Designing SUNRISE Solutions to Prevent Disease

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Anshu Abhat, MD MPH
aabhat@dhs.lacounty.gov
Assistant Professor of Medicine, Harbor-UCLA Medical Center
Director of Patient Engagement – Dept. of Health Services, Los Angeles
SICK CARE VS HEALTH CARE

WHICH WILL YOU CHOOSE?

LIVE LOVE FRUIT
An ounce of prevention is worth a pound of cure.

- Ben Franklin
How can we prevent disease in the most vulnerable patients in Los Angeles County?
Goal #1: “Activate” inactive MediCal patients?

• Some patients (age 50+) do not know they have health insurance.
• Some patients (20-40) are fairly young and healthy – too busy to come into the clinic.
• When we get patients into the clinic we prevent disease (i.e. flu shots, cancer screenings).
Goal #2: Improve disparities in Colon Cancer screening in African-American men.
Goal #3: Increase cervical cancer screening (PAP smears).
Goal #4: Increase digital engagement. Increase MyWellness patient portal enrollment.
Questions?