

## IDEA2 2022 | Need Statement Template

Historically, BIPOC communities and other marginalized communities, as reported by the, American Public Health Association,

[who/population; include % and/or #]

experience trouble finding accessible culturally competent care in and out of the primary care setting

[negative outcomes]

Public health officials and community health volunteers is/are concerned that without proper access to culturally competent care it would lead to worse health outcomes and dampen patient-provider relationships and affect deeper aspects of our healthcare ecosystem.

[Who]

[why the who cares; optional, if it is additive to the negative outcome]

Currently to avoid that outcome, insurance provided search tools are being utilized to narrow down care providers with similar cultural and linguistic backgrounds.

[current approach]

However, that approach fails to provide extensive filtering criteria for patients who have specific needs. Additionally, it also fails to provide the comfort and guidance for patients to navigate their care plans outside the physician setting.

[gap/failure point in current approach]

One root or key cause for that failure is the lack of a safe space for patients to discuss their care journeys with health experts who provide comfort and reassurance.

[challenge]

Accordingly, there is a need to/for accommodate care based on the social determinants of health (SDOH) for patients.

[unmet need]

Which if solved would lead to industry wide satisfaction and more positive health outcomes in primary care settings within BIPOC and marginalized communities.

[measurable change; metric for success]