

# HealthPrism™

HealthPrism™ is a predictive population health analytics solution—built on Google Cloud—that helps organizations identify and support populations at greater risk for various health conditions based on social drivers of health (SDoH) including education, place of residence, health care access, economic stability, and social / community environment.



## Business Challenges

Organizations have clients or constituents that face differing access to, and use of, health care based on varying socioeconomic conditions.

### Analyzing Disparate Datasets

Analyzing data from multiple data sources, but lacking a comprehensive view of the complex relation between data points.

### Making Data-Driven Decisions

Using analyses to inform policymakers or aid in decision-making in the wake of a health emergency.

### Allocating Resources Effectively

Analyzing the needs of a population based on its SDoH and pinpointing the optimal interventions to promote positive health.

### Sharing Resources with Constituents

Struggling with integrating data to share proximity to essential medical or community resources, such as hospitals, COVID-19 vaccination sites, or food sources.

### Identifying Vulnerable Populations

Locating high-risk populations that are subject to health inequities and susceptible to chronic conditions, or infectious disease, due to SDoH.

### Conducting Targeted Outreach

Creating tailored messaging for populations of interest to promote healthy behaviors in communities that are susceptible to chronic conditions or infectious disease.

## Solution Overview

HealthPrism uses predictive health risk models to deliver insights into who is at elevated risk for a specified health condition, what barriers to treatment exist, and what interventions might best help that population.

### Integrated Data

Institutional data combined with Deloitte's SDoH dataset to drive comprehensive and actionable insights.

### Robust Data Models

150+ models covering 20+ disease states and conditions, as well as SDoH information.

### Interactive Tools

Interactive dashboard that enables the investigation of populations of interest across varying levels, in a streamlined view.

### Insightful Advisors

Expert advice and support from Deloitte advisors that help end users interpret insights, customize analyses, and make strategic decisions.

### Compliant Models

Compliant with HIPAA, Privacy Act, data sharing laws (e.g., CCPA) and best practices for safeguarding data and ethical AI modeling.

### Sample HealthPrism predictive models:

#### Infectious Disease



COVID-19



Childhood Vaccination



Maternal & Child Health

#### Chronic Conditions



Mental Health & Depression



Food Insecurity

#### Health Equity



Housing Insecurity

## Potential Outcomes & Benefits

**Improve visibility** into the intersection of vulnerable populations with economic and social inequality



**Identify populations at risk** of 20+ disease states and conditions



**Monitor and proactively respond** to changes in health crises and the delivery of health care



**Optimize allocation of resources** like funding, transportation vouchers, and education



**Pinpoint barriers** to accessing necessary points of interest (e.g., geographic and financial barriers)

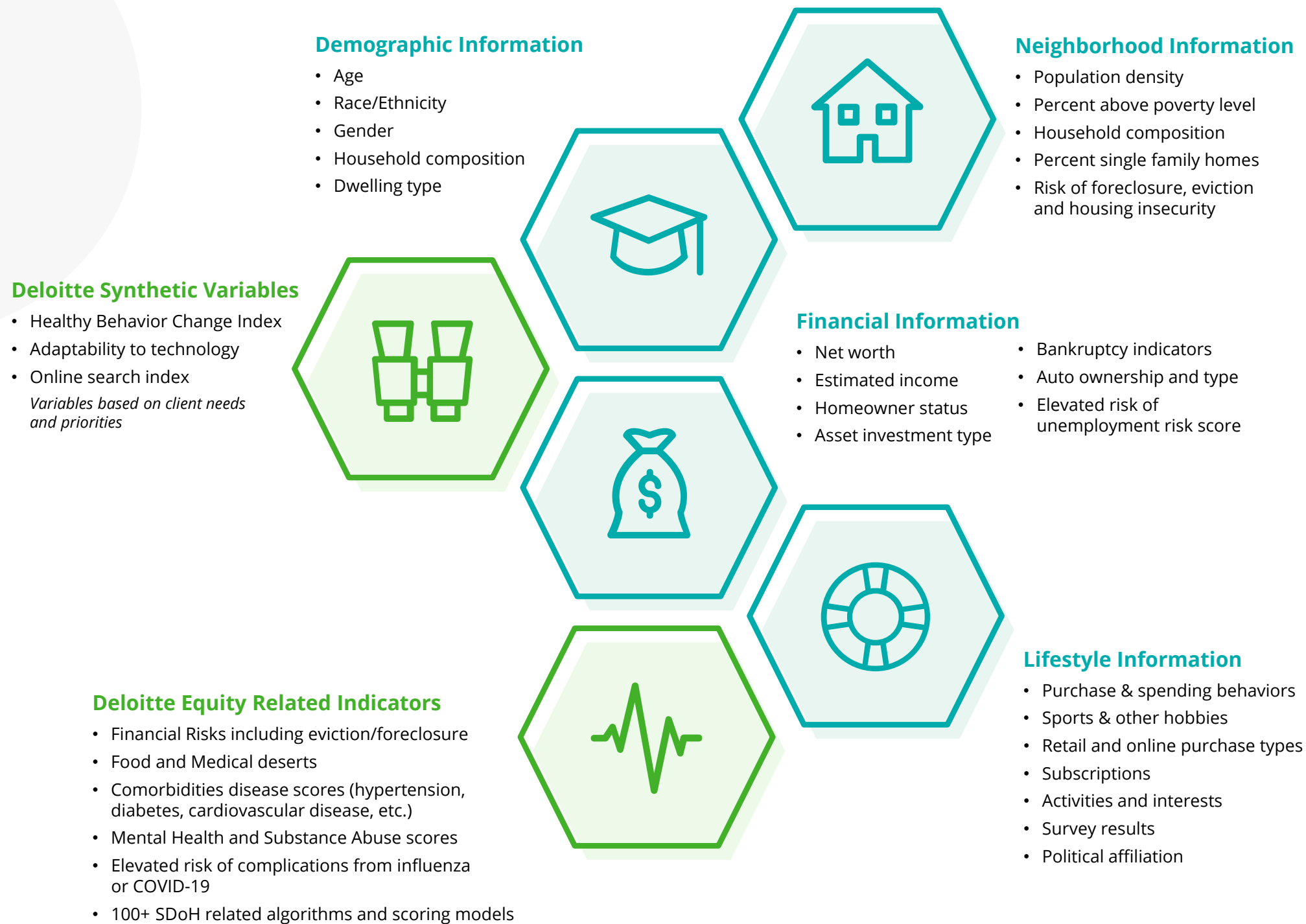


**Create individual-level personas** based in behavioral science that can inform tailored action



# HealthPrism: Powered by Population Health Intelligence

When institutional data is combined with the household behavior insights of Deloitte's Population Health dataset, the enhanced predictive powers bring new capabilities and provide valuable insights.



## Why Deloitte & Google Cloud

Deloitte helps organizations advance their digital transformation efforts. In 2023, Deloitte was named the Partner of the Year for Public Sector (Global), Services (North America), Security Specialization (Global), and the Generative AI Industry Solution which is a testament to our ability to develop innovative solutions that are tailored to meet the specific needs of an organization.

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