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Deloitte and Google Cloud Collaborating to Advance Health and Social Equity with Public Sector Clients

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In the pursuit of a more equitable society, public sector organizations are vital to addressing health and social disparities that are accessible and available to all citizens regardless of background or identity. Recognizing the importance of addressing this, Deloitte and Google Public Sector are working together to leverage data and analytics to help agencies better understand the challenges their constituents face and recommending ways to weave equity and inclusion in their policies, practices, and programs.

Here's one way we are doing this: through the use of data and analytics we help to identify individuals who may be at risk of adverse health outcomes due to social determinants of health (SDoH) such as poverty, housing instability, or lack of access to healthy food. By proactively identifying at-risk individuals, we can help public sector organizations provide tailored interventions and resources to improve health outcomes and reduce healthcare costs.

To accelerate all of this, Deloitte developed [HealthPrism™](#), a flexible solution designed to deliver insights about populations that are at an elevated risk for various health or social conditions which empowers decision makers to uncover barriers to treatment and increase the accuracy and delivery of interventions.

HealthPrism can be tailored to address several common challenges such as:

Improving access to healthcare services

Using SDoH data combined with location data sets, HealthPrism has been used to identify gaps in healthcare services. For example, it can identify communities and populations that may have limited access to maternal healthcare services. This information can be used by public service providers to strategize how to close the gap with new infrastructure development or alternate solutions such as mobile clinics, telemedicine, or transportation assistance. Visit the [March of Dimes Maternity Care Deserts Dashboard](#) to see HealthPrism in action.

Tailoring programs and interventions to the needs of a population

Using SDoH data, we can identify areas with populations at high risk of chronic diseases, like diabetes, cardiovascular disease, and certain cancers. This information can be used to tailor interventions and resources to these areas, such as providing access to healthy foods, exercise programs, and preventative screenings.

Addressing social isolation and loneliness

Analytics can analyze social media data and other online activity to identify individuals who may be experiencing social isolation and loneliness. This information can be used to provide tailored support such as community programs, support groups, and volunteer opportunities.

Finding and activating populations that are likely eligible but not enrolled in programs

Using SDoH data and predictive analytics, we can identify populations that may be eligible for the Supplemental Nutrition Assistance Program (SNAP). Combined with SNAP enrollment data, we can find those who are not yet enrolled and use behavioral analytics and tailored communications to activate them to enroll in SNAP. This strategy can also be used for Medicaid and other health and human services programs.



The Bottom Line

By combining Deloitte's industry experience with Google Cloud's advanced technologies, our collaboration is making significant strides to drive tangible advancements in health equity. Through our joint efforts, we aim to better support underserved communities, reduce health and social disparities, and promote equity in access to care and public services.

To learn more about what Deloitte & Google Cloud are doing to support government and public sector clients, [visit our website.](#)



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