



Designing with the end user in mind

FDA PEAC Meeting | Advancing Health Equity in Medical Devices

September 6, 2023



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CEO

Equity in digital medicine products must be non-negotiable

The NEW ENGLAND JOURNAL of MEDICINE

CORRESPONDENCE



Racial Bias in Pulse Oximetry Measurement

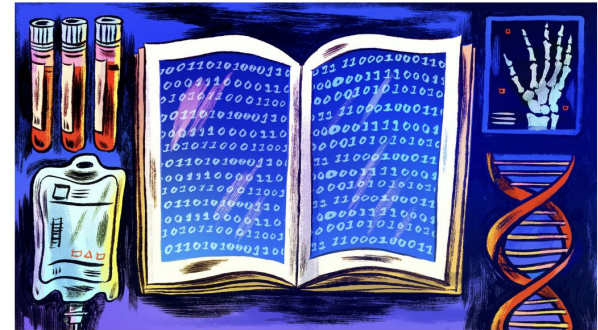
HEALTH TECH

STAT+

'Nobody is catching it': Algorithms used in health care nationwide are rife with bias

By Casey Ross June 21, 2021

Reprints



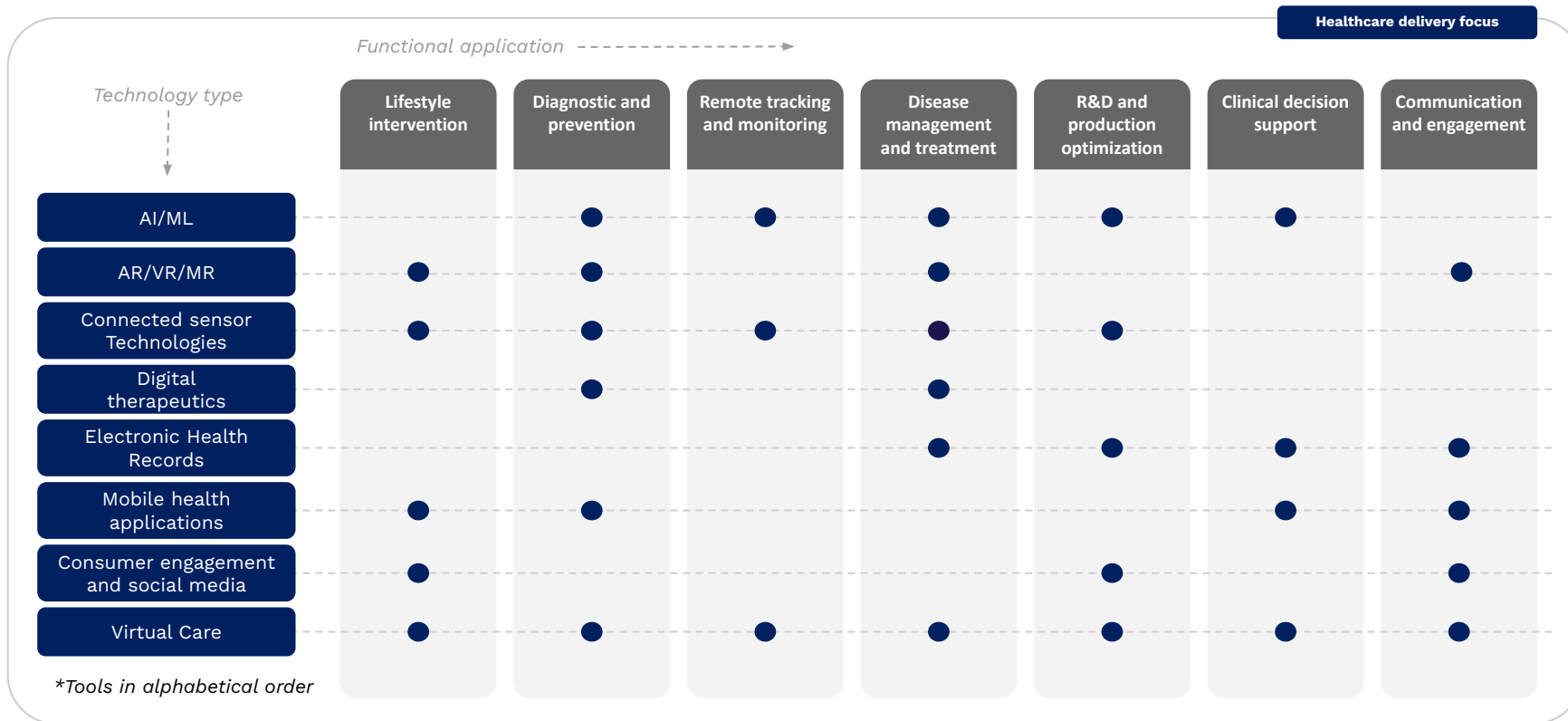
MIKE REDDY FOR STAT

The algorithms carry out an array of crucial tasks: helping emergency rooms nationwide triage patients, predicting who will develop diabetes, and flagging patients who need more help to manage their medical conditions.

But instead of making health care delivery more objective and precise, a new report finds.



Digital health landscape map for healthcare delivery



DATAcc Toolkit for Inclusive Development for Digital Health Measurement Products



This toolkit provides supporting tools and research that you need to take you from making the business case for an inclusive digital approach to success at every step of the process.



Market Opportunity Calculator

Estimate the increase in market size and value by including new target populations



Library of Evidence

Access 100+ resources providing evidence of the benefits of inclusive product design



The Digital Health Measurement Product Development Process

Use this process lifecycle as the foundation of your product development



Framework for Inclusive Development

Utilize this step-by-step guide to drive inclusive approaches at each step of your product development lifecycle

DATAcc Toolkit for Inclusive Deployment of Digital Health Measurement Products



This toolkit is designed to help you ensure that, when digital health measurement is introduced to healthcare and research, all members of the community benefit.

The tools are organized by these three categories.



Patients, Participants and Communities

Your tools for supporting understanding and trust in communities of end users



Implementing Inclusive Deployment

Your tools for implementing inclusive approaches when you deploy digital health measurement products in healthcare and research



Resources for Inclusive Deployment

A library of over 90 publicly available resources related to inclusivity that you can use in your deployment plan

Imagine a future in which a successful healthcare system is defined by individuals' health, and not by the treatment of their illnesses. And a system that works for everyone.



THANK YOU

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