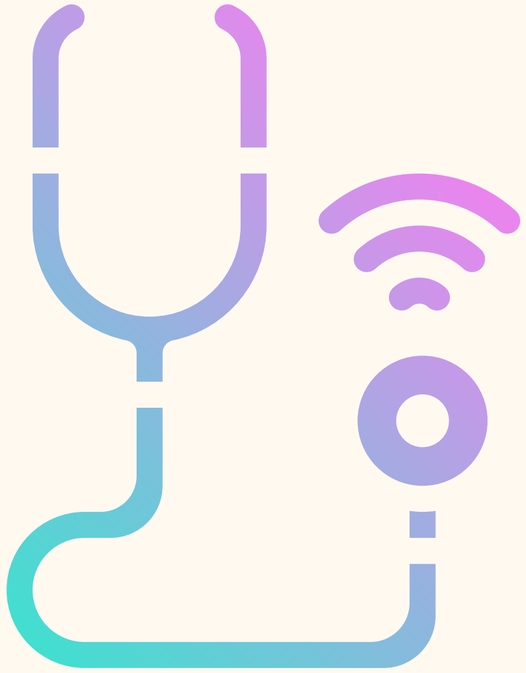
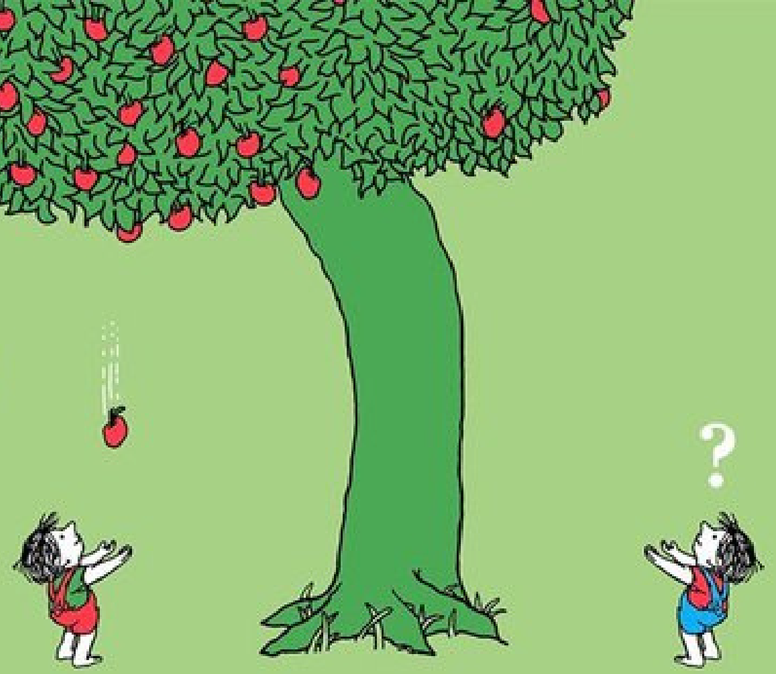


The Pursuit of Equitable Virtual Healthcare

Ryan Jelinek DO
Medical Director of Telehealth and Patient Access
HennepinHealthcare

Inequality

Unequal access to opportunities



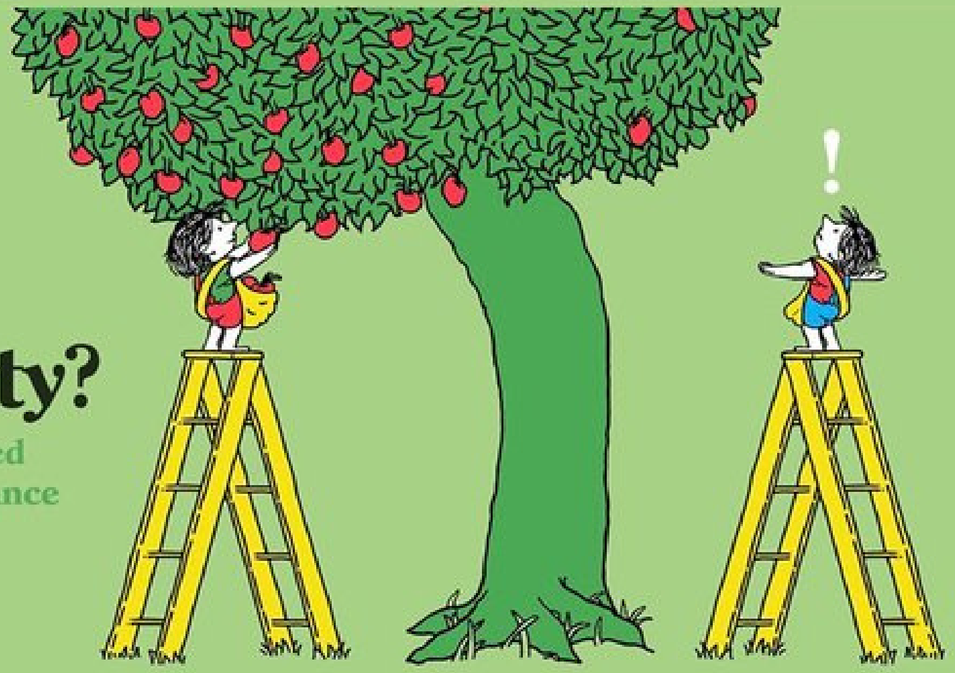
Equity

Custom tools that identify and address inequality



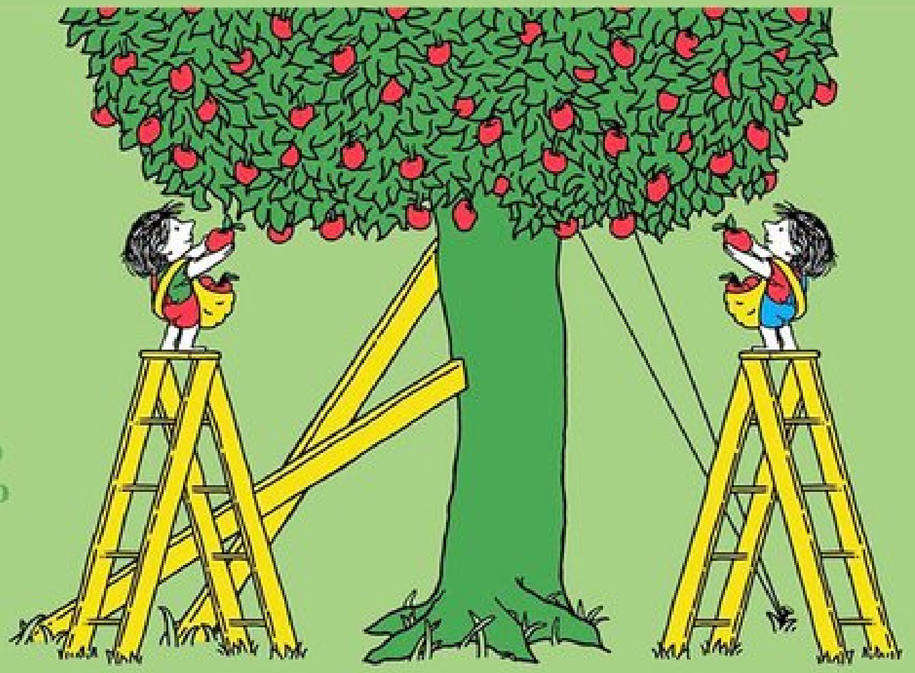
Equality?

Evenly distributed tools and assistance



Justice

Fixing the system to offer equal access to both tools and opportunities



Why Virtual Care?

- Transportation
- Parking
- Time off from hourly wage work
- Childcare

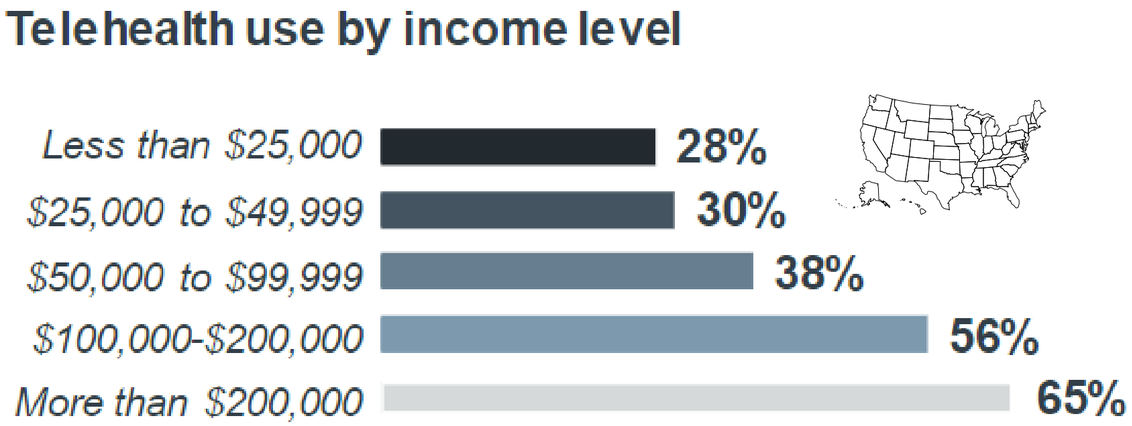
120 min and $50

Total patient opportunity costs for an in-person medical appointment



- Remote patient monitoring
- Better proactive care for chronic disease

These technologies are not effecting ALL of our patients equitably



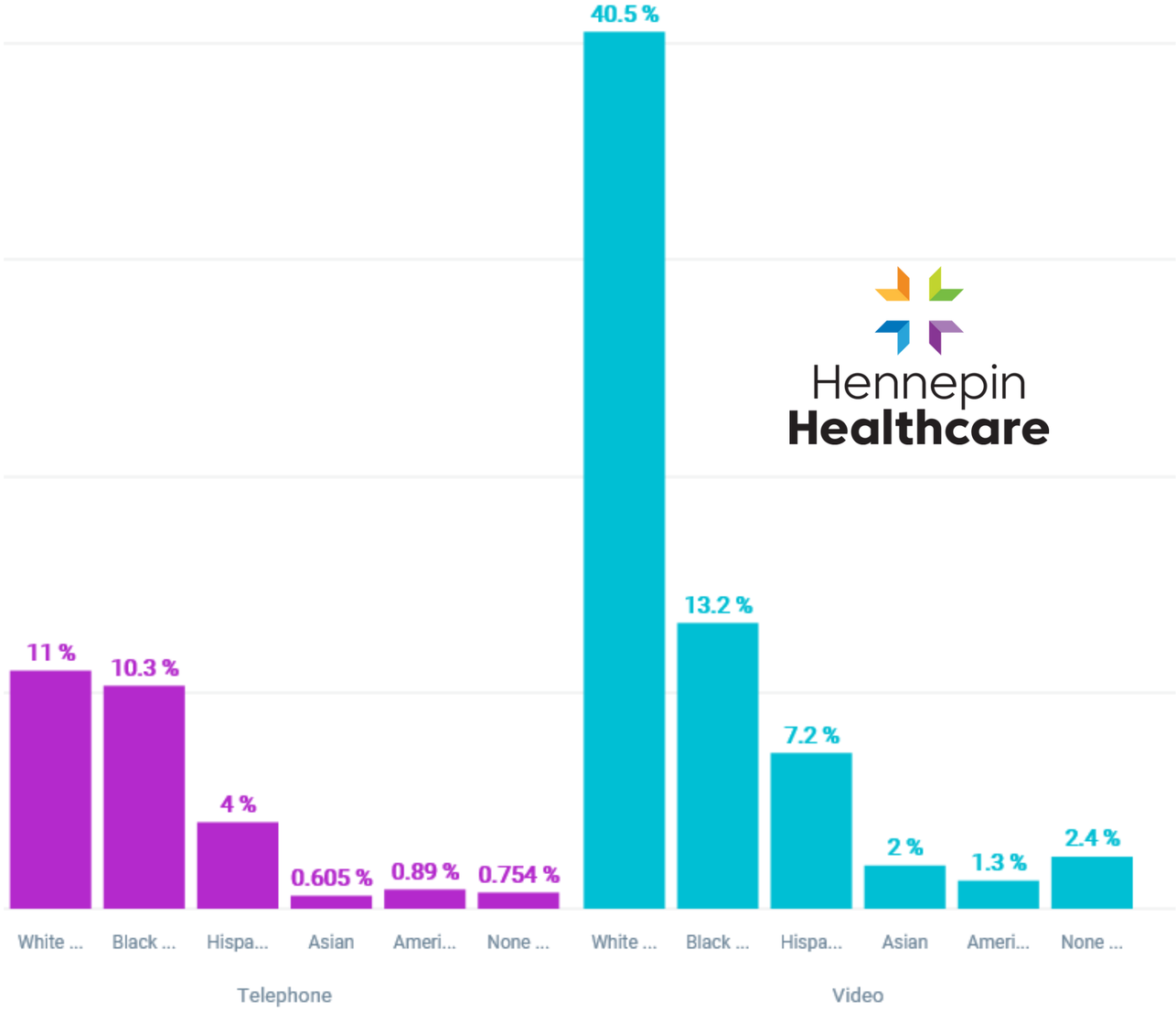
48%

Portal use for patients who use the internet at least once per day

VS

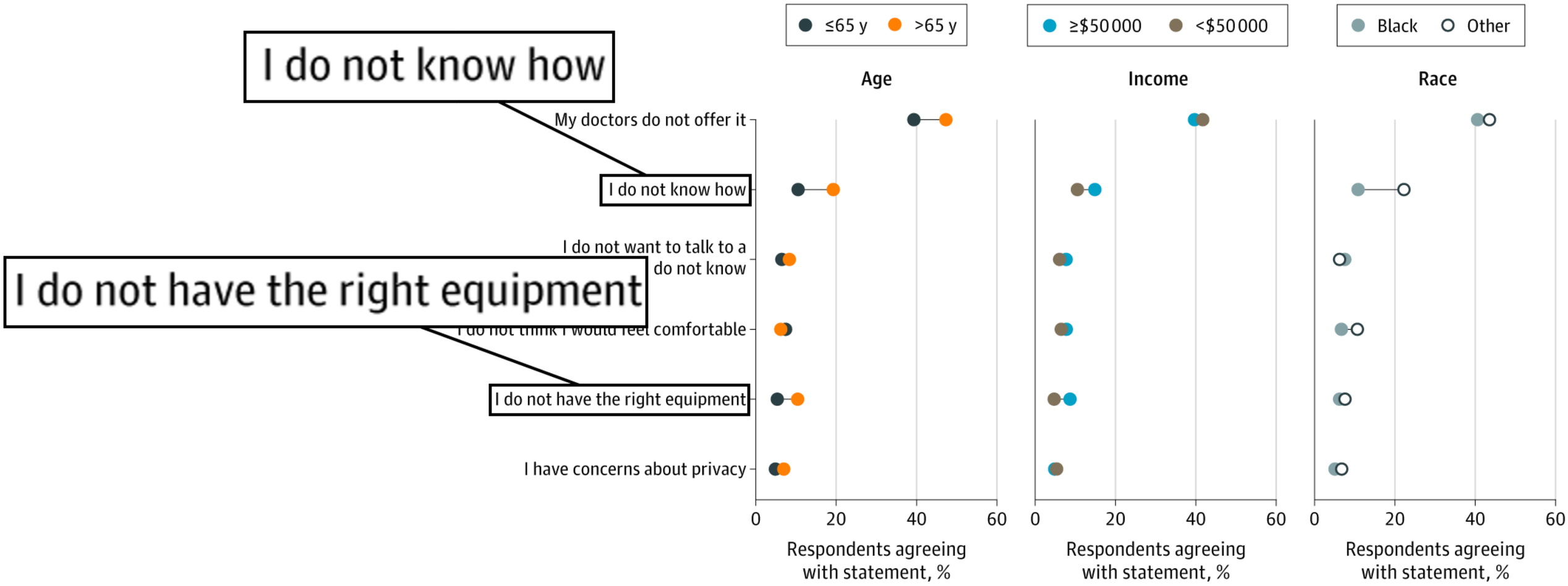
9%

Portal use for patients who do NOT use the internet at least once per day



Source: Advisory Board 2021, Hennepin Healthcare Slicer Caboodle data

But why?



Source: Fischer SH, Ray KN, Mehrotra A, Bloom EL, Uscher-Pines L. Prevalence and Characteristics of Telehealth Utilization in the United States. JAMA Netw Open. 2020;3(10):e2022302. doi:10.1001/jamanetworkopen.2020.22302

Digital Divide

Digital Inequity

Problematic assumptions built into the term "Digital Divide"



It's binary



It is an infrastructure problem

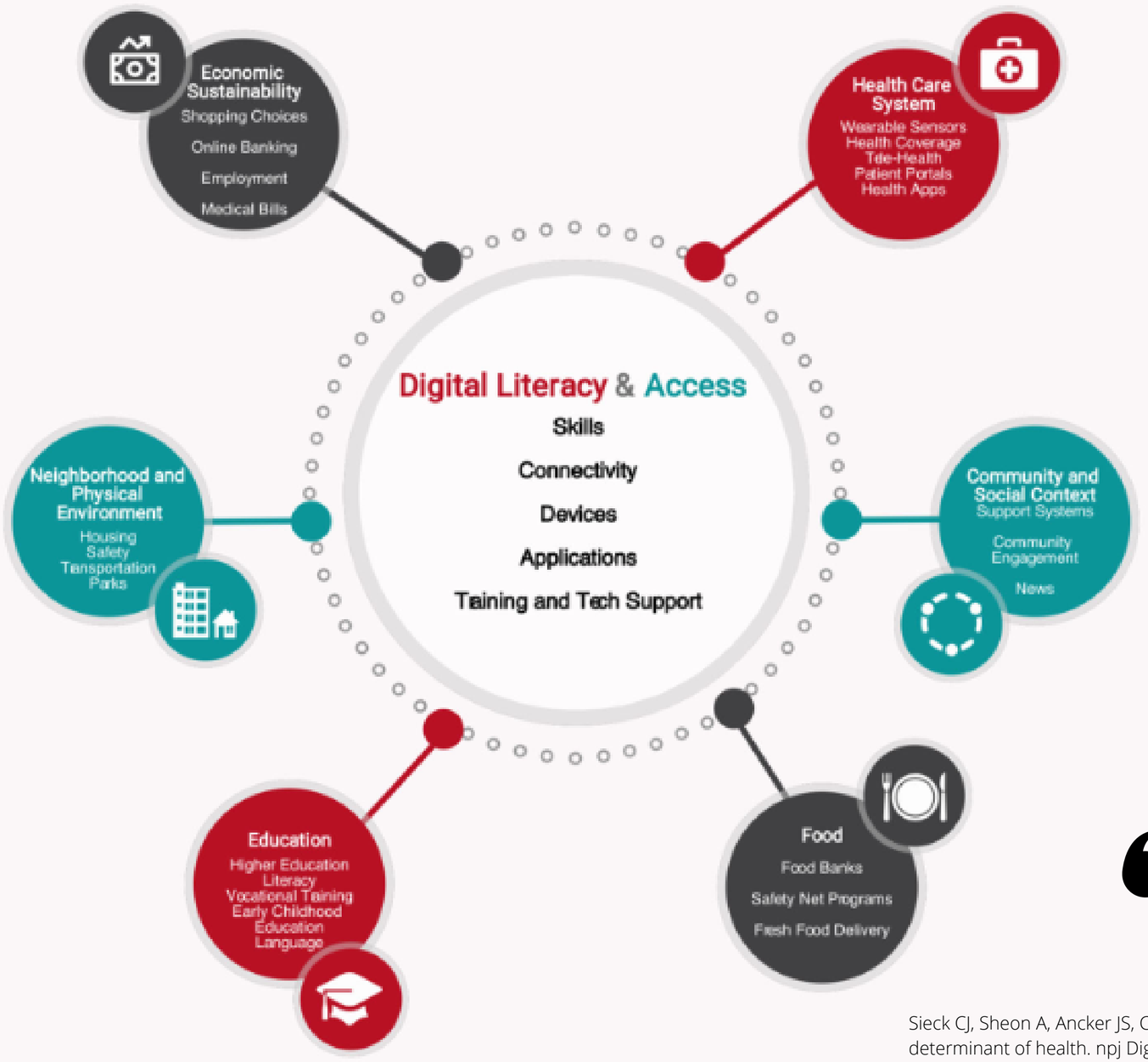


It has a single, finite solution



It is someone else's problem

Source: Advisory Board 2021



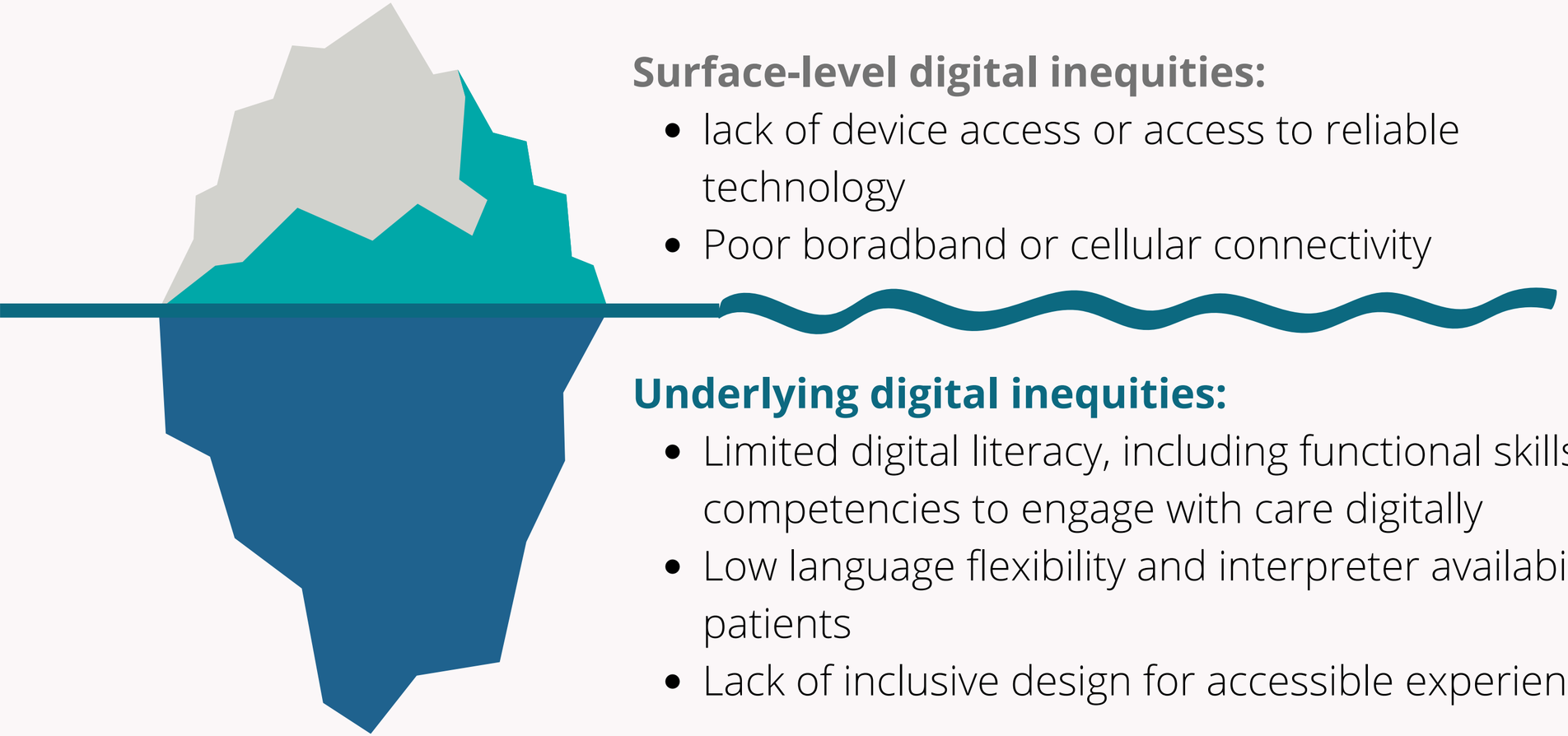
What is Digital Inequity?

“Digital literacy and internet connectivity have been called **'super social determinants of health'** because they address all other SDOH.”

Nature

Sieck CJ, Sheon A, Ancker JS, Castek J, Callahan B, Siefer A. Digital inclusion as a social determinant of health. npj Digit Med. 2021;4(1):1-3. doi:10.1038/s41746-021-00413-8

What is Digital Inequity?



Surface-level digital inequities:

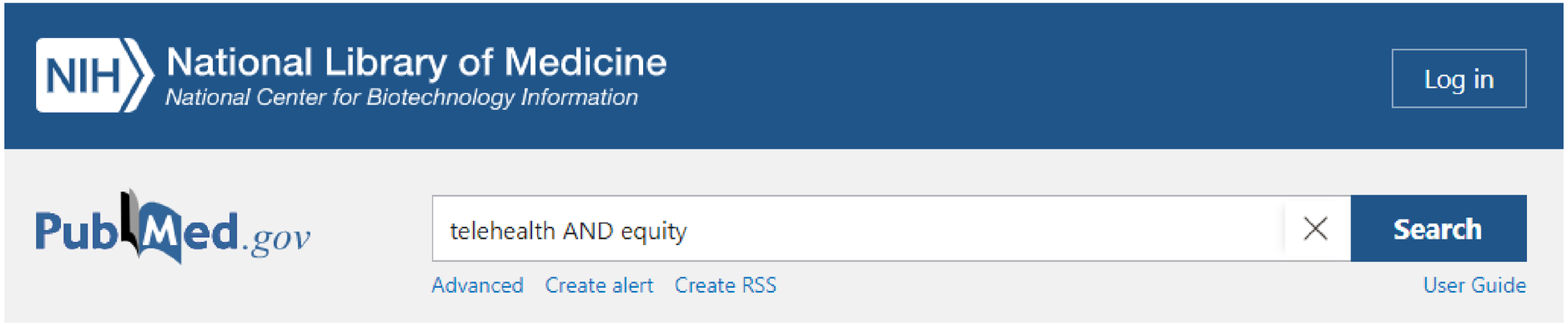
- lack of device access or access to reliable technology
- Poor boradband or cellular connectivity

Underlying digital inequities:

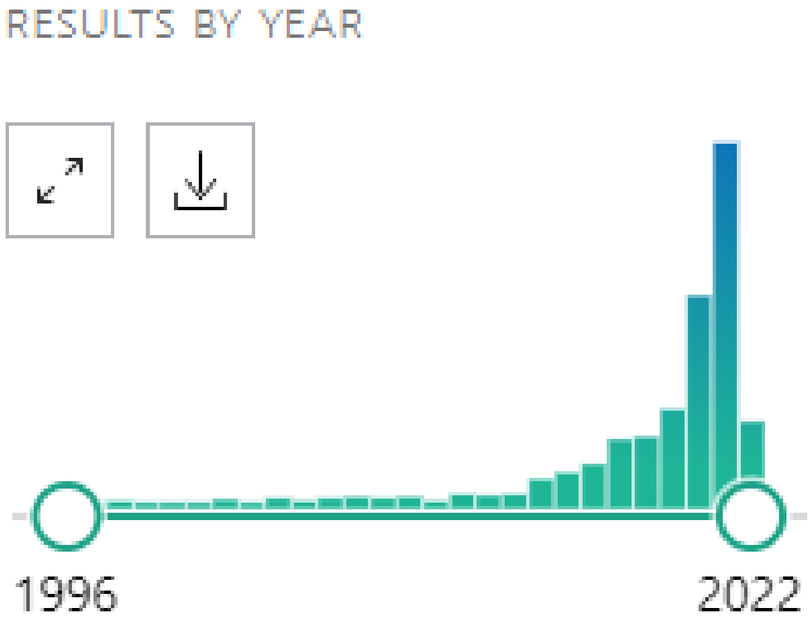
- Limited digital literacy, including functional skills and competencies to engage with care digitally
- Low language flexibility and interpreter availability for LEP patients
- Lack of inclusive design for accessible experience

Source: Advisory Board 2021

...WHAT CAN WE DO?



Continue to Study the Problems



The NEW ENGLAND JOURNAL of MEDICINE

Perspective

Digital Inclusion as Health Care — Supporting Health Care Equity with Digital-Infrastructure Initiatives

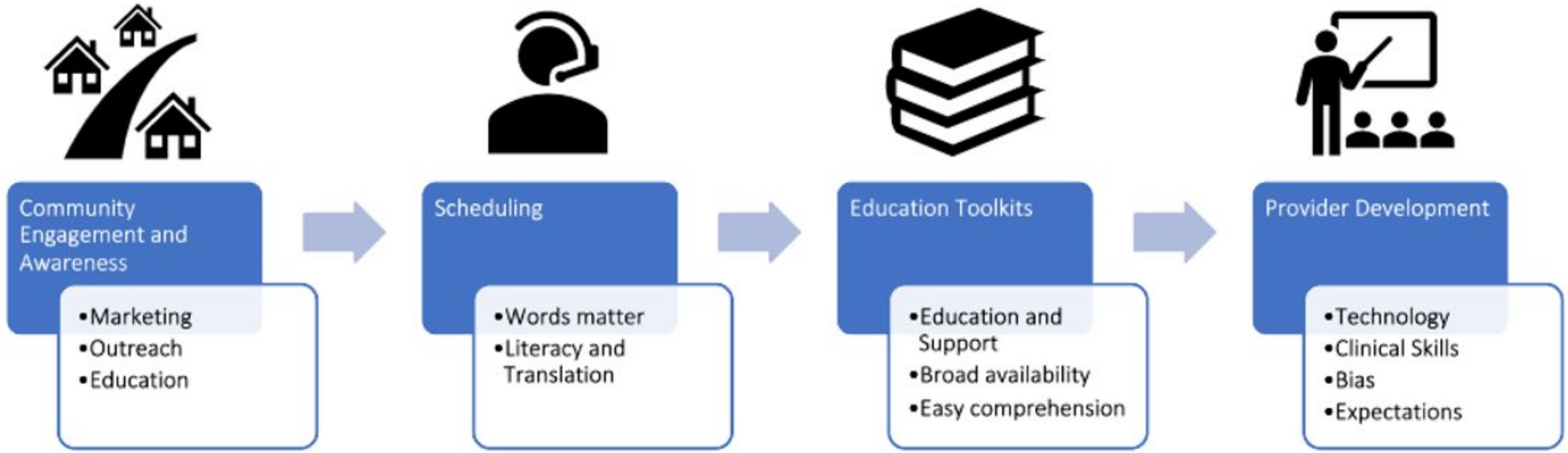
Jorge A. Rodriguez, M.D., Carmel Shachar, J.D., M.P.H., and David W. Bates, M.D.

Opportunities for Health Care Organizations to Increase Digital Inclusion through Infrastructure Initiatives.

Infrastructure Investment and Jobs Act Policy Area	Opportunities for Health Care Organizations
Broadband infrastructure	Collect information on patients' broadband access to identify broadband coverage gaps and guide allocation of infrastructure-building resources Ensure that digital health tools can adapt to potential bandwidth limitations
Broadband and device affordability	Develop workflows that integrate digital-inclusion resources into existing care (e.g., screening for social determinants of health) Perform targeted outreach to patients who would benefit from broadband and device-subsidies programs (e.g., Emergency Broadband Benefit) Join existing digital-inclusion efforts (e.g., programs addressing digital divides in education) led by community organizations
Digital discrimination	Advocate for equitable broadband-deployment practices at the local, state, and national levels Collect patient data regarding digital disparities (e.g., disparities in broadband and device access) to support multimodal care options Treat digital inclusion as a social determinant of health
Digital literacy	Apply for funding with community organizations to codevelop digital-literacy programs that extend beyond the health care setting Integrate digital navigation as part of the deployment of digital health tools
Impact	Evaluate the effects of digital-infrastructure initiatives on health care disparities to guide future investment and policies related to digital inclusion

Process and Workflow Improvements

Lay the foundations for success



Telemedicine Patient Experience with Equity Focus

Digital Equity Xperts

Focusing on digital literacy and access to improve the health and wellbeing of our communities.

DEX



Vision

Improve the digital literacy of patients in our healthcare system

Mission

With the deployment of digital navigators in the healthcare system and across the communities we serve, we aim to train and educate patients to adequately utilize the digital tools that are available to them to better engage with and access healthcare.

Objectives

1. Improve the digital literacy of patients in our healthcare system
2. Enroll patients in MyChart
3. Improve engagement of patients using MyChart
4. Improve the equitable distribution of Virtual Care

Community Collaboration

Teen HOPE's case management team provides holistic, upstream services that improve academic and health outcomes for young parent families living in Hennepin County.

- Paid internship
- Provide support as you work toward a high school diploma or GED
- Parenting support and education
- Funnel to Healthcare and Health IT positions



Digital Navigator

Individuals responsible for educating and supporting patients as it relates to digital literacy, access and equity via face to face and virtual engagement.

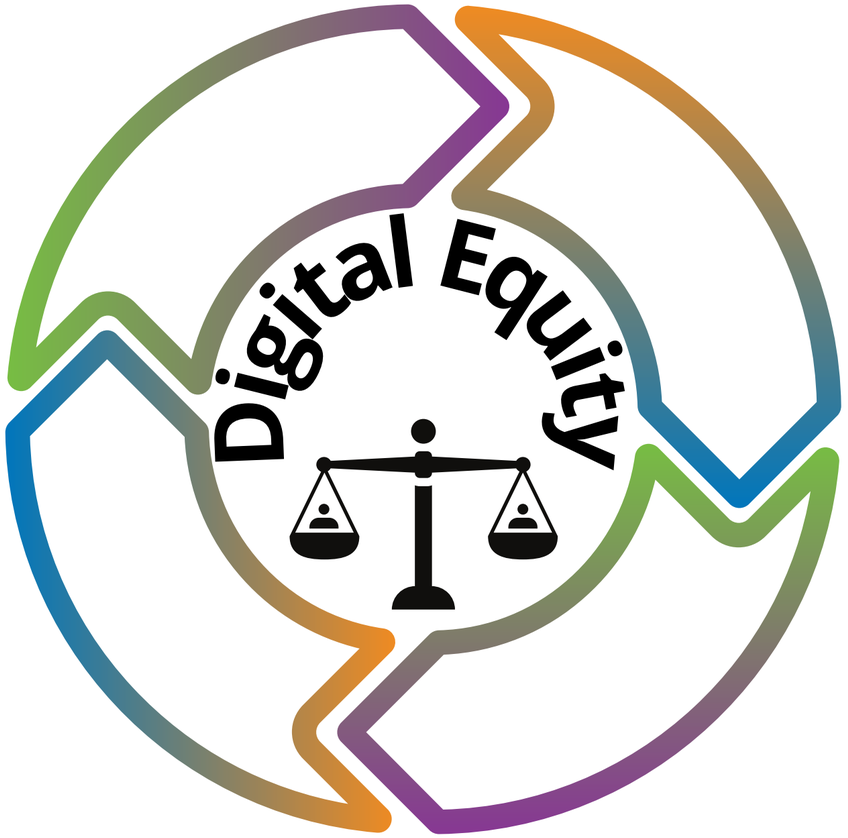
*3-5 digital navigators once at phase 3

*To be interns hired via Teen Hope or analogous program

Process Driven

Data-driven solution discovery

Identify problems in our communities related to digital equity



Develop community members with skills needed to train others

Solutions delivered by members of these communities

Hennepin Healthcare

Measures of Success



MyChart Engagement

Expect to improve MyChart activation and engagement with key populations



Digital Access Database

Develop database to better understand digital access holes in communities



Impact on SDOH Healthcare Utilization

Fewer ER visits and re-admissions. Further research on SDOH impacts



Virtual Care Equity

More equitable use of virtual care modalities by minority REL groups

Hennepin Healthcare

- Telehealth is here to stay
- There's opportunity to revolutionize access to healthcare
- The current system is not set up equitably
- We have the opportunity to build systems to leverage federal funds to improve foundational gaps
- Digital access and literacy are key components to addressing current gaps in equity



Thank You



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