Zip Codes Alone Don't Deliver

Behavior and Engagement Data Drives Targeted Strategies and Action

EXECUTIVE SUMMARY

As the healthcare industry shifts to value-based care and improving the health of populations, disruptors in the space increasingly appreciate the role that non-medical factors play in shaping health. To optimally manage population health, care management, and business improvement programs, the industry must look beyond the data traditionally captured in the medical record to obtain a wider perspective of the factors that influence our health.

As a result, the industry has come to embrace the importance of the social determinants of health (SDoH)—factors such as our socioeconomic status and our physical environment. Yet this great step forward in our understanding of health still falls short of providing critical insights about the beliefs, behaviors, and attitudes that contribute to 40% of our health. See Figure 1.

Obtaining those deeper insights requires healthcare organizations to recognize and tap into the power of consumer-centric data. That data can reveal factors such as how often a population eats fast food, how socially isolated they are, what communication channels they prefer, their attitudes about taking prescribed medications, and to what extent they trust their doctor and follow their advice. This abundance of data has been successfully applied by other industries, but has yet to be widely harnessed for healthcare applications.

Combining this consumer behavioral data with SDoH data creates a more holistic view of what drives a population's health—creating, in essence, the "socio-*behavioral* determinants of health (SBDoH)." An SBDoH dataset can lead to more effective engagement and intervention strategies than SDoH alone, allowing healthcare organizations to shape as much as 60% of people's overall health. See Figure 1.

This paper provides examples of the impact that SBDoH data can have on organizations and individuals, including:

- Identifying an incremental 33% of a population at risk within a targeted geography
- Efficiently focusing marketing resources while shaving millions of dollars from a health plan's operational launch budget
- Segmenting a diabetic population by their beliefs, attitudes, and behaviors to improve the efficacy of health interventions
- Increasing effective engagement strategies from 0% to 65% in an at-risk population across two and a half zip codes

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FIGURE 1:

What Determines Your Health?

Combining consumer behavioral data with SDoH data creates a more holistic view of what drives a population's health—creating, in essence, the "socio-behavioral determinants of health (SBDoH)."

40% Consumer Behaviors

TOBACCO USE · DIET & EXERCISE · ALCOHOL USE · SLEEP HABITS · SOCIAL CONNECTEDNESS

30% Genomics

20% Socioeconomic & Environmental Factors

EDUCATION · JOB STATUS · FAMILY/SOCIAL SUPPORT · INCOME · COMMUNITY SAFETY

10% Health Care

Adapted from: Schroeder, Steven. "We Can Do Better — Improving the Health of the American People." N Engl J Med 2007; 357:1221-1228 DOI: 10.1056/NEJMsa073350