

Case Study

Maximize Impact in Vulnerable Communities with Data-driven Decisions on Vaccines

The pandemic posed unprecedented challenges for the healthcare ecosystem. A large health system in a busy metropolitan area wanted to effectively utilize their resources and ensure they were reaching the communities that were most likely to face COVID-related challenges. One of the big questions to answer was how do identify where to locate testing sites to serve communities in need – a question which required accounting for social determinants which can be multi-faceted and hard to measure.

Use data with confidence to guide critical conversations

A multi-disciplinary team was charged with selecting the optimal locations for COVID-19 testing sites. Community health leaders used Metopio Analytics to bring new, data-driven insights to the group that helped them improve accuracy in delivering vital care to vulnerable communities – especially at a time when speed in decision-making was incredibly important.

Take a look at their analysis:

- 1 Starting with community data:** The team relied on Metopio's easy mapping tools and curated data. They explored life expectancy and a Social Vulnerability Index (SVI) created by the University of Illinois Chicago. The modified SVI differs from the CDC's in that it considers the effect of structural racism on vulnerability. Using the map filter, they found areas with a lower life expectancy and a higher SVI to narrow their focus.
- 2 Applying team knowledge of social determinants and the community:** The team was also aware that transportation could be an issue for residents of these at-risk communities. As a result, they further refined their strategy by addressing access. They analyzed access to vehicles to understand how the clinic should operate—drive-up or walk-in—to best serve those in the community.



Move from analysis to action – and realize impact

When time was of the essence, the community health team was empowered to use data to drive decision-making. The health system was able to look beyond their internal data to make the best decisions for the overall community.

The new testing sites were at 8% positivity for COVID-19, compared to 3% positivity in Illinois so they knew their new data strategy was working.