

# INNOVATION DRIVE TO ADVANCE POPULATION HEALTH



**MERCK**

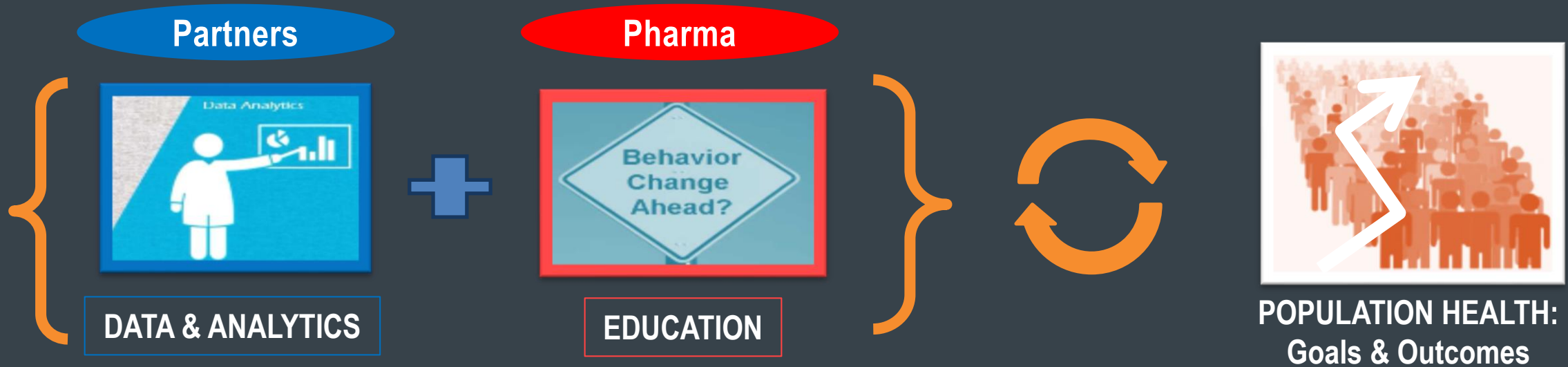
INVENTING FOR LIFE

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# Agenda

- Why is Population Health important to pharma
- Culture of Innovation within Population Health at Merck
- Examples of Population Health Collaboration

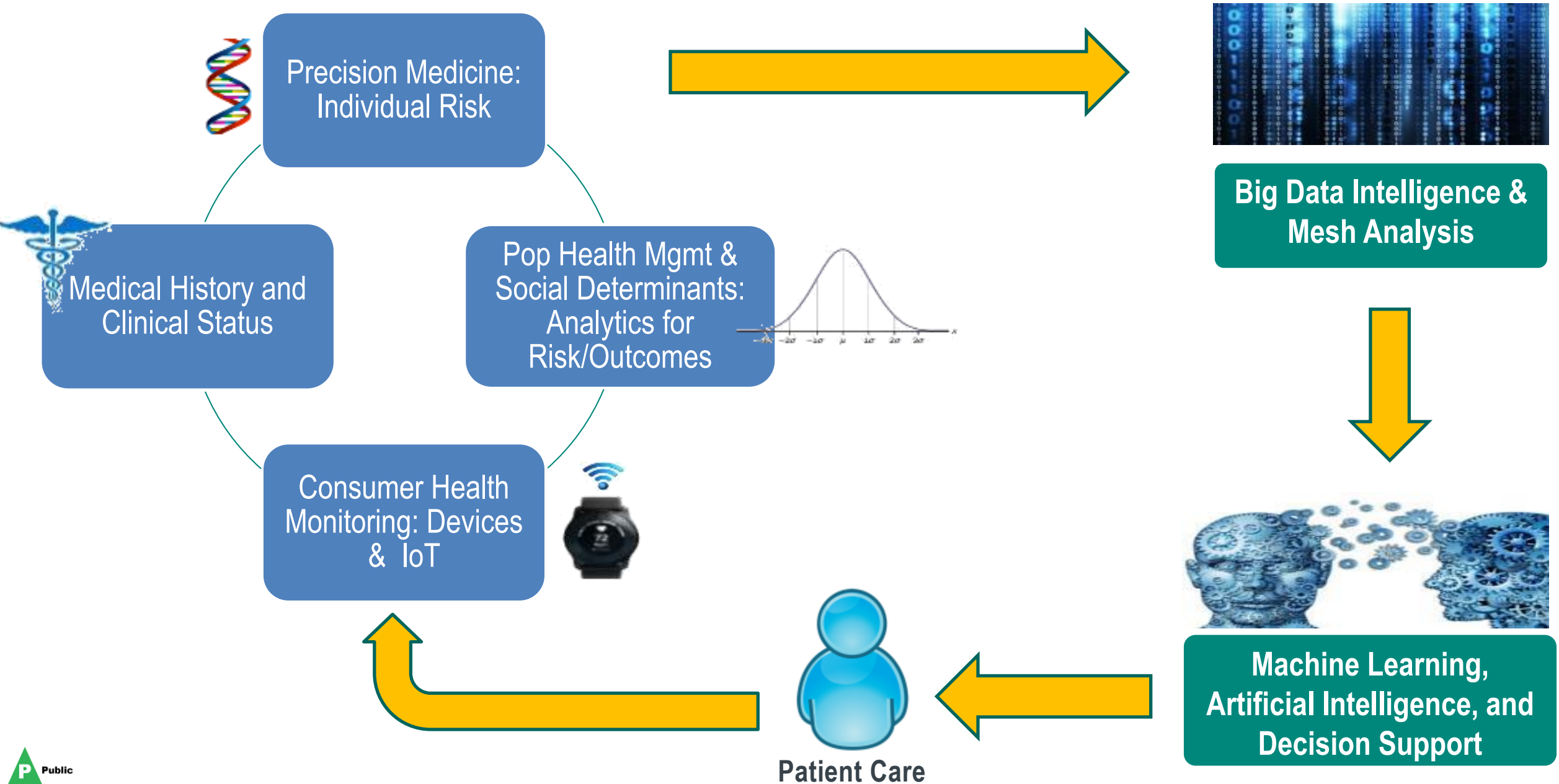
# How Can Pharma Support Population Health Initiatives?



- Electronic Medical Records
- Claims Data
- Lab Data
- Interoperability
- “Big Data”

- Patient & HCP Education
- Patient Activation & Ongoing Engagement
- Process Improvement Education & Resources

# The Future State of Population Health Management



# Culture of Innovation within Population Health at Merck



- “Fail Fast” mindset – timely Go/No Go decisions
- Moving from “traditional” population health solutions to truly “novel/transformative” solutions
- Think more boldly by incorporating external lens into internal brainstorming/ideation sessions
- Multi-stakeholder collaboration – Merck, Payer/IDN/Employer, Technology Partner

# EXAMPLES OF RESOURCES AND COLLABORATIONS



PROPRIETARY ICONS HERE

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# Resources to Supplement Initiatives Focused on SDoH



## For the Healthcare Provider

- SDoH (*lecture/educational program*)
- Health Literacy
- Cultural Competency
- Relationship Centered Care
  - Teach-back Technique
  - Shared Decision Making
  - Motivational Interviewing



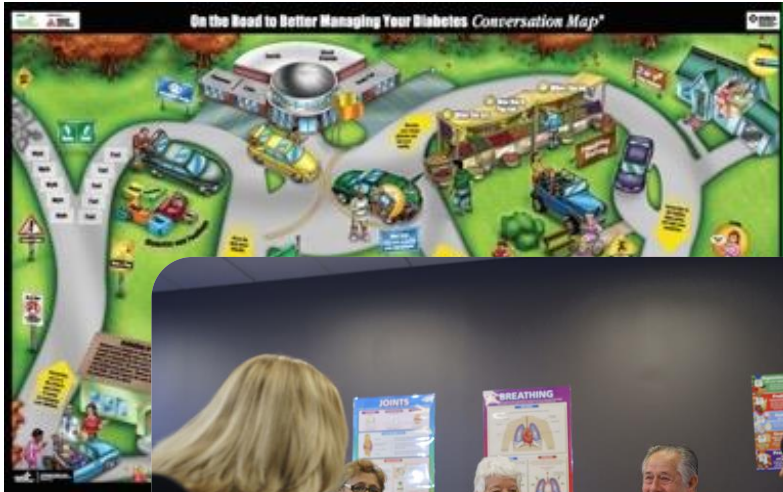
## For the Patient / Caregiver

- Consumer Engagement
- Medication Adherence
- Prevention and Wellness
  - Essential health benefits and preventive services
- Journey for Control

# Journey for Control and *map4health* (M4H)

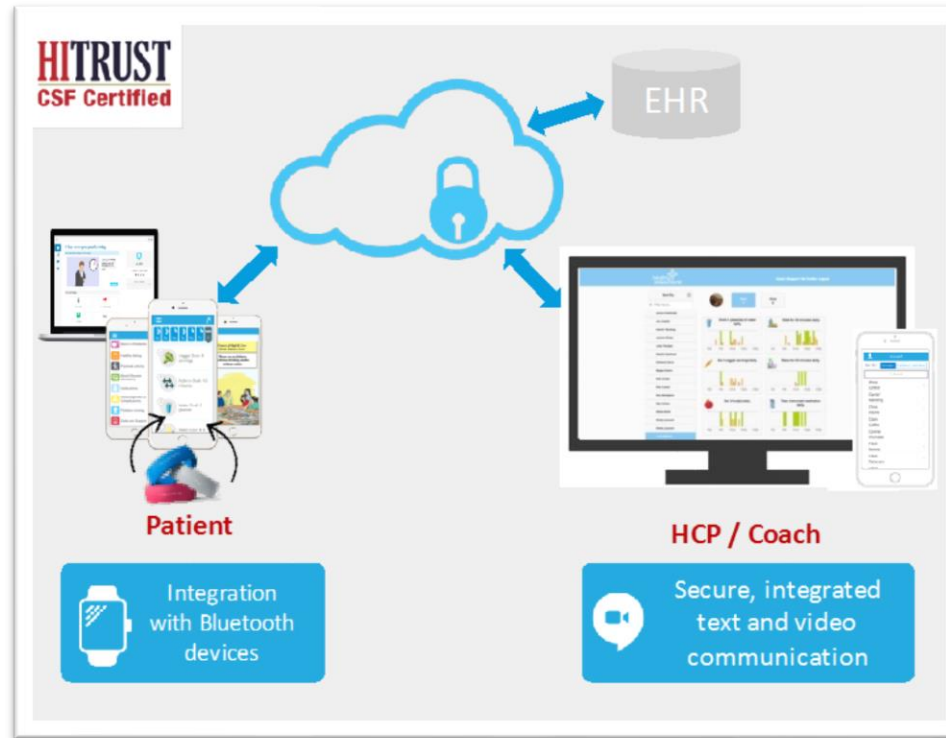


## Traditional JFC In-Person Patient Sessions



## map4health (M4H) Integrated Remote Telehealth

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Enhanced patient experience beyond the office



# Collaborations on Solutions to Help Improve Patient Care



# THANK YOU