



SUSTAINING OUR PEOPLE, PLANET & PERFORMANCE INTO THE FUTURE

CLA Conference • June 1-3, 2023 • Sacramento, CA

Exhibitor Presentation

Sustain Communities with Access to Digital Health & Wellness Information

 Friday, June 2, 2023  1:00 PM – 1:45 PM PT  Location: A11

Presented By ConnectWell

Libraries have a key role to play in improving public health. The healthcare system is struggling to provide adequate care for our population that is experiencing a decline in mental and physical health. Eight in ten Americans look for medical information on the Internet. Yet, the majority of searchers do not know how to evaluate the quality and validity of the source. People need 24/7 access to a trusted source of health and wellness information to manage their health and be a partner in their care. In this demo you will learn about ConnectWell and discover how you can expand your library services to scale health literacy and improve the health and well-being of your community.



ConnectWell

Leading-edge Provider of Digital Health & Wellness Content



Content sourced from trusted health institutions

Centers for
Disease
Control and
Prevention



U.S.
Preventive
Services
Task Force



University
of
California



American
Diabetes
Association



American
Heart
Association



ConnectWell incorporates Mayo Clinic's Health Information to access its world-renowned content and integrate it into our dynamic platform experience.



State of Health & Well-Being in the United States

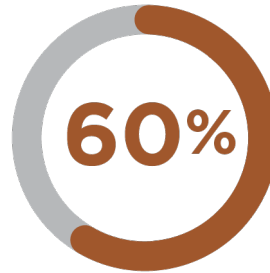
- Physical health is declining
- Lifespan is shortening while population is aging
- Chronic disease inflicting the majority of population
- Maternal mortality on the rise
- Mental health crisis
 - Depression
 - Social isolation & loneliness
 - Substance abuse

Source: Centers for Disease Control and Prevention (CDC)

Prevalence of Medical Conditions



70% of chronic disease and its associated costs are related to unhealthy lifestyle practices ¹



60% of Americans are living with a chronic health condition ²

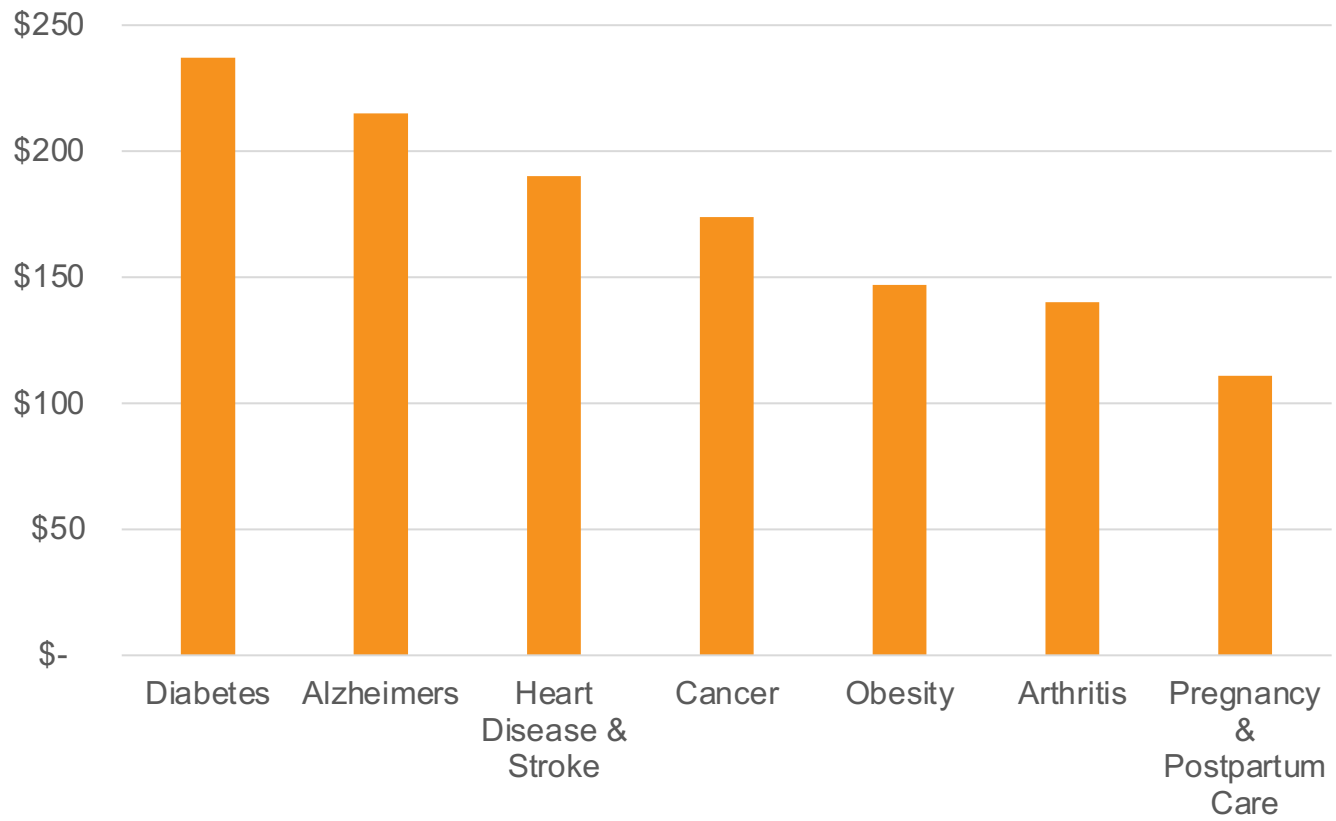


42% of Americans are living with 2 or more chronic health conditions ²

Sources: 1. CDC; 2. Rand Study 2017

Top U.S. Chronic Medical Conditions and Expenditures

(Billions of Dollars)



Sources: 1. CDC (all diseases except for Pregnancy & Postpartum Care 2017); 2. Journal of Perinatal Education (Pregnancy & Postpartum Care 2013)



Unhealthy Lifestyle Practices are Negatively Impacting Health and Well-Being

60% of adults report sleep problems¹

80% do not meet Physical Activity guidelines³

SLEEP WELL
EAT SMART
MOVE MORE
CHILL OUT



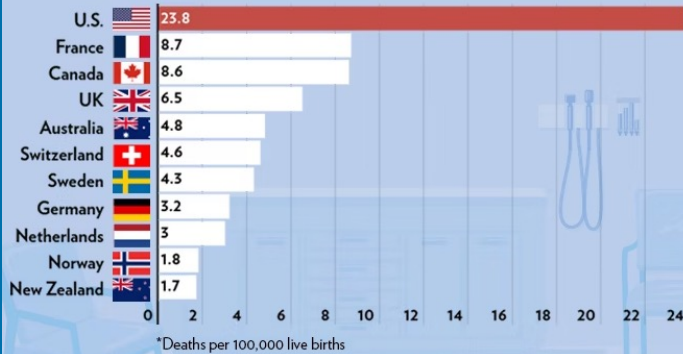
70% are overweight or obese²

75 – 90% of all doctor visits are stress-related⁴

Sources: 1. National Sleep Foundation; 2. stateofobesity.org; 3. True Health Initiative 4. CDC

Maternal Health

Maternal Mortality in the U.S. Far Outstrips That of Other Industrialized Nations



The U.S. Maternal Mortality Rate Continues to Increase Substantially



Black Women Face Three Times the Maternal Mortality Risk as White Women

Black mothers: 55



White mothers: 19



Hispanic mothers: 18



*Deaths per 100,000 live births

Source: Centers for Disease Control and Prevention (CDC)

Mental Health by the Numbers

- 1 in 5 U.S. adults experienced mental illness in 2021¹
- People with depression have 40% higher rate of heart disease¹
- Suicide is the 2nd leading cause of death ages 10-14, 3rd 15-24¹
- 160 million people (50%) live in a designated Mental Health Desert¹
- One-in-two adults in America reported experiencing loneliness²
 - Health impacts equivalent to smoking up to 15 cigarettes a day, and worse than obesity and physical inactivity
- Too much use of the internet, social media and devices is harming mental health³

Sources: 1. National Alliance on Mental Illness; 2. Office of Surgeon General; 3. OECD



Healthcare Workforce Shortage

“America is experiencing a physician shortage, and it’s only expected to get worse. The physician shortage can justly be characterized as a looming public-health crisis.”

- Fixed supply of healthcare professionals with higher demand
- High rates of healthcare professional burnout
- 83.7 million people (25%) in the U.S. live in a designated primary-care health professional shortage area
- Long wait times to see specialists

Results in delay of care and more emergency room visits

Sources: Time magazine & Kaiser Family Foundation



Health Information Gap

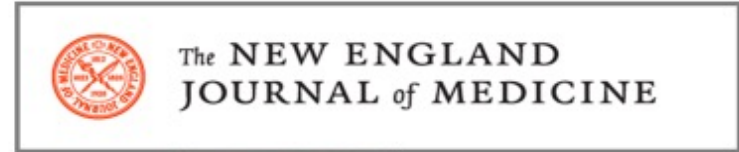
More people say they are not taking care of their health, and high healthcare costs and a lack of information are both partially to blame.

People from low- and middle-income groups are particularly affected by the rising cost of healthcare and the health-information gap.

Source: Edelman Trust Barometer Report, 2023



Understanding Health Information Can Be Confusing and Overwhelming



Real-time Example of Internet Search

Library's Role to Fill Gap in Health Information & Scale Health Literacy

As people are more likely to visit their library than a doctor, health advocates have an opportunity to reach people where they live and learn.¹

- Libraries are free and accessible to everyone which makes them a natural partner to scale health literacy, provide “techequity”, and improve health
- Libraries are community hubs and are often a key point of access for residents of the community and for newcomers
- Librarians are information experts and are often asked to help find medical and health and wellness-related information
- Libraries are a community resource and librarians are heroes²

Sources: 1. Nations Health, a Publication of the American Public Health Association, 2018; 2. Gavin Newsom's Love Letter to Librarians, 4/28/2023

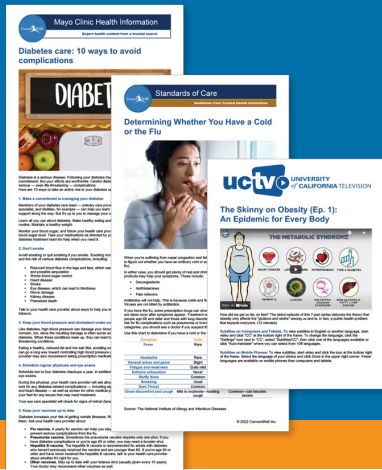


ConnectWell: Digital Health & Wellness Content Academically Sourced and Designed for a Consumer Audience

- Focused on whole person health, science-based, expertly-vetted, current, multi-language capability
- In-depth and wide-ranging coverage of health conditions & wellness practices
- Engaging and easy to understand articles, initiatives, recipes and videos



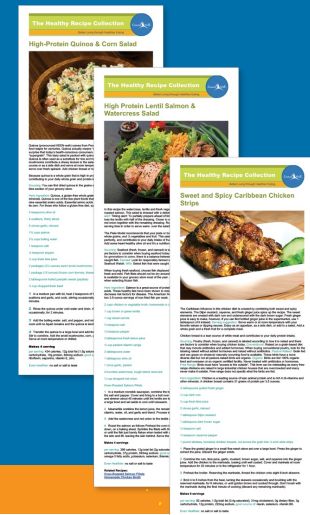
Health Information Library



Wellness Initiatives



Healthy Recipe Collection



Demo of ConnectWell

Digital Health & Wellness Content Suite

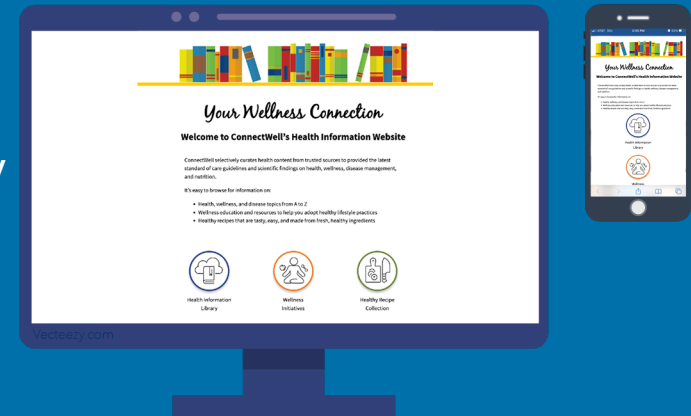
Expand Library Services with Comprehensive Digital Health & Wellness Information

- Reach all critical age groups and the underserved
- Integrate with library computers, telehealth kiosks, and librarian assistance
- Provide 24/7 access to library card holders
- Use with bookmobiles, pop-up libraries, and virtual & on-site library programming

Library is the catalyst to scale health literacy and improve well-being by enabling members to engage in their total health through accessing trusted and academically sourced health information that is consumer-oriented

Logistics of Integration throughout Library

- Library purchases annual subscription to ConnectWell's Health Information Website
- ConnectWell creates a unique link for your library
- Place link on internal library system so it is freely available on library computers and devices



- Enable library card holders to access remotely on their devices 24/7 via library's website utilizing library card authentication
- Place ConnectWell on page for services accessed through library card authentication

Example Library Web Page

ConnectWell: Health Information Website

[Click here](#) to access and enter library card number



ConnectWell is a leading-edge provider of digital health and wellness content that is academically sourced and designed for consumers. ConnectWell provides the latest standard of care guidelines and scientific findings on health, wellness, disease management, and nutrition.

It's easy to browse for information on:

- Health, wellness, and disease topics from A to Z
- Wellness education and resources to help you adopt healthy lifestyle practices
- Healthy recipes that are tasty, easy, and made from fresh, healthy ingredients

Integration with Library Programming

Phase 1

Offer ConnectWell's Health Information Website

Phase 2

Build Digital, Virtual and On-Site Library Programming to Support Health & Wellness

- Monthly Health & Wellness Updates on Website
- Health Focus for Each Month
- Wellness Challenges
- Bookmobile & Pop-up Library – Health Focus in Rural Areas
- Telehealth Kiosks
- Survey library members and develop programming: newsletter, exercise, meditation, nutrition/weight management, well-being programming, health fairs

Funding ConnectWell

1. Identify and secure funds from library's budget
2. Access funding from a variety sources
 - Public Health Department
 - Work with city and county to fund subscription to benefit health & well-being of community members
 - Tap into community grants to expand library's health & wellness offering
 - Apply for grants from philanthropic organizations and individuals
3. State and National grants for Broadband:¹
 - California State Library, Inspiration Grant
 - American Rescue Plan Act (ARPA)
 - E-Rate expand broadband
 - Emergency Connectivity Fund
 - National Endowment for the Arts and Humanities
 - Emergency Broadband Benefit
4. Institute of Museum and Library Sciences (IMLS)¹
 - Library Services and Technology Act

Source: 1. Shhhh! The Doctor is In. Guide to Connecting Library Patrons to Better Health, by Craig Settles



Questions & Answers

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Schedule a demo & invite colleagues and discuss integration and subscription