

A photograph of a diverse group of four young adults (two men and two women) smiling and laughing together. The image is partially covered by a dark blue diagonal shape that contains the text.

SOCIAL DETERMINANTS OF HEALTH (SDOH)

INTRODUCING SDOH

Up to 80% of a person's health outcomes are determined by their social and economic conditions¹. These social determinants of health (SDOH) are the living environment of individuals consisting of social and economic factors such as affluence, housing, and access to transportation.

ACXIOM BRINGS SDOH INTO FOCUS

SDOH are intangible factors such as socioeconomic status and place-based conditions like accessible healthcare, education system, environmental conditions, well-designed neighborhoods, and availability of a healthy food supply.

Acxiom's SDOH gives you a view into an individual's unique social, economic, and healthcare situation, helping you customize products, services, and messaging to better connect with people.

DATA AT THE HEART OF SDOH

Acxiom's SDOH offering brings together three distinct data sources—InfoBase, Audience Propensities and Acxiom Health—to provide a comprehensive demographic, social, and place-based conditions data set to provide the deepest insights.

Acxiom's SDOH offering provides a 360-degree view of a person's social and economic influences, healthcare access, environmental conditions, and living environment that directly impacts their health outcomes.

With more than 120 consumer demographic elements, 60-plus health-specific elements, more than 150 condition propensities and more than 50 years of marketing experience, Acxiom is the best choice to help you identify key SDOH challenges to address and identify people who will most benefit from your service.

With Acxiom's SDOH offering, organizations can act immediately with little configuration, fuel more personalized engagement based on insights, and drive experiences that engage and build loyalty with people.

KEY BENEFITS OF SDOH

SDOH BENEFITS

- HIPAA-compliant
- Includes segments specifically designed to be personalized

PROVIDER ORGANIZATION BENEFITS

- Helps identify and reduce barriers to care
- Enables early detection and prevention
- Improves treatment and health outcomes

PAYER BENEFITS

- Provides a better understanding of members' needs
- Reduces costs
- Increases member satisfaction

PHARMA BENEFITS

- Identify/ies barriers to care
- Provides solutions for reaching patients
- Informs messaging

TO LEARN MORE

about how Acxiom can work for you, contact us at info@acxiom.com.

¹<https://www.heart.org/en/news/2019/03/21/environment-culture-other-social-determinants-play-big-role-in-heart-health>

acxiom.com • info@acxiom.com

ACXIOM