



# Health equity

Doing good and doing well  
in life sciences



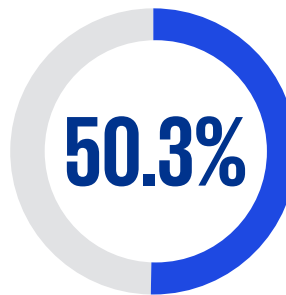
## What is health equity?

Everyone, regardless of identity, ancestry, environment, ability, or skin color, should have a fair and just opportunity to be as healthy as possible.

Achieving health equity requires removing social, economic, contextual, and systemic barriers to health. It also requires a continuous and explicit commitment to focus on those affected by historical disadvantages in order to improve the health of marginalized groups and eradicate avoidable or remediable differences in health between or among groups of people.

## Growing support for health equity

Historically underrepresented populations represent an increasingly important segment of healthcare and life sciences markets, and governments are prioritizing and taking steps to address health equity.



By 2045, people of color, who are disproportionately impacted by health inequity, are projected to make up over half of the U.S. population.

Source: William H. Frey, "The US will become 'minority white' in 2045, Census projects: Youthful minorities are the engine of future growth," Brookings, March 14, 2018

## Economic impact of health inequities

**Not only is the lack of health equity problematic for social outcomes, but it is also costly.**

# \$93B

estimated excess medical care costs due to racial and ethnic health disparities in the U.S.

# \$42B

estimated untapped productivity due to racial and ethnic health disparities in the U.S.

Source: Nambi Ndugga and Samantha Artiga, "Disparities in Health and Health Care: 5 Key Questions and Answers," KFF, May 11, 2021

# Health equity as a value driver

Collaborations across the health ecosystem can help address the root causes of inequity and result in improved prevention, diagnosis, treatment, and outcomes for all, while generating a positive financial impact.

## Health equity across the life sciences value chain

### Examples of health equity value drivers across the life sciences value chain

- 1 Improved clinical trial effectiveness and efficiency:** Building trust and improving trial enrollment with underrepresented populations drives more efficient and effective trials while meeting trial diversity targets
- 2 Enhanced access through expanded evidence:** Increased clinical trial and real-world evidence in historically underrepresented populations drives more effective population health management and decreased system costs
- 3 Increased number and improved timeliness of diagnoses:** Increased disease awareness among underrepresented populations and appropriate diagnostic tools use support identification of treatment in earlier stages of disease, enhancing data generation across the patient journey and ultimately, driving treatment volumes
- 4 Increased drug prescribing, proper use, and adherence:** Partners, stakeholders, and communities drive patient health system engagement and ensure treatment intervention and follow-through

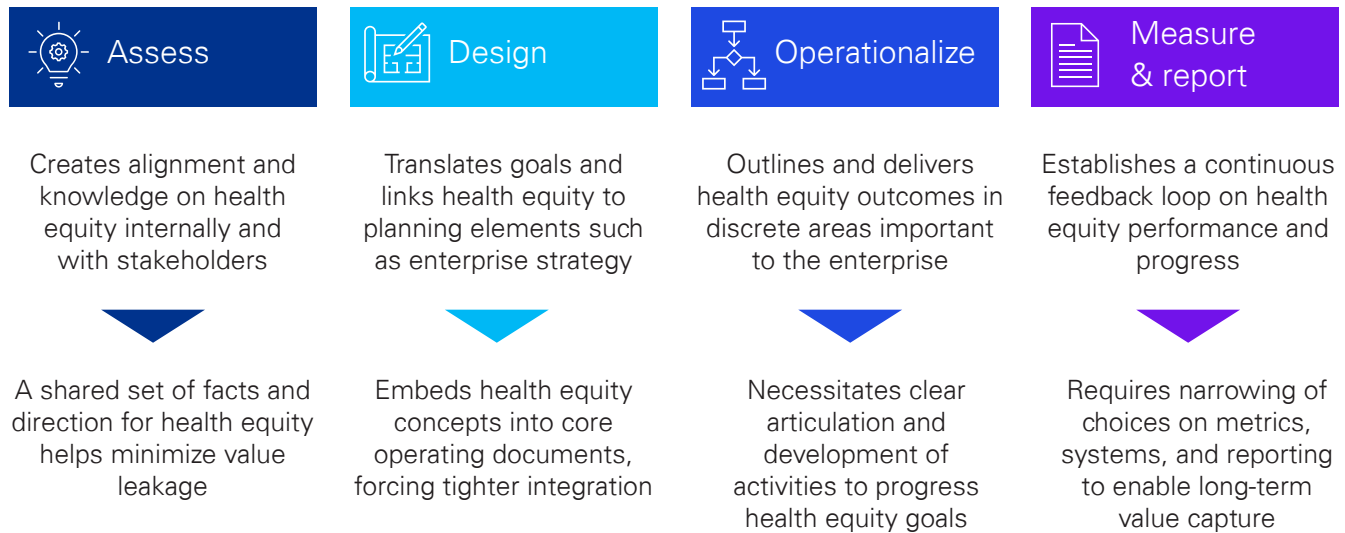


- 5 Improved eligibility for programs and funding:** Meeting health equity metrics is increasingly a requirement for publicly funded program eligibility and access to capital, including but not exclusive to “green bonds” and impact funds. Tax incentives may also reduce cost of funding health equity initiatives
- 6 Enhanced product lifecycle management and future R&D:** Ensuring data equity throughout data generation, analyses, and interpretation better informs future product use cases, investments, allocation of resources, as well as provides key learnings for potential development programs moving forward
- 7 Supporting social mission and building brand:** Health equity is increasingly a system priority that can generate a range of benefits to brand, reputation, talent management and build stakeholder goodwill

# KPMG can help accelerate your health equity journey

What differentiates our approach is an intense focus on linking each step with the real value that health equity generates when implemented in the right way.

## KPMG approach to health equity strategy development



# KPMG credentials

KPMG has supported clients at leading health equity strategy development through tactical program execution and is qualified to support you on your health equity journey. KPMG has also assisted companies in making an increased impact in health equity by identifying additional funding mechanisms in the form of deductions, credits and incentives.

## Community partnership strategy with a top-10 biopharma manufacturer

KPMG leveraged a thorough approach to community collaboration to help a leading biopharma manufacturer design a sustainable health equity partnership strategy.

### Project at a glance

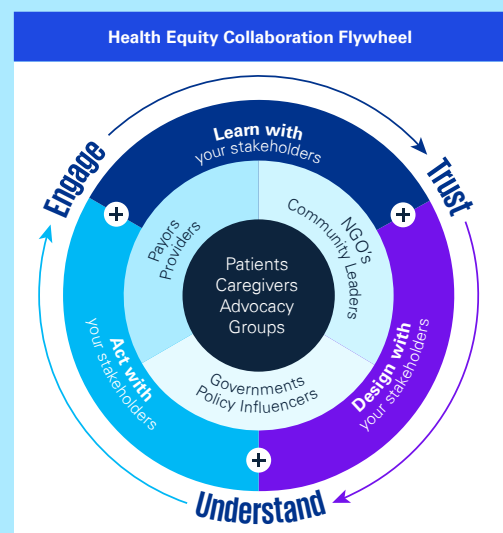
- As health equity becomes an increasingly important issue for biopharmaceutical companies and the broader life sciences sector, our client sought to define its health equity strategy and to identify potential partners that could help it achieve its health equity objectives
- Our client sought to understand how it could partner with others to bring together different capabilities to address health equity challenges and also sought to define what its own role should be within a health equity partnership

### KPMG response

- KPMG identified potential health equity partner types, such as community-based organization (CBOs), government and non-government organizations (NGOs), and funding partners and enablers, such as digital platforms, that could help achieve our client and its partners' health equity strategy, vision, and objectives
- Created a list of potential partners for each key partner types
- Developed a partner prioritization matrix based on capabilities, scale, location, existing relationships, commitment to health equity, and other criteria
- Designed a health equity pilot program based on our client's high priority regions, therapeutic areas, and prioritized partners
- Worked with executives and key stakeholders from our client to obtain buy-in
- Facilitated engagement between our client and prioritized potential partners

### Project impact

- Facilitated collaboration between our client and its most-prioritized partners, leveraging working sessions, site visits, and a pilot program underpinned by a leading, evidence-based approach to industry-community engagement strategy
- Identified key health equity objectives, such as increasing access to care to address disparities, social determinants of health needs, and, ultimately, improve health outcomes via a scalable pilot model



## Health equity strategy and operationalization for Morehouse School of Medicine

KPMG helped to build the technology infrastructure to operationalize health equity ambitions for the Morehouse School of Medicine, managing a strategic network of organizations delivering COVID-19 resources to underserved communities.

“With support from KPMG, Morehouse School of Medicine built a platform that delivers critical COVID-19 information to communities hardest hit by the pandemic. KPMG has been great to work with, accommodating, and really understood the model.”

—Dr. Dominic Mack,  
Morehouse School of Medicine

<https://partners.wsj.com/kpmg/opportunity-with-every-insight/fostering-a-culture-of-trust/>

### Project at a glance

#### Digital transformation

- MSM won a grant to manage a strategic network of national and local organizations to deliver COVID-19-related information to racial and ethnic minority, rural, and socially vulnerable communities who were disproportionately impacted.
- KPMG was asked to apply its digital transformation capabilities to help lead, build, and manage the technology infrastructure and platform, enabled by Salesforce, to support the COVID-19 regional response.
- Data will include attributes from the KPMG Signals Repository, machine learning, and other artificial intelligence (AI) systems to show where people are most likely to be affected by COVID-19—from both health and financial perspectives.

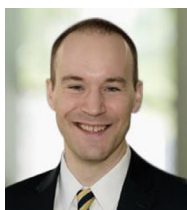
#### Key challenges

- Infrastructure and regulatory requirements.
- Disparities in SDOH and healthcare access that pose unique implementation challenges.
- Complex community needs, including linguistical challenges, mental health challenges, comorbidities, and other social determinants of health (SDOH).

#### Project impact

- Better predict COVID-19 community impact, enabling information dissemination to the most vulnerable populations with the right information at the right time and improve outcomes.
- Improved communication platform and model with the flexibility to support future local, state, or national health crises.

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