

DRIVING ACTION WITH DATA:

Social Determinants of Health and More

Like any marketing campaign, COVID-19 vaccine outreach needs to be personalized to be effective. Supplementing your data with consumer data, including social determinants of health insights, and predictive analytics will help you understand your population at a deeper level. You'll learn things like who is at highest risk, mostly likely to engage and what will have the greatest impact that can optimize your outreach. Don't waste resources on generic COVID-19 campaigns; use data to make them personal, actionable and effective.

THE RESULTS

SUPPLEMENT YOUR DATA WITH SDOH INSIGHTS

40+ Vetted public, private and proprietary data sources


275M Lives represented

800+ Predictive variables flagged

220B Historical data points applied

APPLY ADVANCED ANALYTICS AND MACHINE LEARNING

 125+ new models run per assessment

 Identify correlations between multiple data points


DELIVER UNIQUE, ACTIONABLE INSIGHTS LIKE


People who rely on public transit are less likely to comply with preventative care


Domestic sedan owners are less likely to have COPD, whereas, multi-unit dwellers have a higher risk for COPD

People who commute between 30-40 minutes to work are more likely to adhere to medication after intervention

PREDICTIVE INSIGHTS INFORM STRATEGIES TO

 Identify high-risk individuals

 Increase engagement with offered programs

 Close gaps in care, including vaccine compliance

 Improve health outcomes