

What is Data for Better Health?

Better health and improved health equity are inextricably tied to what is happening in an individual's life outside of the healthcare they receive. Those circumstances, referred to as the social determinants of health (SDOH), significantly affect health and healthcare outcomes.

AHIMA is launching *Data for Better Health™* to increase awareness about how collecting, using, and sharing SDOH data can improve individual and community health and healthcare outcomes.

What Are the Goals of Data for Better Health?

Through this effort, AHIMA will create tools, resources, and education to support a better understanding of the importance of SDOH data and how it can be used to improve health and healthcare outcomes. Our goals include:

- **Engaging Healthcare Professionals Working with SDOH** to understand the business case for the collection, use, and sharing of SDOH data and to offer strategies for success.
- **Educating and Engaging with Consumers** to build trust and a greater understanding of SDOH and the benefits of sharing SDOH information with healthcare professionals.
- **Advancing Policy and Advocacy Among Policy Makers** by developing and promoting a data driven, SDOH advocacy agenda.
- **Supporting Innovation Within the Healthcare Ecosystem** to accelerate adoption of best practices and new models.

Why Now?

When SDOH data is appropriately collected, used, and securely shared, the entire healthcare team can gain insight into various elements that make up an individual's medical and non-medical story, allowing the team to work on improving that individual's overall health and well-being.

The COVID-19 pandemic put a spotlight on inequities in healthcare and payers are increasingly adding health equity into value-based payment models. The federal government has signaled broader interest in measuring the field's progress on improving health equity. Now is the time for healthcare professionals to engage in *Data for Better Health* and accelerate the collection, sharing, and use of SDOH data to improve health and health equity.

Why AHIMA?

Health information professionals play a pivotal role in how SDOH data is collected, shared, and ultimately used to improve health and healthcare outcomes. They work at the intersection of healthcare, technology, and business allowing them to lead and collaborate with others in the healthcare workforce that rely on this data.

As the leading voice and authority in health information, AHIMA is uniquely positioned to lead this effort for the field and will work to advance health equity by empowering healthcare professionals who work with SDOH data to influence thought leaders, policy makers, and the public.

How Can I Learn More?

To learn more about how you can engage in this work and to sign up for regular updates, visit:

