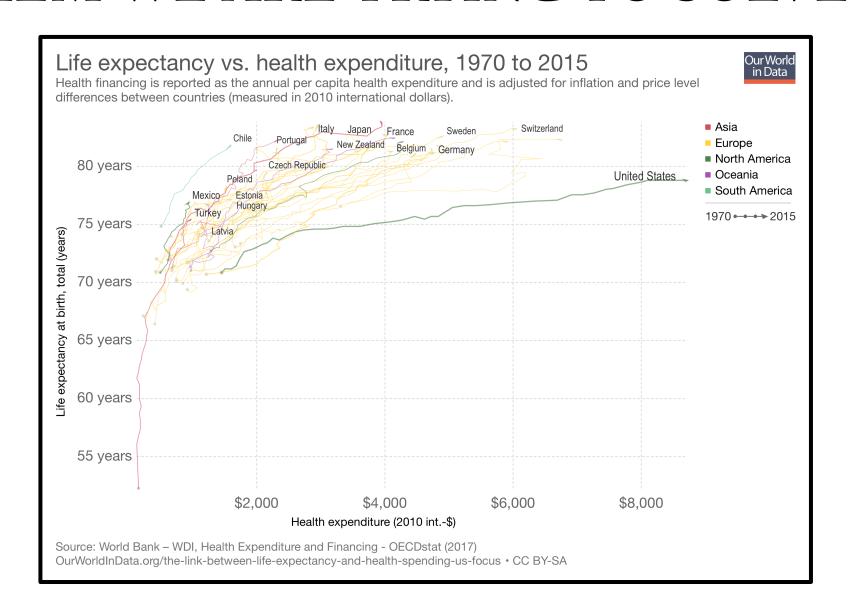
HEALTH 3.0: Addressing Health Beyond Healthcare

Karen DeSalvo, MD, MPH, MSc

Co-convener, National Alliance to Impact the Social Determinants of Health

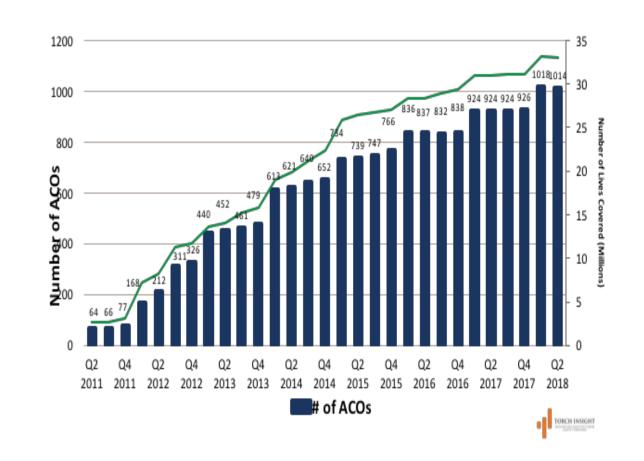
March 19, 2019

PROBLEM WE ARE TRYING TO SOLVE



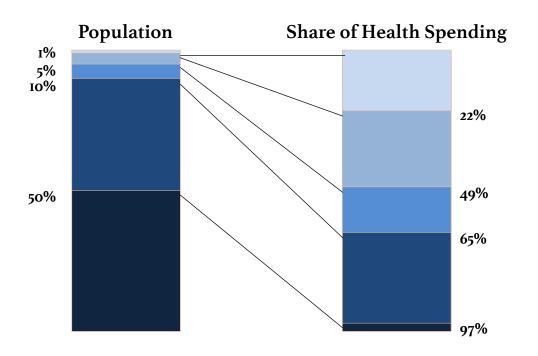
HEALTH 2.0: BETTER HEALTHCARE

- "Triple Aim"
- Significant Progress
 - Bent the cost curve
 - Quality & safety improved
 - Experience improved
 - Digital transformation
- Public and private system still driving change – downside risk



THE MEDICALLY & SOCIALLY COMPLEX FEW

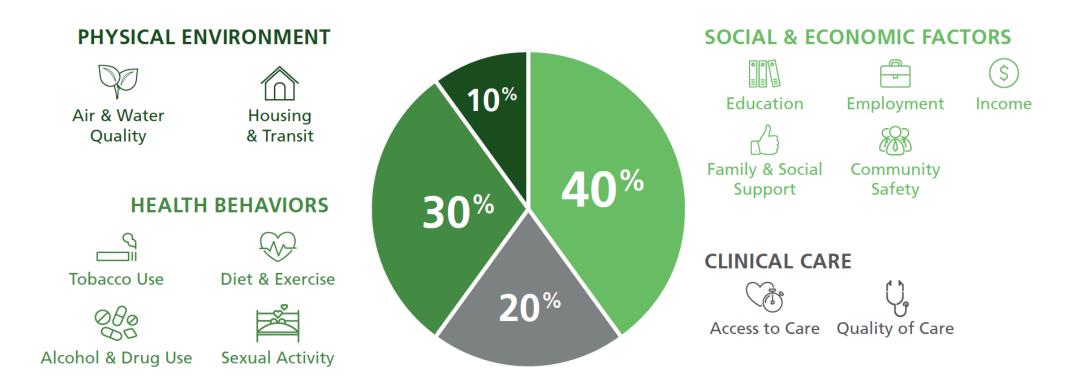
Distribution of health expenditures for the U.S. population, by magnitude of expenditure, 2013



SOCIAL DETERMINANTS OF HEALTH

"conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks."

- Healthy People 2020



healthypeople2020.gov; National Alliance to impact the Social Determinants of Health (www.nasdoh.org)

DEATHS OF DESPAIR



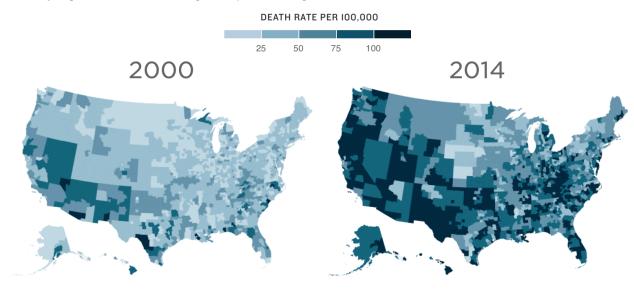
BROOKINGS NOW

Working class white Americans are now dying in middle age at faster rates than minority groups

Alison Burke · Thursday, March 23, 2017

Midlife 'Deaths Of Despair' In The U.S., 2000 and 2014

Deaths by drugs, alcohol and suicide among non-Hispanic whites, ages 45-54



Notes

The geographic units represented are a blend of county boundaries and Public Use Microdata Areas.

Source: Anne Case and Angus Deaton, Brookings Papers on Economic Activity Credit: Brookings, adapted by NPR

HEALTH 3.0: BEYOND THE BLUE BOX

Health generators

Health care 20%

Social, environmental, behavioral factors 60%

Genetics 20%

APPROACHES TO ADDRESSING SDOH

ASSESSMENT ALIGNMENT ASSISTANCE ADVOCACY Increasing Complexity

Health 3.0 Must Leverage Data & Technology

HEALTH 3.0 DIGITAL TOOLS

- Identify unmet needs
- Eligibility and enrollment
- Linking to resources
- Population level assessments
- Quality of support services
- Built on open standards
- And, around the person



CONSUMER AT THE CENTER OF HEALTH 3.0



CVS Health goes virtual with telemedicine visits

By Rachel Z. Arndt | August 9, 2018

Following in the footsteps of Walgreens and Rite Aid, CVS Health is getting into the telehealth game.

CVS Health will now offer virtual visits for minor health problems via its app, a move that could help the pharmacy chain reach consumers in new ways as it tries to stay competitive in a space that might soon include Amazon, which is reportedly launching primary-care clinics for its employees in Seattle.

Direct to consumer relationship...

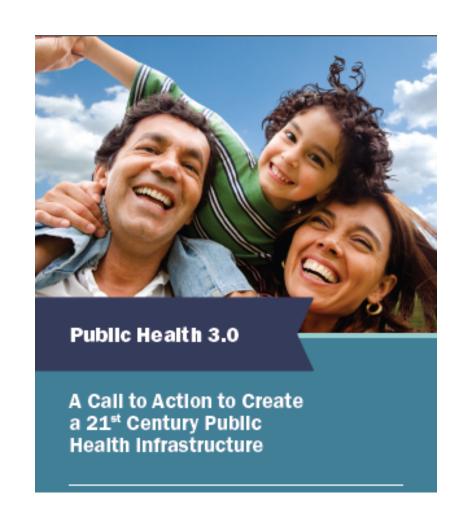
Know their social determinants and health needs before they do.



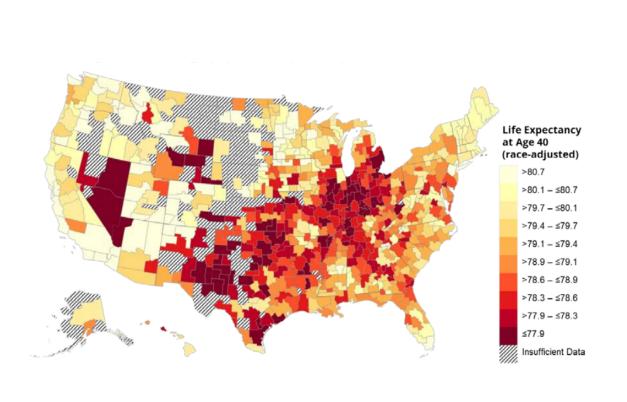
Health 3.0: Bigger Than A Single Sector

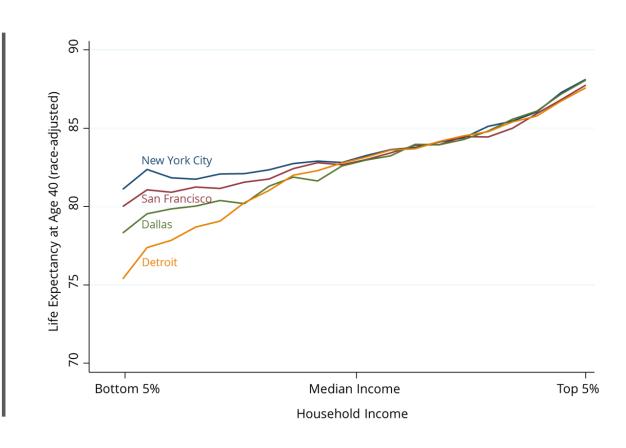
Yes, even health care.

What we do together as a society to ensure the conditions in which everyone can be healthy.



ZIP CODE A STRONGER DETERMINANT THAN GENETIC CODE











Fit NOLA

Health Care for the Homeless

Health Care Access

Lead

Smoke-Free Ordinance

Complaints

Hotel Smoke Free Guidance



LEARN MORE ABOUT THE NEW ORLEANS SMOKE-FREE ORDINANCE



Smoke-Free Ordinance

New Orleans has joined almost 700 cities nationwide in going smoke-free.

In January 2015, the New Orleans City Council unanimously passed and

Mayor Landrieu signed into law a new, comprehensive smoke-free
ordinance. The City's new ordinance went into effect on April 22, 2015. In
addition to smoking restrictions that already exist under state law, there
will be new restrictions on smoking and vaping (use of electronic smoking
devices) in many locations across the City.

Why This Ordinance is Important

This ordinance protects the public's health by reducing exposure to secondhand smoke and encouraging smokers to quit. Tobacco use is the leading preventable cause of death in the United States. It causes cancer, heart disease, stroke, lung diseases (such as emphysema), and diabetes. More than 20 million people in the United States have died from smoking-related diseases since 1964, including 2.5 million nonsmokers as a result of exposure to secondhand smoke.

Report a Violation

Please click here to report a violation of the Smoke-Free Ordinance.

Contact Us

For more information, contact the New Orleans Health Department.

Phone: 311 or toll-free: (877) 286-6431

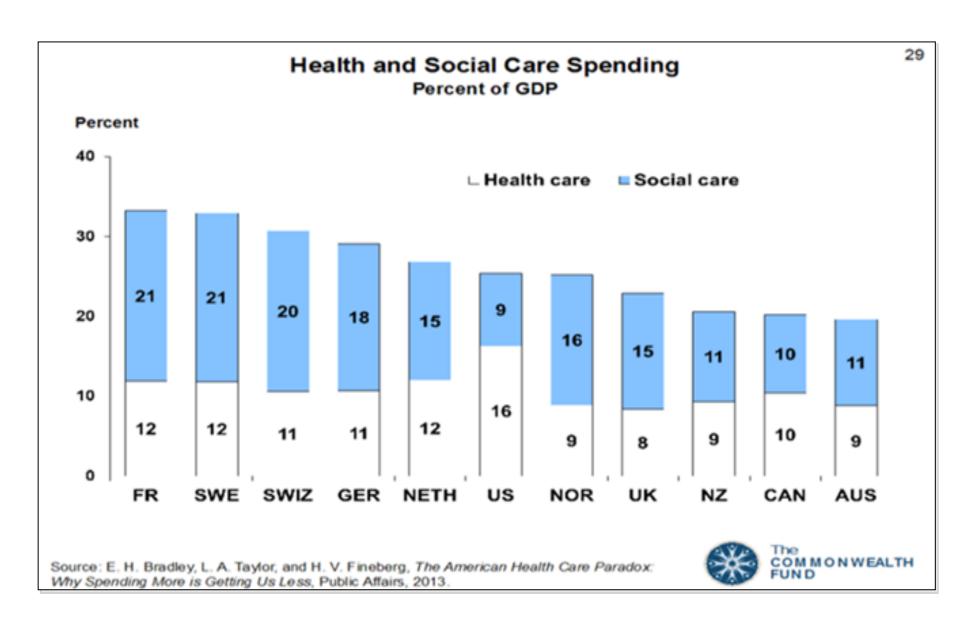
E-mail: smokefree@nola.gov

Resources to Quit Smoking

- Louisiana Tobacco Ouitline
- Smoking Cessation Trust
- Ochsner Smoking Cessation

Health 3.0: Bigger Than Projects, Requires Policy

RETHINKING THE RESOURCES



The Root of the Problem: America's Social Determinants of Health

Alex M. Azar II Hatch Foundation for Civility and Solutions November 14, 2018 Washington, D.C.

Social determinants of health is an abstract term, but for millions of Americans, it is a very tangible, frightening challenge: How can someone manage diabetes if they are constantly worrying about how they're going to afford their meals each week? How can a mother with an asthmatic son really improve his health if it's their living environment that's driving his condition? This can feel like a frustrating, almost fruitless position for a healthcare provider, who understands what is driving the health conditions they're trying to treat, who wants to help, but can't simply write a prescription for healthy meals, a new home, or clean air.

NASDOH | Driving a Cross Sector Value Proposition for Addressing the Social Determinants of Health

HOME ABOUT US DEFINING SDOH PROMISING PRACTICES POLICY RESOURCES RELATED PUBLICATIONS CONTACT US



UNINTENDED CONSEQUENCES

- Stick with the skinny evidence
- Medicalize SDOH
- Harm those we want to help
- Crowd-out social care system
- Add complexity

How Rideshare Companies Can Address Social Determinants of Health

Rideshare companies have become an important vehicle for driving better patient care access and addressing the social determinants of health.



CALL TO ACTION FOR US ALL

- Stakes are high
- Improving health will require more than clinical excellence
- No single sector can do this alone
- Multi-sectoral, public-private sector partnerships
- Opportunity window that requires bold, strategic and accelerated action to improve the population's health
- <u>Beyond</u> health care!