



THOUGHT LEADERSHIP THROUGH INNOVATION

Performance Optimization

Performance Optimization (PO) is a collaborative methodology that addresses modern-day challenges in health care by improving care, accountability, resource management and transparency. It is customized to the needs of individual organizations to create a positive impact on the overall margin¹.

Reach is aiming to:

- **Assess the interdependent parts of healthcare systems and care teams**
- **Create performance optimization at both institutional and individual level**
- **Use Empathy, Communication and Digital Health to skill up Performance Optimization**

Social Determinants of Health

Social determinants of health (SDOH) are conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes. There are five key areas of SDOH which include²:

- **Healthcare Access and Quality** (connection between peoples access to and understanding of health services and their own health)
- **Education Access and Quality** (connection of education to health and wellbeing)
- **Social and Community Context** (connection between characteristics of the contexts within which people live, learn, work and play and their health and wellbeing)
- **Economic Stability** (connection between financial resrouces and their health)
- **Neighbourhood and Built Environments** (the connection between where a person lives and their health and well-being)

REACH is aiming to:

- **Define the impact of the key areas of SDOH**
- **Use the unique vantage point of clinical care to land and expand digital technology**
- **Bring forth a position statement reflecting policies, regulations & outcomes.**

¹ [https://www.ey.com/Publication/vwLUAssets/ey-performance-optimization-in-health-care/\\$File/ey-performance-optimization-in-health-care.pdf](https://www.ey.com/Publication/vwLUAssets/ey-performance-optimization-in-health-care/$File/ey-performance-optimization-in-health-care.pdf)

² <https://www.cdc.gov/socialdeterminants/about.html>

Health Equity

"Health equity" or "equity in health" implies that ideally everyone should have a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential³.

REACH is aiming to:

- **Assess the barriers and limitations of Health Equity**
- **Evaluate Reimbursement Structures**
- **Assess the relationship between Health Economics of Access and Health Equity**

Data Science

Data science is the field of study that combines domain expertise, programming skills, and knowledge of mathematics and statistics to extract meaningful insights from data. Data science practitioners apply machine learning algorithms to numbers, text, images, video, audio, and more to produce artificial intelligence (AI) systems to perform tasks that ordinarily require human intelligence. In turn, these systems generate insights which analysts and business users can translate into tangible business value⁴.

REACH is aiming to:

- **Bring forth the 101's of data science and advance technology**
- **Assess Machine Learning**
- **Evaluate XR (VR, MR, AR)**

³ https://www.who.int/topics/health_equity/en/

⁴ <https://www.datarobot.com/wiki/data-science/>