“...the majority of disparities interventions in the ...literature use education to influence the knowledge and behavior of patients... researchers and providers are focused on changing patients, rather than the system that serves them...

Clarke, et al, “Thirty Years of Disparities Intervention Research”, *Medical Care*, v.51, No. 11, November 2013
In the U.S. there are nearly as many people living with HBV infection as HIV/AIDS

Two-thirds are not aware they are infected because they have not been tested.

1 in 12 Asian Americans is chronically infected with HBV

Addressing Hepatitis B Intentionally: 1988

- Mothers empowered to self advocate
- Linguistic barriers proactively eliminated
- Mobilizing care teams for system changes
  - At the clinic
  - At L and D
  - During perinatal period
- Financial barriers removed
- Transparency
- Cultivate lessons
Emerging Design Concepts

• Rectifying disparities vs designing for equity
• Empowerment
  • Compensating for “deficits” vs co-design
  • Active engagement and power sharing

• Establishing common denominators, unencumbered by the numerator
  • E.g. language, health literacy
  • Income status
  • Social support systems

• Assume diversity, activate inclusion
  • Who is at the table
  • Are approaches “status quo”?
Establishing Value is Key

“... I’d like to learn to do this. I don’t like coming to see the doctor so often because of the copays! And the parking is terrible – you could get sick just trying to find parking!”

“If my doctor said it was ok, I’d come to a class and meet with the nurse and learn to self-adjust my medication (unanimous agreement from group – they are very excited to learn about this program).”

Simplifying delivery and therapy to achieve optimal results for at risk populations

Achieving effectiveness with efficiency

Engaging communities to define a standard of practice

Activating patients to take control of their destiny

Engaging Patients & Their Families Where they Live, Work, Play and Pray

I’ve had high blood pressure since my 40s. I used to stop at pharmacies and stick my arm in the machines, but I just don’t see how they can be accurate. Having my pressure measured on a regular basis at Wally’s keeps the information steady and has made me think more seriously about it.
Hypertension Control in San Diego County

Simplified Treatment Algorithm
+ Culture Change
+ Patient Engagement
+ Trusted sources (faith community, barbers)

= San Diego