

# How can pharma and healthcare organizations take action?

The COVID-19 pandemic spotlighted health inequity and social determinants of health (SDOH), which motivated organizations across the healthcare continuum to make more significant strides in addressing those issues.

A first step towards addressing health inequity is objectively measuring biases and seeing patterns linking SDOH to health outcomes. You can then use these insights to take actionable steps towards addressing health inequity in your part of the healthcare continuum.

The CDC defines SDOH as the conditions in which people are born, grow, live, work, and age, as well as the complex, interrelated social structures and economic systems that shape these conditions.<sup>1</sup> SDOH accounts for **50% to 60% of health outcomes** and are a crucial contributor to health and health care disparities.<sup>2</sup>.

## Health Inequity Has Real Business Impact

### Clinical Pharma

SDOH impact pharmaceutical research and development in many ways, most notably through representative clinical trial recruitment and retention. Racial and ethnic minorities currently make up **38.7%** of the U.S. population, but estimates place the rate of inclusion in research studies between **2% and 16%**.<sup>3,4</sup>



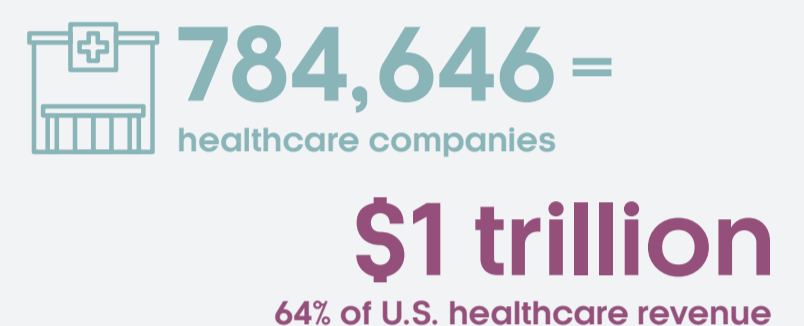
**\$250B**  
estimated annual loss

### Commercial Pharma

SDOH drive pharmaceutical launch decisions that impact market access. Lack of access to equitable care for underserved populations directly affects health equity and medication adherence. Non-adherence is estimated to be a **\$250B annual loss** for pharma in the U.S. alone.<sup>5</sup>

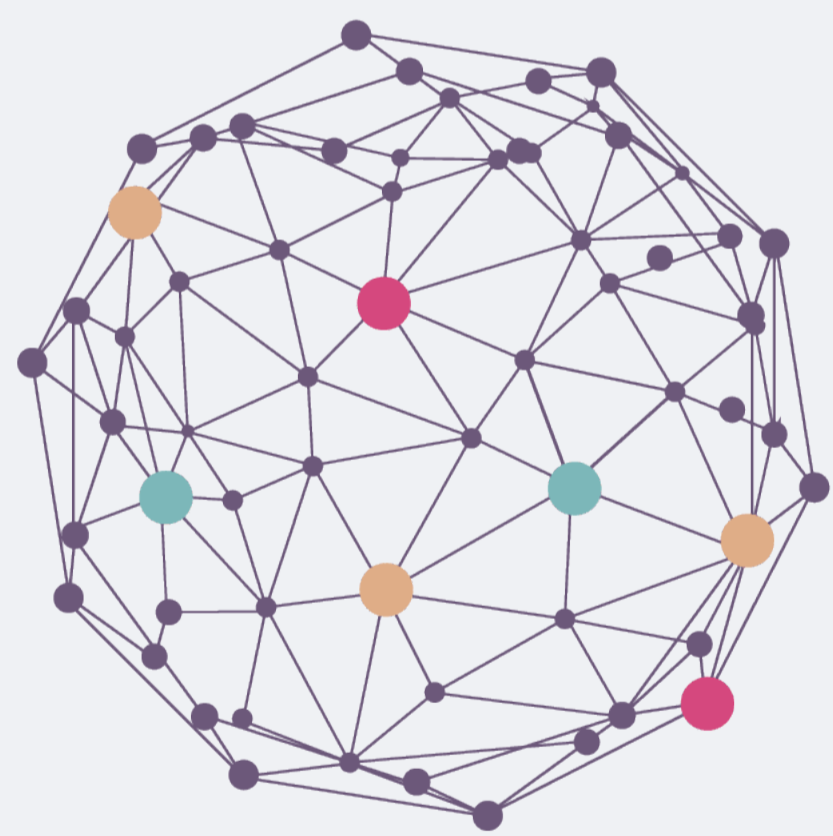
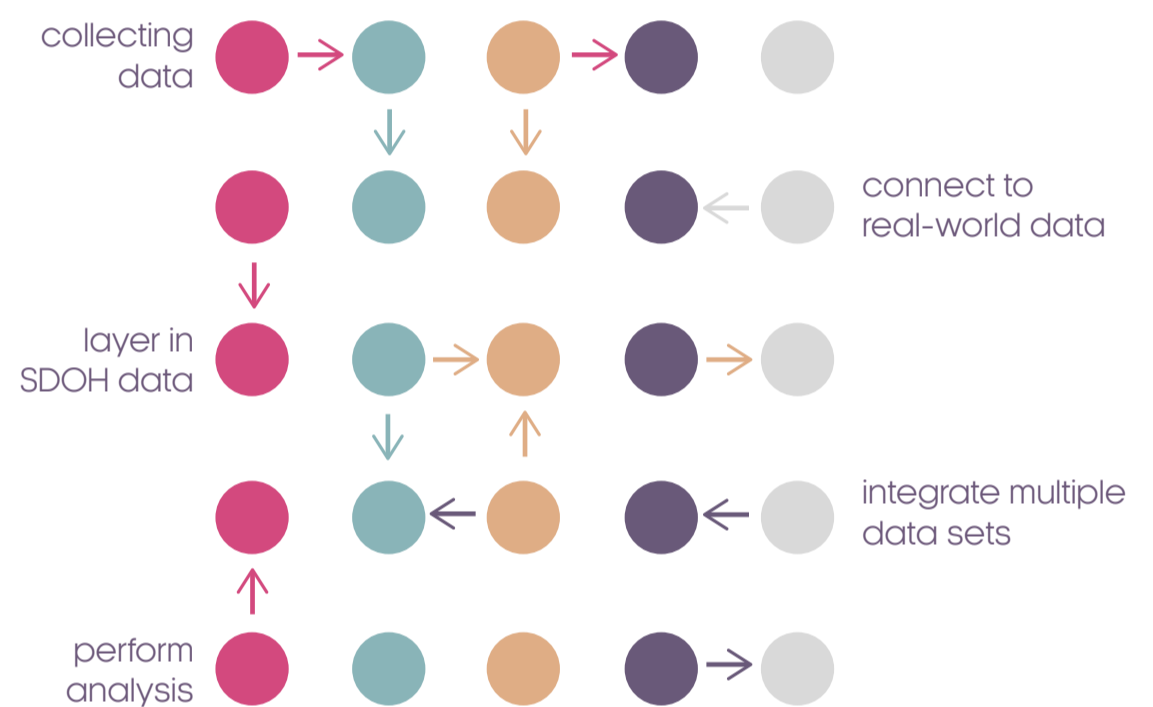
### HCOs

Hospitals and health systems have a pivotal role in ensuring everyone has fair and equitable access to healthcare.<sup>6</sup> And the scale is massive. The U.S. has **784,626** healthcare companies and patient care accounts for **\$1.068 trillion** or **64%** of the U.S.'s healthcare revenue.<sup>6</sup>



## Deriving Actionable Insights is Difficult

Building a comprehensive patient population profile to address health inequity until now required sophisticated data infrastructure and resources. Steps include collecting or acquiring data, connecting that data with real-world data, then identifying and layering in SDOH data. After that, one needed advanced-level resources to interrogate multiple data sets and perform analysis.



## But PurpleLab Makes it Simple.

Who you are shouldn't impact your medical care or the treatments you receive. That's why PurpleLab developed a new way for life sciences and healthcare organizations to use social determinants of health data to analyze potential health disparities across the healthcare continuum.

We use billions of data points to understand the complex relationships between SDOH variables, the burden of disease, and health outcomes. Life sciences and healthcare organizations are using our proprietary HealthNexus™ platform to understand health disparities to improve access to their novel treatments as well as increase the diversity of clinical trial populations.

For more information, visit [PurpleLab.com/SDOH](https://PurpleLab.com/SDOH).

## Insights to Action – Examples



### Market access policies and outcomes

Run queries to understand if multivariate SDOH factors associated with a lack of access to a treatment might increase diagnoses, mortality, prescription reversals, use of generics, non-adherence, or complications. These insights can help you understand if you need to adjust your access strategy.



### Clinical trial feasibility

Match practice diversity (e.g. age, gender, race, ethnicity, marital status) against under-represented populations in a target geographic area to determine if there may be novel principal investigators and sites who can bring patient populations to support a diverse study enrollment.



### Equitable healthcare delivery

Run a report to evaluate your HCP population's race and ethnicity landscape. These insights can guide you by enabling look-alike care for the populations you want to target and ensuring equitable care distribution across your coverage geographies.