Research & Data
Driving sound policy and creating equitable practices through research & data

Advocacy organizations aiming to disrupt systemic drivers of racial health inequity recognize their need for big data and analytics. To develop effective solutions for persistent health disparities that disproportionately affect racial and ethnic underserved populations, it is essential to utilize research and big data to bridge the gap between policy, practice, and research. Today, artificial intelligence (AI) offers powerful tools to bridge these gaps and help providers detect bias, personalize care, and uncover hidden disparities.

Priority Actions to Drive Positive Outcomes
Data transparency is crucial to enable local community advocates and governments to effectively utilize the data, including the sharing of health research data from academic and private institutions with individual and organizational researchers.

Leverage big data to address healthcare inequities: Big data can provide valuable insights and enable informed decision-making.
- Identify disparities and develop targeted interventions by analyzing large volumes of healthcare data.
- Build predictive models to identify populations at higher risk of certain diseases or poor health outcomes, helping health organizations focus resources on prevention and early intervention strategies for vulnerable populations.
- Optimize healthcare delivery by identifying best practices, reduce variations in care, and develop personalized treatment plans tailored to individual patients.
- Support precision medicine initiatives by identifying genetic markers associated with diseases and the development of targeted treatments.
- Track and manage public health crises, helping public health officials make informed decisions, allocate resources effectively, and respond quickly to the needs of vulnerable populations.
- Track population health trends and individual health metrics to detect early signs of health issues, support preventative care, and enable remote monitoring of underserved populations.

Work collaboratively through community data lakes: A community data lake is a centralized repository that collects and stores various types of data from multiple sources, enabling data-sharing, collaboration, and analysis to derive meaningful insights and drive decision-making.
- Gain a deeper understanding of challenges faced by specific patient populations and identify areas for improvement.
- Empower patients by providing a platform for voluntary data contribution and ensuring control over their data, while educating individuals on data sharing and privacy considerations.
- Gain insights into healthcare inequities to identify disparities in access to care, treatment outcomes, and resource allocation.
- Develop evidence-based strategies and interventions by facilitating collaboration between patient advocacy organizations, healthcare providers, research, and policy makers.
- Advocate for policy changes and initiatives that promote healthcare equity, by providing patient advocacy organizations with a foundation for engaging with policymakers and other stakeholders.
- Improve community insight through using data-driven strategies to design community programming.

Center equity in research study design: To effectively address racial health inequities, prioritizing both data accessibility and fairness in research design is incredibly important.

- Cultivate a diverse research community through supporting community engaged research.
- Address worsening inequities by embedding health equity principles from the initialization of research.
- Consider the risks associated with algorithms using racial data, which may reflect bias.

Key Community Resources*

- Read about Ensuring Diversity in Clinical Trials to Develop Breakthroughs for All, where Pfizer aims to advance medical breakthroughs and support equal access to medical trials.
- Explore policy-relevant research aiming for health equity for underserved populations at universities, such as the University of Minnesota Rural Health Research Center and the UCLA Center for the Study of Latino Health and Culture.
- Learn about eradicating health disparities for African Americans at the Grand Rapids African American Health Institute.
- See Pfizer's AI in healthcare core principles and discover how AI has the potential to drive scientific breakthroughs, aid in diagnosis, treatment, and management of diseases, accelerate drug development and delivery, control costs, and support health equity.
- Examine NMQF's private cloud, which was launched in the summer of 2023 to operate as a community data lake. It is a cloud computing environment that is dedicated to promoting health equity.
- Explore The American Indian Health Commission's four core principles of tribal data sovereignty and other parameters to help facilitate tribal-state collaboration on health policies and programs.

To learn more about drivers of inequity and practical solutions, go to **An Action Guide to Disrupt Inequitable Health Outcomes**.

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