



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.



We deliver the results that matter.

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.

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Transforming the business of healthcare.

KPMG helps organizations across the healthcare ecosystem work together in new ways to transform and innovate the business of healthcare. We offer a market-leading portfolio of tools and services focused on helping our clients comply with regulatory change, improve healthcare outcomes through data analytics, embrace intelligent automation and artificial intelligence, adapt to the consumerism of healthcare, transact to gain market entry and sustainable competitive advantage, transition to value-based pricing and outcomes, and help optimize technology investments.

Maximizing global bench strength to help clients achieve their goals

Our client teams draw from more than 6,000 partners and professionals across the global organization of KPMG firms in 146 countries, comprising specialists across strategy, restructuring, corporate finance, deal advisory, risk and compliance, management consulting, and information technology.

Let's start a conversation.

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