Transforming health equity

KPMG Flagship client story

“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

About our client

Client name: Morehouse School of Medicine
Client industry: Healthcare and life sciences

Morehouse School of Medicine (MSM), located in Atlanta, Georgia, is among the nation’s leading educators of primary care physicians and was recently recognized as the top institution among U.S. medical schools for its social mission. MSM faculty and alumni are noted in their fields for excellence in teaching, research, and public policy.¹

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 communication efforts.

Challenges

Early on during COVID-19, one element became increasingly clear: it had a disproportionate impact on racial and ethnic minorities. In an effort to address this inequality, Morehouse School of Medicine (MSM), a historically black college in Atlanta, teamed with KPMG to pursue a grant from the U.S. Department of Health and Human Services, Office of Minority Health to fight COVID-19 in racial and ethnic minority, rural, and socially vulnerable communities. MSM had to take into account infrastructure and regulatory requirements along with the additional complexities of:

— A siloed workforce
— Complex health needs of the communities characterized by mental health challenges, comorbidities, and other social determinants of health (SDH)
— Disparities in SDH and healthcare access that pose unique challenges to disseminating an effective mitigation strategy
— Linguistical barriers that often alienate underserved populations.
Key KPMG initiative

KPMG has worked with MSM over the course of several years, bringing them to the KPMG Atlanta Ignition Center to discuss innovation and some of the ongoing work in digital health, telemedicine, data and analytics, and patient access. When COVID-19 hit, there was an opportunity for MSM to pursue a grant from the U.S. Department of Health and Human Services Office of Minority Health. Despite being given less than a week to complete the grant application—and facing stiff competition from across the nation—MSM won the award, with KPMG positioned to lead, building and managing the technology infrastructure to support the work.

The platform, enabled by Salesforce, encompasses a thorough communication strategy developed by leading health disparities researchers and marketing organizations aimed at disproportionately impacted communities across the nation. The data includes attributes from the KPMG Signals Repository, which is an active listening platform that continuously harvests a variety of data from public and private sources. Structured and unstructured data is transformed into complex expressions, creating tens of thousands of signals when used by machine learning and other artificial intelligence (AI) systems and is helping the National COVID-19 Resiliency Network (NCRN) significantly improve its accuracy in predictions.

Business impact

MSM is managing the NCRN to deliver COVID-19-related information to communities hardest hit. They leverage a platform that enables communication and the dissemination of information linking the country’s most vulnerable populations to the right care at the right time, aiming to decrease overall infection and death rates. As one of the key participants in this network, KPMG built and is managing that platform, which will host targeted messaging and support the local COVID-19 response.

Existing KPMG signals and infrastructure enable localized understanding of where people are most likely to be affected by COVID-19—from both health and financial perspectives—and the location of services and assistance potentially available to them; this is used to proactively reach out to members.

Even though the platform is built to address COVID-19, the team believes it is flexible enough to help with any health crisis that a state or nation is facing, including disease surveillance (diabetes, hypertension, etc.), disaster response, academic research, community health management and outreach, and health plan member management.

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

1 www.msm.edu/about_us