Everyone deserves the chance to live a healthy life—and the opportunity to do so begins long before the need for medical care arises. Health starts where we live, work, and play. Now, as health care organizations recognize the impact social determinants have on health outcomes, care is beginning there, too.

What Are Social Determinants of Health?
Social determinants of health are conditions within our environment that affect a wide range of health, functioning, and quality-of-life outcomes.¹

These conditions include:
- Physical environment
- Access to health/clinical care
- Social & economic factors
- Health behaviors

These conditions can be further grouped into 5 domains:
- Economic stability
- Health behaviors
- Community/Social context
- Education
- Health care

Social determinants are often interrelated, and most people are dealing with more than one at a time. Improving health outcomes means taking a holistic view in your approach.

The US economy loses ~$300 billion annually due to the direct and indirect costs of health disparities.³

Using Social Determinants to Improve Health Outcomes
Value-based contracts have increased the focus on social determinants, and 91% of organizations have at least one value-based program.⁴ Social determinants are also an important component of key quality initiatives and programs, including Healthy People 2020 and NCQA’s PCMH 2017 recognition program.

By incorporating an immunization focus into social determinants programs, we can help engage this hard-to-reach population in nontraditional ways that help ensure they receive recommended immunizations.

SocialScape™ Explorer, a tool available from Pfizer Vaccines, is designed to help identify opportunities to improve immunization rates as part of a social determinants program.

NCQA=National Committee for Quality Assurance; PCMH=patient-centered medical home.

Using Social Determinants to Help Improve Immunization Rates

**SocialScape™ Explorer**

Pfizer Vaccines has made available a social determinants analytics platform called SocialScape™ Explorer.

**SocialScape™ Explorer provides a national view of the relationship between social determinants and immunization gaps.** It is a cloud-based analytics platform that fuses relevant data about people and communities to generate insights into socially at-risk populations. Interactive charts and maps let users view demographic information and analysis, including:

- Vaccination rates for adults, adolescents, and children at the state level
- County, state, and national demographic data predicting social determinants of health risks likely impacting vaccination adherence rates

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**Demographic Data**

<table>
<thead>
<tr>
<th>Vaccines</th>
<th>National</th>
<th>New Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combo 7</td>
<td>70.4</td>
<td>71.9</td>
</tr>
<tr>
<td>Hep A</td>
<td>59.7</td>
<td>67.3</td>
</tr>
<tr>
<td>Rotavirus</td>
<td>73.2</td>
<td>76.4</td>
</tr>
<tr>
<td>Flu</td>
<td>67.8</td>
<td>67.8</td>
</tr>
</tbody>
</table>

**Educational Attainment**

New Mexico vs Socorro County

<table>
<thead>
<tr>
<th>Level</th>
<th>New Mexico</th>
<th>Socorro County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combo 7</td>
<td>50%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Demographics of Non-College Educated**

Socorro County

- Race
- Gender
- Age
- Poverty

**Languages at Home**

Socorro County (100)

- English: 47
- Spanish: 44

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Contact your Pfizer Vaccines Account Manager to learn more about the SocialScape™ Explorer