## Make competitor analysis

## Case

* Social Determinants of Health
* **Transportation Challenges**
* **Medicare Members**
* Health Ecosystem
* Socio-Economic & Community Environment and Lifestyle Behaviour - Impact on Health
* Overcome Barrier to Accessing Care and Achieving Best Health
* Lack of Reliable Transportation kept you from Medical Appointments, Meetings, Work, pr Getting Things Needed for Daily Living

## Links (Summarised)

* [Medical appointments No-Show at 30%, $150 Billion Annual Loss - May 2017](https://www.scisolutions.com/uploads/news/Missed-Appts-Cost-HMT-Article-042617.pdf) **(Intro)**
* [Uber and Lyft offering Transportation Solutions for Healthcare](https://www.uber.com/newsroom/uber-health/) **(Join)**
* [ButterFLi, a startup providing Transportation Services for people with disabilities](https://gobutterfli.com/) **(Join)**
* [Transportation and Role of Hospitals Report](http://www.hpoe.org/Reports-HPOE/2017/sdoh-transportation-role-of-hospitals.pdf) **(Useful)**
  + 20% of Health from Medical Care, 40% from Social Determinants (percentage of Contributors of overall health)
  + 3.6 million people in US do not obtain medical care due to transportation barriers
  + 3 Million children in US miss a health care appointment due to transportation
  + Transportation is the third most common barrier for health care services
  + Older, Less-Educated, Female, Minority, Low-Income, Children, Veterans prone
  + Types of Transportation Barriers and their Impact
  + The Unbanked Population can be a target area! (Check if they have Medicare)
  + Summary on Pages 10 -12
  + Demographics can be a future step when data is made available **(Future Scope)**

## Links (Not - Summarised)

* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4265215/>
* <https://www.theatlantic.com/health/archive/2015/08/the-transportation-barrier/399728/>
* <https://www.physicianspractice.com/view/overcoming-patient-transportation-barriers-care>
* <https://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1009&context=cutr_nctr>
* <https://essentialhospitals.org/wp-content/uploads/2019/03/Confronting-Transporation-Barriers-1.pdf>

DIgital Awareness and CHWs

<https://www.kff.org/racial-equity-and-health-policy/issue-brief/beyond-health-care-the-role-of-social-determinants-in-promoting-health-and-health-equity/>

pursuing a variety of approaches to identify and prioritize population health needs; link clinical, public health, and community-based resources; and address social determinants of health.