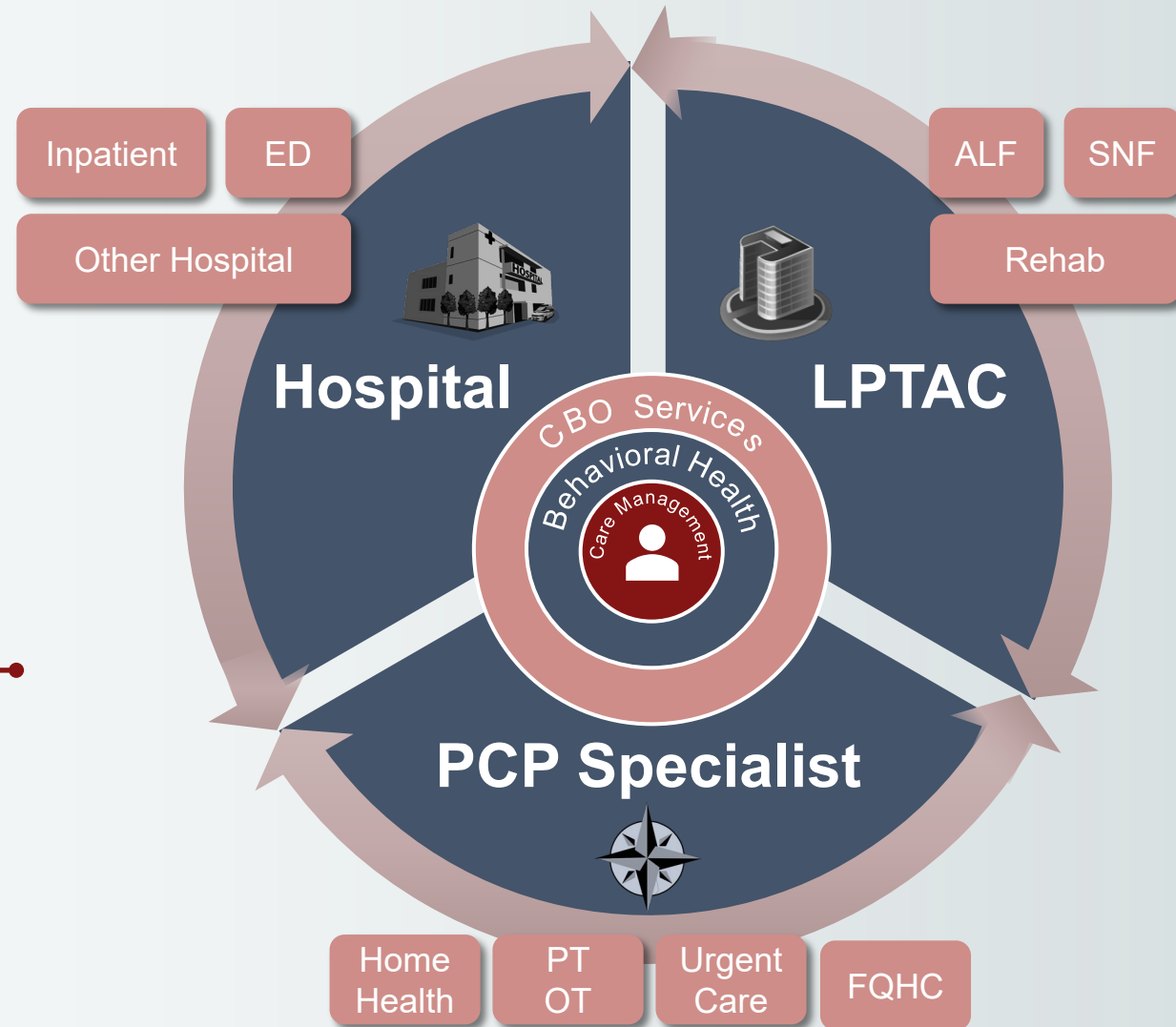
Oscar's Patient Journey

Data Access & Exchange

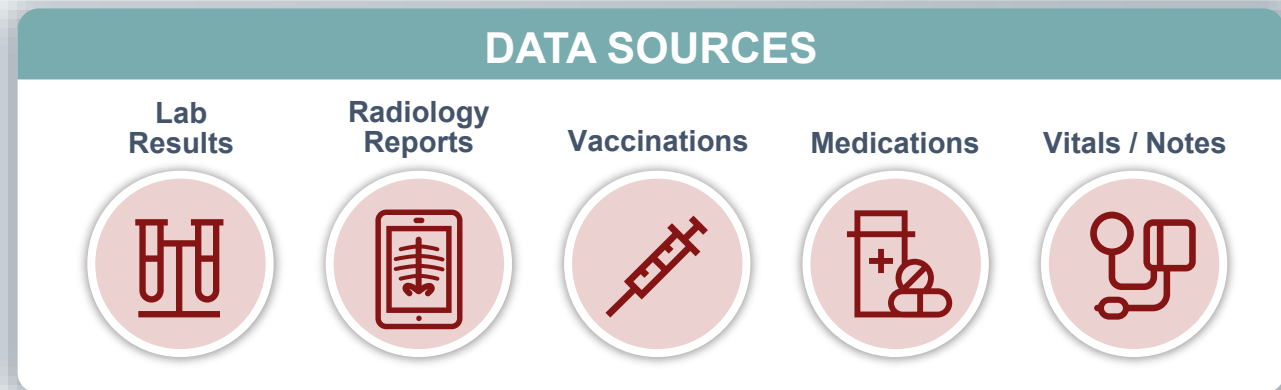
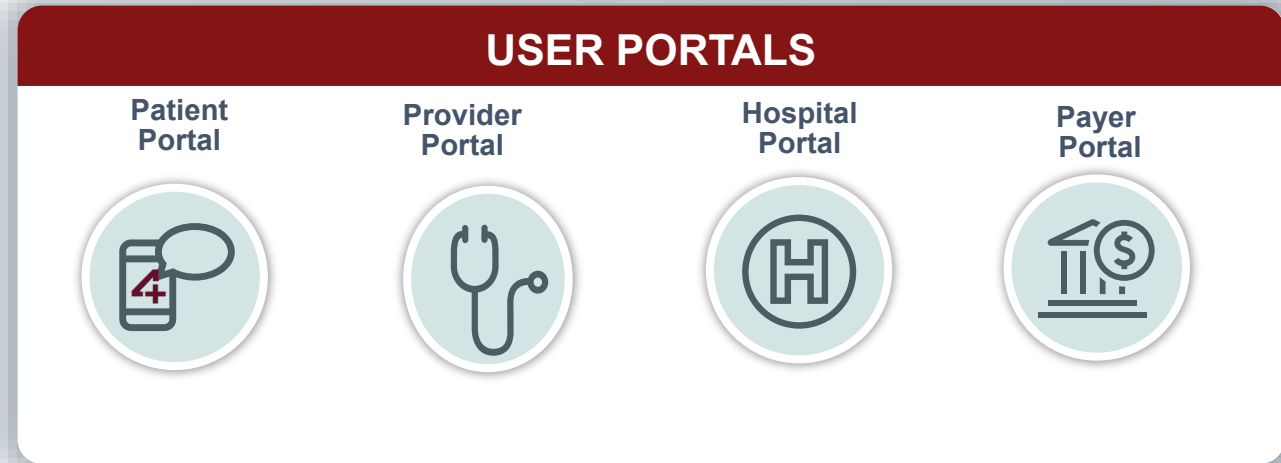
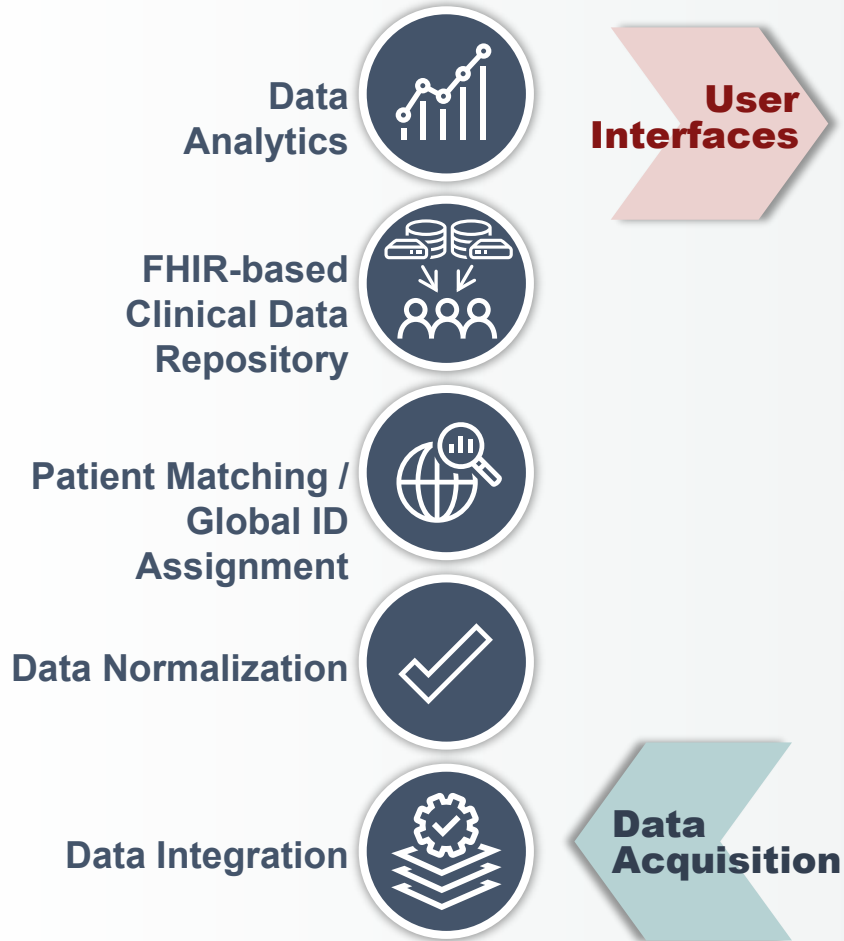
1. Hospital to Home
 - a. PCP/Specialist
2. Home to Hospital
 - a. ED, IP, Other Hospital
3. Hospital to LTPAC
 - a. SNF, ALF, Rehab, etc.
4. LTPAC to Hospital
5. LTPAC to Home
6. Home Providers
 - a. PCP, Specialist, Home Health, etc.
7. Medications/RX
8. Remote Monitoring Devices

Non-Clinical Care Needs

1. Care Management
2. Behavioral Health
3. CBO Services
 - a. Food, Transport, etc.



Health Data Quality Platform for Health Data Utility



Audience Discussion

Thank You!

For Additional Information, Please Contact Gregg Church
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