



Z E R O D / V / D E<sup>®</sup>

COMMUNITY / TECHNOLOGY / OPPORTUNITY

## Social Determinants of Health and Consumer mHealth Adoption: Are We Closing the Gap in Health Disparities?

2015 Dialogue for Action

Vanessa Mason, ZeroDivide

April 24, 2015

# Healthcare landscape for the underserved

## Key Challenges

- Limited Access to Services
- Rising Costs
- Poor Quality of Patient Care
- Increasing Regulatory Demands
- Fragmented Reactive System

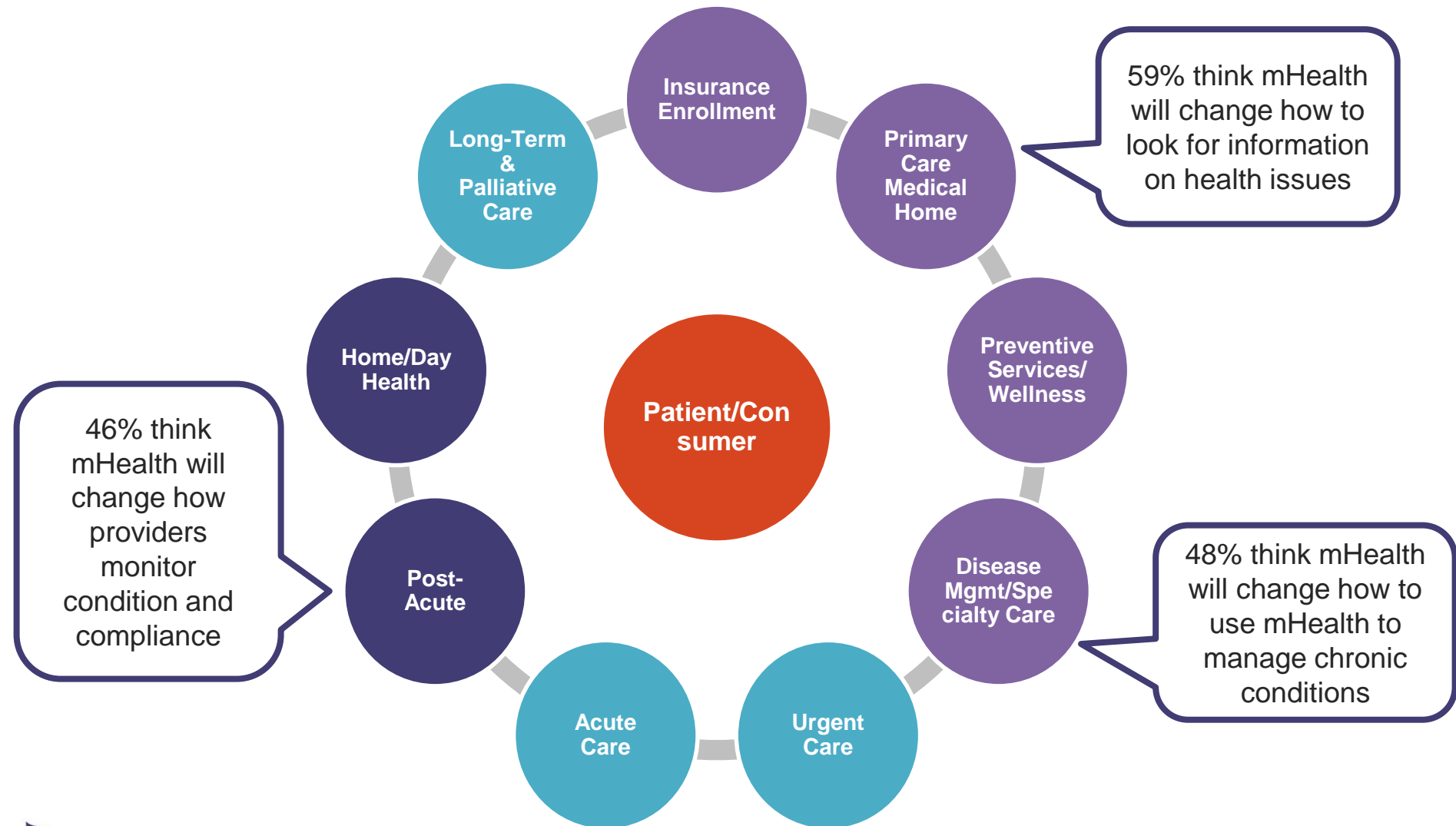


## Critical Needs

- Improve communication/coordination
- Improve efficiencies/quality
- Increase patient engagement
- Improve compliance
- Expand the reach of services/info

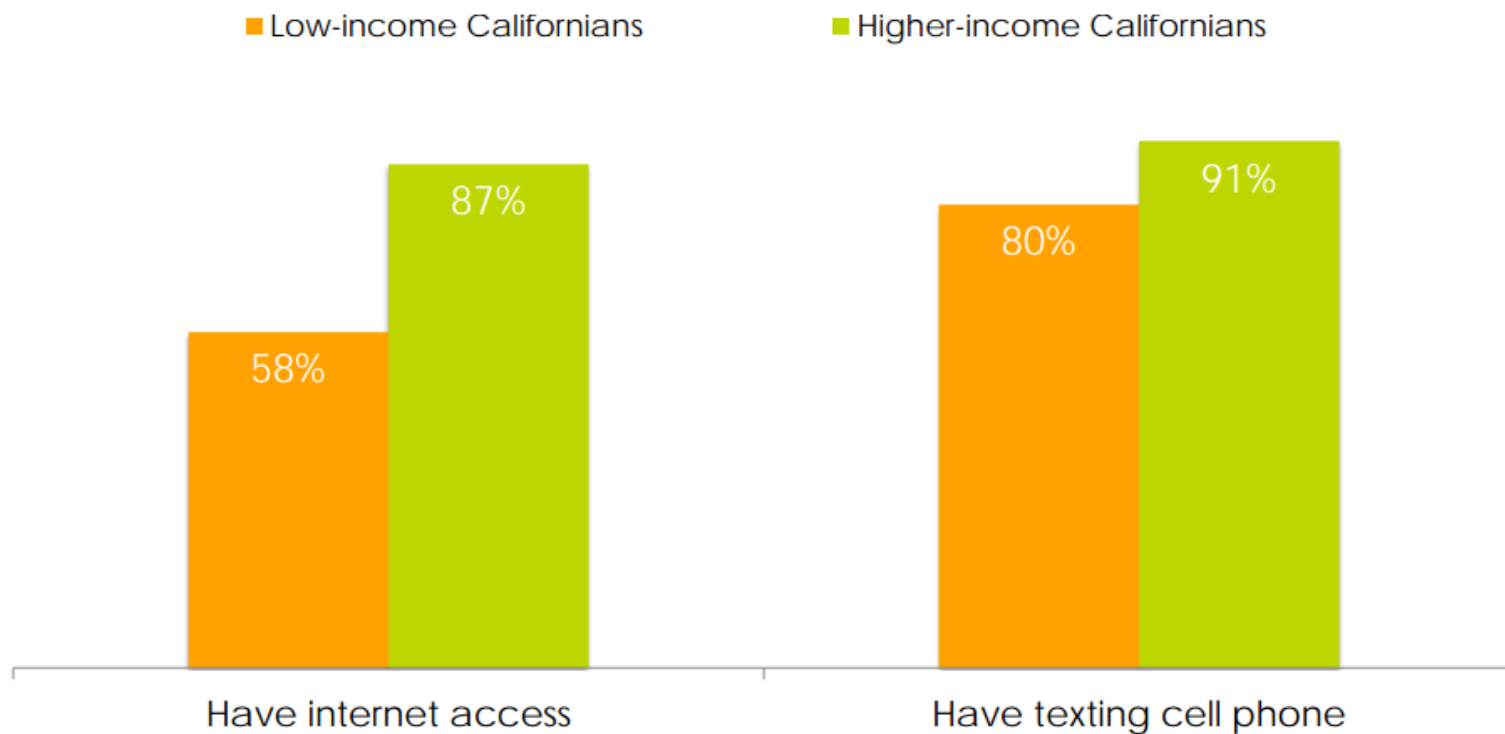


# The potential of mHealth



# mHealth and underserved populations

## the digital divide



# Barriers to eHealth adoption

## *Digital Divide*

- Access to broadband and mobile data
- Access to technology platforms
- Interoperability of tools across platforms

## *Design and Usability*

- Linguistic/cultural competency of tools
- Limitations caused by disability
- Technological literacy

## *Education and Awareness*

- Patient awareness of eHealth and incentives
- Physician awareness and incentives
- Health literacy
- Privacy concerns and distrust



# Consumer insights



## Low-income women of color living with a chronic condition:

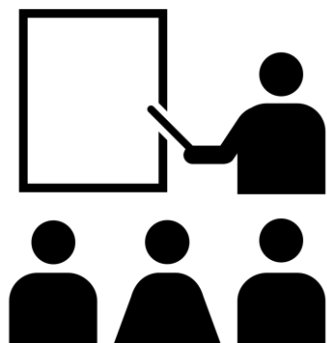
1. Use and have regular access to Internet-connected technology.
2. Feel discouraged by current eHealth tools
1. Demand personalized, culturally competent technology solutions.



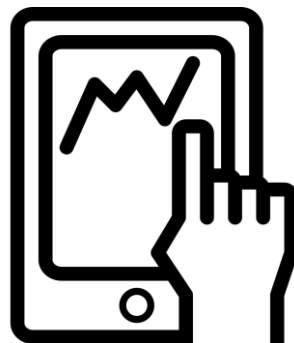
***“Nothing is more important than your health. Not money, not anything. Without health, you can’t do anything. First, first is health.”***

# Co-design recommendations

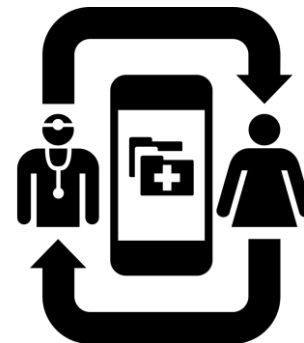
To humanize eHealth for underserved communities, ZeroDivide recommends:



**Build digital literacy**



**Foster user-centered design**



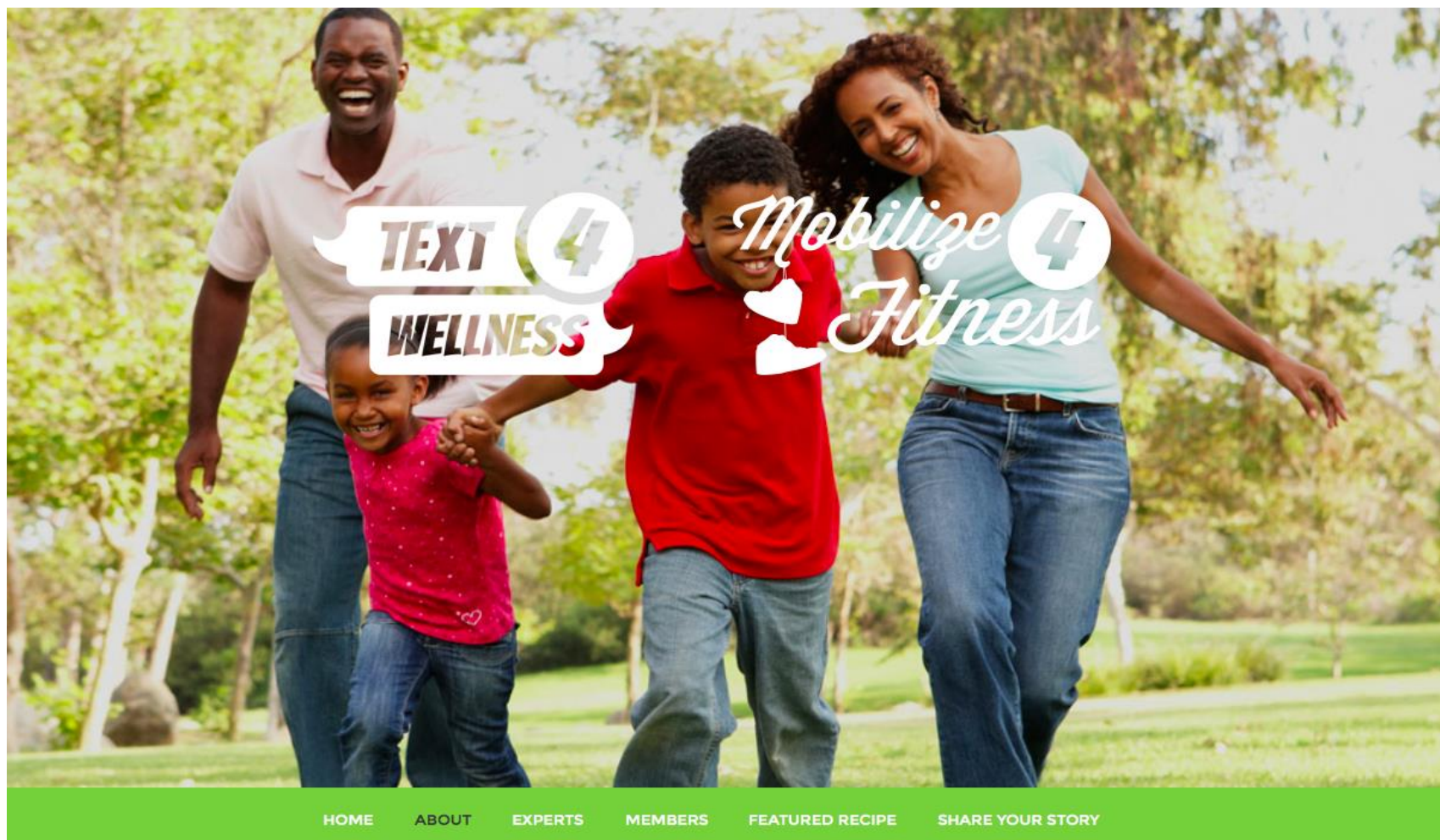
**Support technology capacity building**





# Building Digital Literacy: Text4Wellness/Mobilize-4-Fitness

*“I’m getting older and I just feel like I can’t keep up.”*



@ZeroDivideorg

#ehealthequity

@vanessamason





# Building Digital Literacy: Stress Less About Sex



@ZeroDivideorg

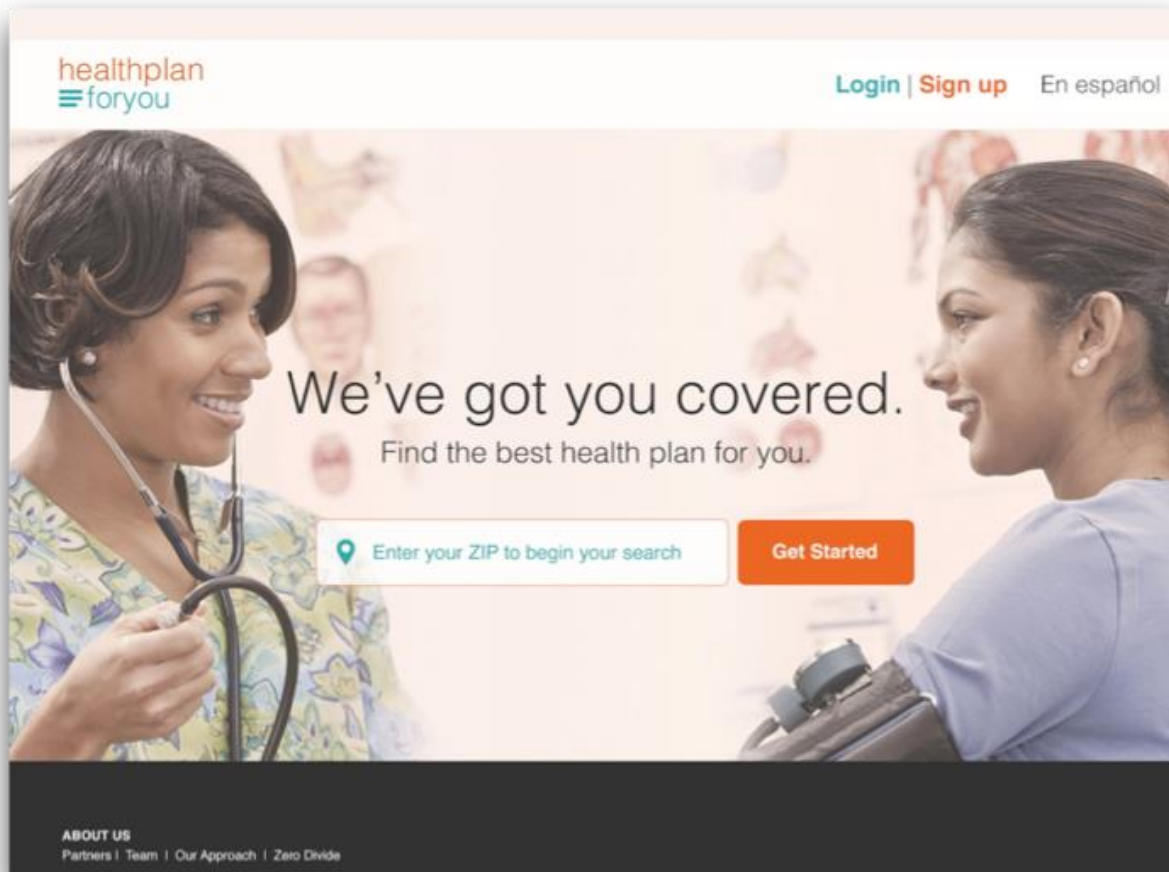
#ehealthequity

@vanessamason



# User-Centered Design

*“You all are not talking to each other...So better coordination with that so...we don’t have to run around filling out new paperwork every time.”*



@ZeroDivideorg

#ehealthequity

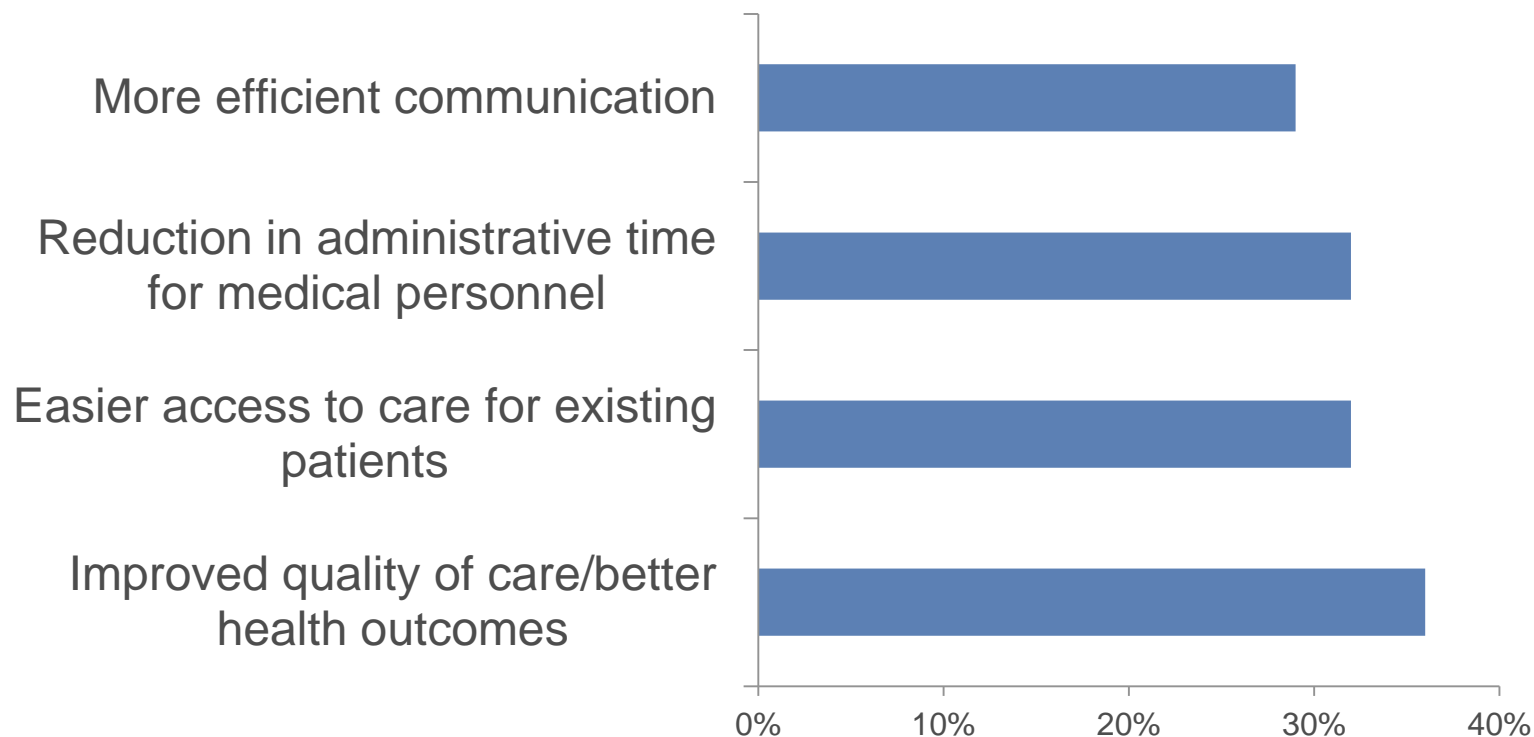
@vanessamason



# Technology Capacity Building

*“Sometimes technology can help us to save time, but sometimes the technology also can cause serious damage, can also hurt us.”*

## What would spark provider adoption of mHealth?



---

# THANK YOU!

Vanessa Mason  
[vanessa@zerodivide.org](mailto:vanessa@zerodivide.org)  
@vanessamason  
[www.zerodivide.org](http://www.zerodivide.org)

