

How Leveraging Technology to Address Social Issues Can Improve Health Outcomes

Bridging the Gap between Clinical Care and Community Services

An Executive White Paper by

Mobility eXchange[™]

Executive Summary

Health-related social needs play a critical role in an individual's health outcome; however, traditionally, these needs have not been addressed in routine healthcare visits. Nonmedical issues such as housing, food, transportation, and education can profoundly influence physical and mental health. In addition to impacting health outcomes, health-related social needs can unnecessarily drive up healthcare expenditures.

In addition to traditional solutions, new solutions are being innovated, such as using the latest technologies to address the gap between clinical care and community services. Where traditional services may have fallen short in the past, modern technology forges a path to fresh and practical solutions to the long-standing problems of unmet social needs.



The Gap between Clinical Care and Community Services

Although not a new issue, many healthcare providers are becoming more mindful of the relationship between health outcomes and social needs. Needs such as housing, food, and transportation pose obstacles that get in the way of patients receiving proper medical care.

Many rural and urban populations alike lack reliable transportation to medical appointments. Those with financial struggles are often faced with either paying for healthcare or paying their rent and groceries.

Healthcare providers recognize that they cannot efficiently meet their patient's medical needs without addressing their social needs. A national survey by Kaiser Permanente showed that 68% of Americans had experienced at least one unmet social need.¹ These unmet social needs often lead to poorly managed chronic illnesses, poor mental health, and substance abuse.

This high percentage of unmet social needs is partly due to the gap between clinical care and community services. Conventionally, medical care has been thought of separately from community services in that one addresses medical needs and the other social needs.

However, it is now better understood that medical needs and social needs go hand-in-hand in creating a solution that treats a patient as a whole instead of each issue separately.

Unmet health-related social needs also put a strain on healthcare expenditures. Due to a lack of patient education or poor communication with their provider, patients with mismanaged chronic illnesses are more likely to be admitted or readmitted for health issues that would have otherwise been preventable. The national expense of healthcare readmissions is roughly \$26 billion a year.²

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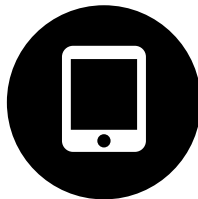
Traditional Solutions to Unmet Social Needs

Patient Education



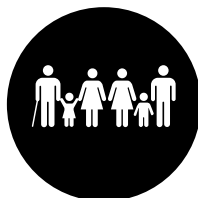
Patient Education is the first aid in helping a patient manage their health. This education can include resources for managing medical conditions and community resources for those with health-related social needs. However, the issue of a lack of patient education continues to persist, leading to poorer health outcomes. Studies have shown that 60% of hospitalized patients felt that information received from their healthcare providers upon discharge could be largely improved.³ The challenge of providing good patient education is assembling compelling and adaptable resources for a diverse patient population and creating easy access and distribution of these resources.

Engaging Patients with Digital Content



Engaging patients with digital content can be an effective way of utilizing technology to create a positive patient experience while increasing patient education and resource sharing. However, not all patient populations are technologically keen. They may be hesitant about using a digital platform, particularly if the digital content is shared on complex software and across multiple web-based platforms. Another challenge to consider is that many patients may not have their own mobile devices or may have limited data plans, making it difficult to use web-based applications.

Collecting Survey Data



Collecting survey data has proven to be a valuable way to identify populations with the highest level of unmet social needs. An effective survey or screening tool offers the insight needed to identify those with unmet social needs and create treatment plans and referrals to community services. However, it can be challenging to distribute and collect survey results amongst patient populations efficiently. With the already significant workload many healthcare providers face, it can be difficult to implement one more task into the daily workflow.

Bridging the Gap

Mobility eXchange is leveraging its one-of-a-kind Content Management Engine app to integrate clinical care with community services, allowing the patient to be cared for as a whole person, addressing clinical care along with social needs.

The Content Management Engine enables healthcare providers to set up a digital environment that engages and educates patients through an easily accessible and user-friendly application.

What is the Content Management Engine

The Content Management Engine is a secure population health app powered by Mobility eXchange that connects patients with healthcare providers and community services.

Telemedicine Services	Digital Forms	Content and Resource Sharing
Telemedicine services can be accessed through the Content Management Engine app as a pre-downloaded app launched and overseen through the content management engine.	Data from the digital forms are routed to the provider through multiple channels such as dropbox, email, PDFs, or file transfers to a network.	Videos Full movies Articles Web-based content Weblinks Audio files Audiobooks
Peer-to-peer chat and video calling	Forms can be converted or built new with e-signature tools	Secure and custom content sharing
Secure messaging	SDOH screenings and surveys	Easily accessible kiosk options

How to use the Content Management Engine

Mobility eXchange works with their clients to create a library of customized digital content specific, adaptable, and engaging for their patient populations.

All content is uploaded to the client's Content Management Engine app, where patients can access and review the educational resources as recommended by their healthcare providers.

All content is securely contained within the app so that users can only view the content provided specifically for them without having to worry about the overwhelming search of the World Wide Web.

Content Management Engine Kiosks

For patients who do not have a mobile device or have a limited data plan, easily accessible Content Management Engine kiosks can be established. These kiosks are a 10-inch tablet securely locked into a stand at a convenient location such as a healthcare facility, church, or shelter.

Patients can then visit the kiosk location to access the resources supplied by their healthcare providers without the limitation of an electronic device or internet usage.

Devices can track patient access and provide an overview of what resources were utilized the most, allowing providers to create an even better user experience based on previous data.

Devices are securely managed with Mobile Device Management (MDM) to lockdown, wipe clean, or encryption options.

Customized to your Needs

The Content Management Engine is a comprehensive tool that can be utilized in many different ways. Mobility eXchange works closely with their clients to ensure that the benefits of the Content Management Engine fit your specific needs right down to incorporating in your personal brand.

You select the benefits you need to streamline your processes and innovate your solutions. We integrate the technology required to help you drive positive clinical outcomes and treat each patient as a whole person.

Conclusion: A Leading-Edge Technology

The long-standing problems of unmet health-related social needs can find new solutions in modern technologies, bridging the gap between clinical care and community services.

Mobility eXchange continues to innovate technology to support healthcare providers in overcoming the most demanding operational challenges.

With the implementation of leading-edge technology, healthcare providers can create new processes to solve unmet health-related social needs and drive up positive patient outcomes while reducing healthcare costs.

About Us

Mobility Exchange is a leading technology solutions provider deploying purpose-built devices and enabling clients in innovative ways to increase revenue, create new services, and provide distinct market differentiation within their industry while creating an edge over the competition.



To Learn More

Visit our website at <https://mobility.exchange/>

Or email us at Ron@mobilityexchange.net email

Sources

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