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Webinar Series



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June 11th

**The Digital Divide During
a Global Pandemic and Beyond**



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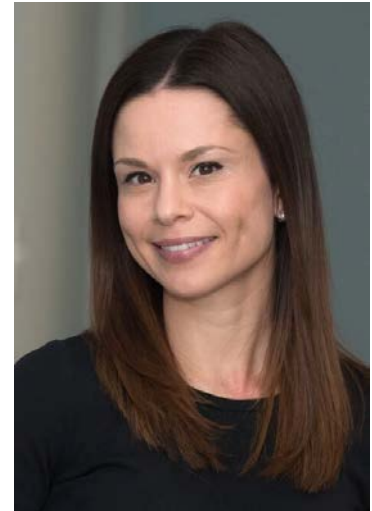
Lisa Coleman, Ph.D.
Senior Vice President,
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New York University



Shelton Goode, Ph.D.
Owner, Icarus
Consulting



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***Moderator: Claire
Angelle***
Founder, Angelle
Consulting

Digital Divide During the Pandemic and Beyond—*Case of Telehealth*

DANIKA TYNES, PHD, GEORGIA TECH RESEARCH INSTITUTE

INFORMATION COMMUNICATIONS LAB, TRUSTED INTEROPERABLE
SYSTEMS AND ARCHITECTURES DIVISION



The Digital Divide

Digital Divide: *the economic, educational, and social inequalities between those who have computers and internet access and those who do not*

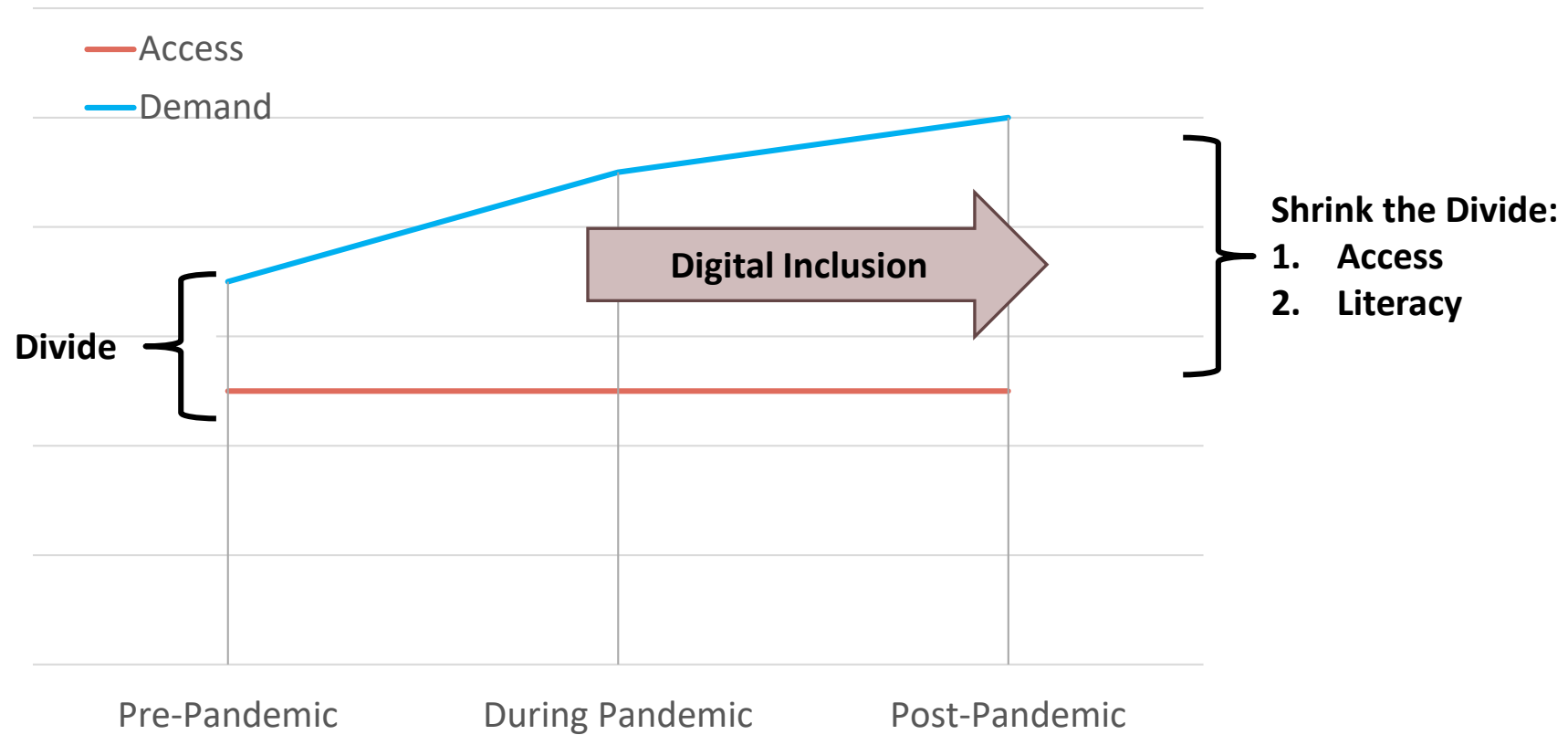
(Warshauer, 2004)



“Approximately half the world’s population – 46 percent – is not connected to the internet according to United Nations estimates, despite the fact that internet access is considered a fundamental enabler of human rights...”¹

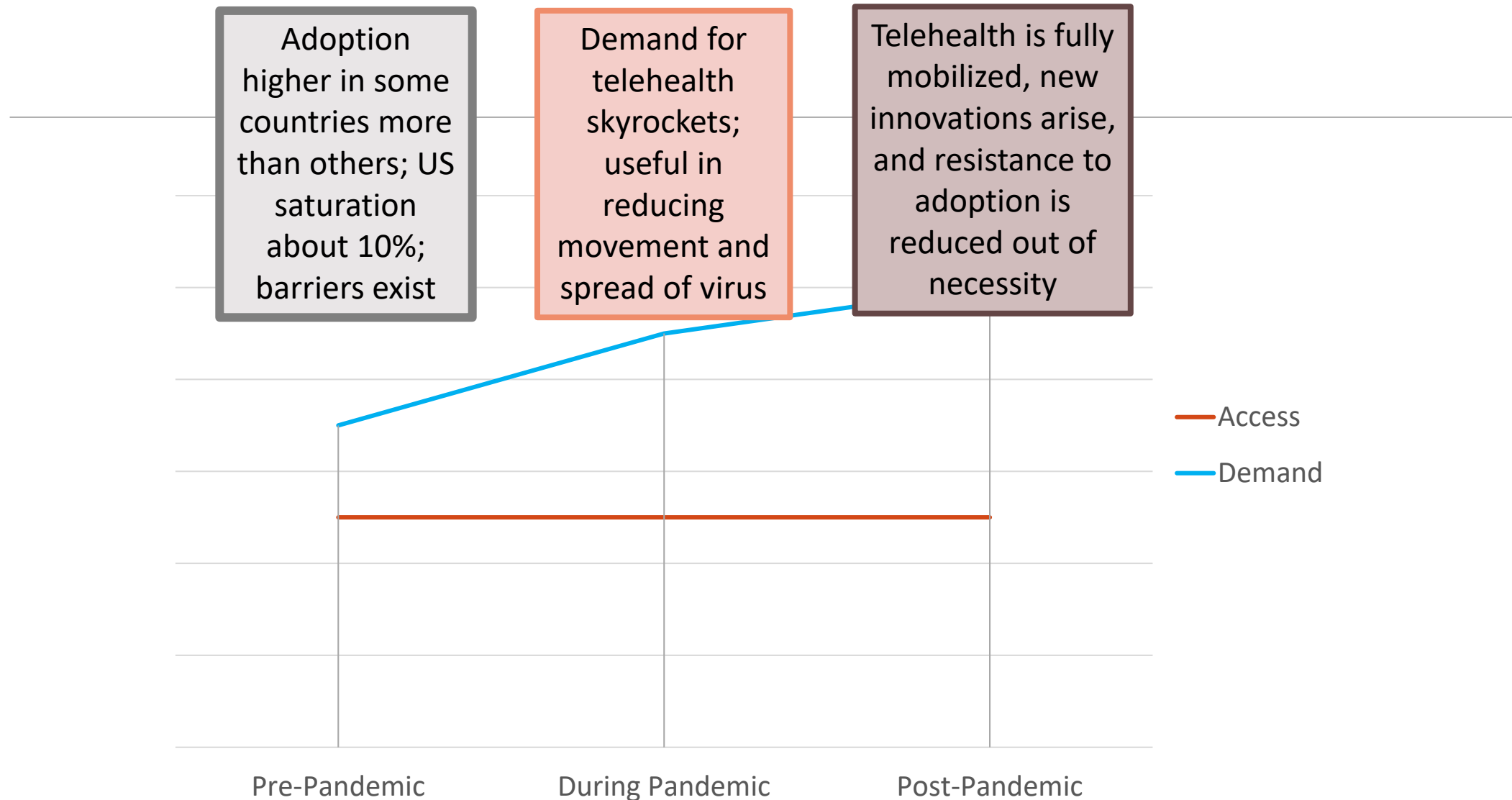
¹ <https://www.hrw.org/news/2020/03/25/closing-digital-divide-critical-covid-19-response>

Digital divide: Visualized*



** Expected trend if no intervention occurs for access; Not intended to be to scale but as a visual mechanism*

Digital divide: Telehealth application



Key Points



- 1.** The challenge of the digital divide has been highlighted during the pandemic by the accelerated reliance upon technology
- 2.** Rapid response and resourcefulness cannot be replacements for infrastructure development
- 3.** Telehealth is one example of how access to healthcare can be increased, with intervention on closing the digital divide
- 4.** Efforts moving forward , as we innovate, as we adapt, will benefit from adding meaningful attention to digital inclusion (access + literacy)

Thank you

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Global Inclusion, Diversity,
and Strategic Innovation

Generational Divides: The Possibilities of Digital Inclusion

Lisa M. Coleman, Ph.D.
SVP, Global Inclusion & Strategic Innovation
New York University



Taking Good Care

Thank you to our health care workers, volunteers, and all those helping on the front lines and behind the scenes - including sanitation, delivery, grocery workers.

Differential impacts people of African Descent, Asian descent, women, persons with disabilities, LGBTQ+, undocumented, etc.

Social Distancing does not have to mean social isolation innovative. There are new forms of Social (& all forms of) Inclusion Together!

Resources & Self-Care



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and Strategic Innovation



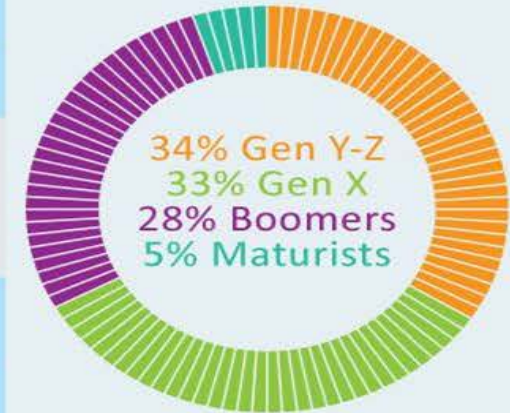


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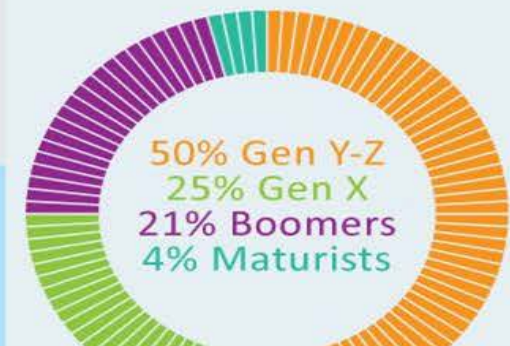
Global Inclusion, Diversity,
and Strategic Innovation

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital immigrants	Digital natives	Technoholics
Attitude toward career	Jobs are for life	Organisational—careers are defined by employers	Early 'portfolio.' careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organizations not "for"	Career multitaskers
Signature product	Automobile 	Television 	Personal computer 	Smart phone 	Nano-computing, 3-D print, driveless cars 
Communication media	Formal letter 	Telephone 	E-mail and SMS 	SMS or Social media 	Hand-held communication devices 

U.S. Employed Workforce



U.S. Unemployed Workforce



Silent

Baby boomers

Gen X

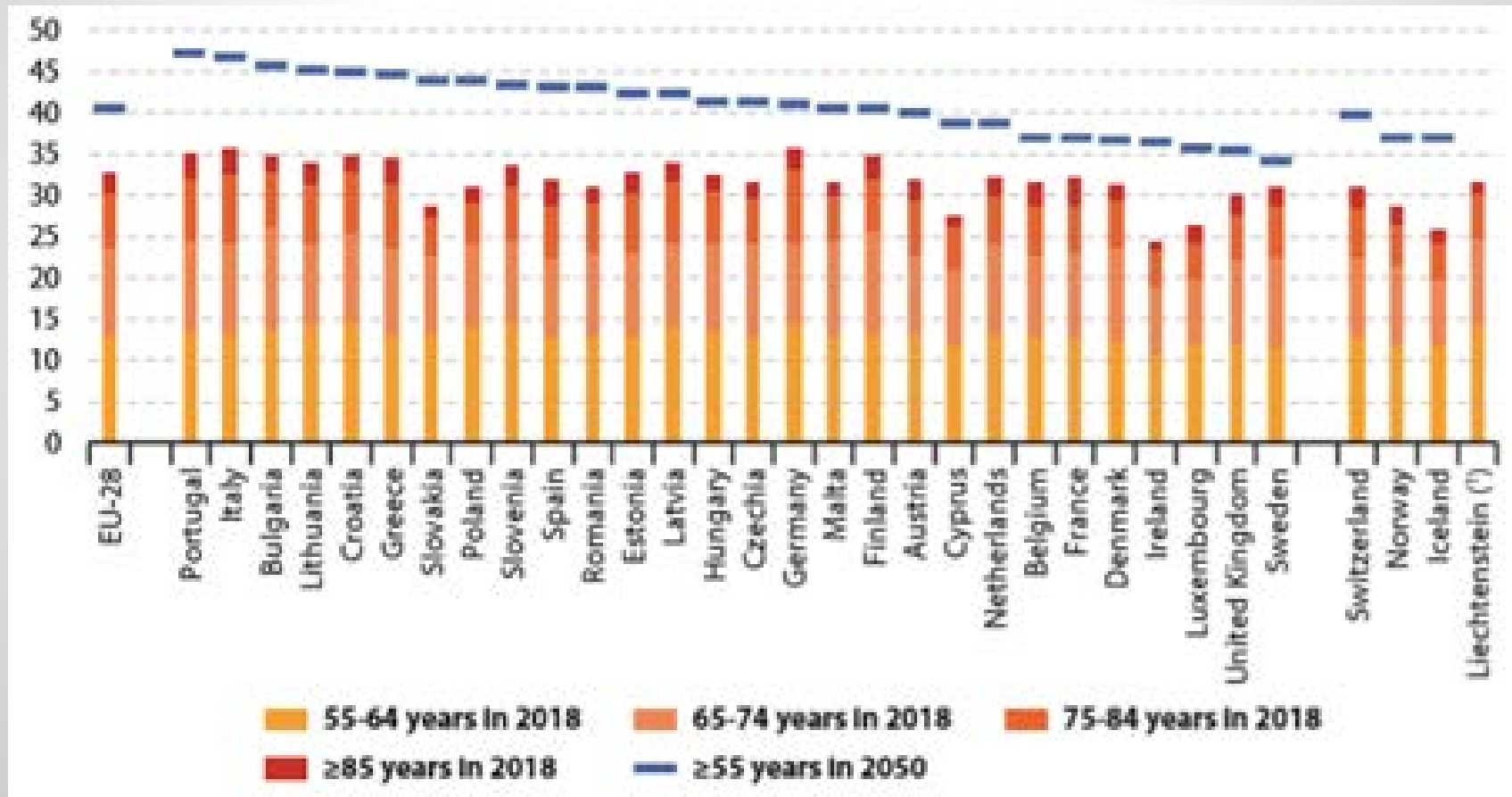
Millennials

Gen Z

Gen Alpha



Older Adult Populations by Country (2018 & 2050)





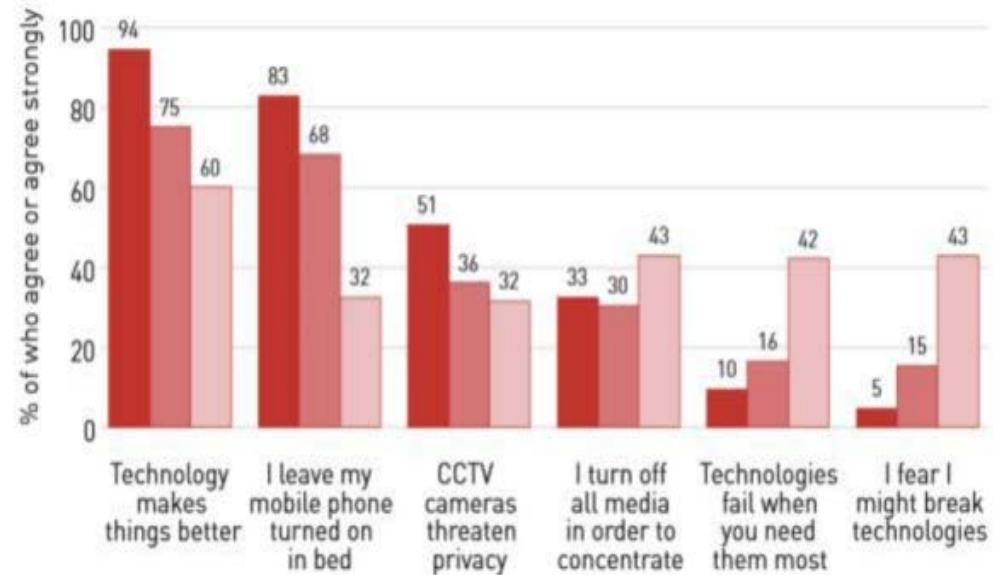
talent acquisition revisited

deploy new approaches for the battlefield

- A new battlefield has been shaped by new global talent networks and social media
- It is being defined by employment brands and changing views of careers

Most companies reviewing or changing sourcing and recruiting

"When did you last revamp or reengineer your talent acquisition process and strategy?"





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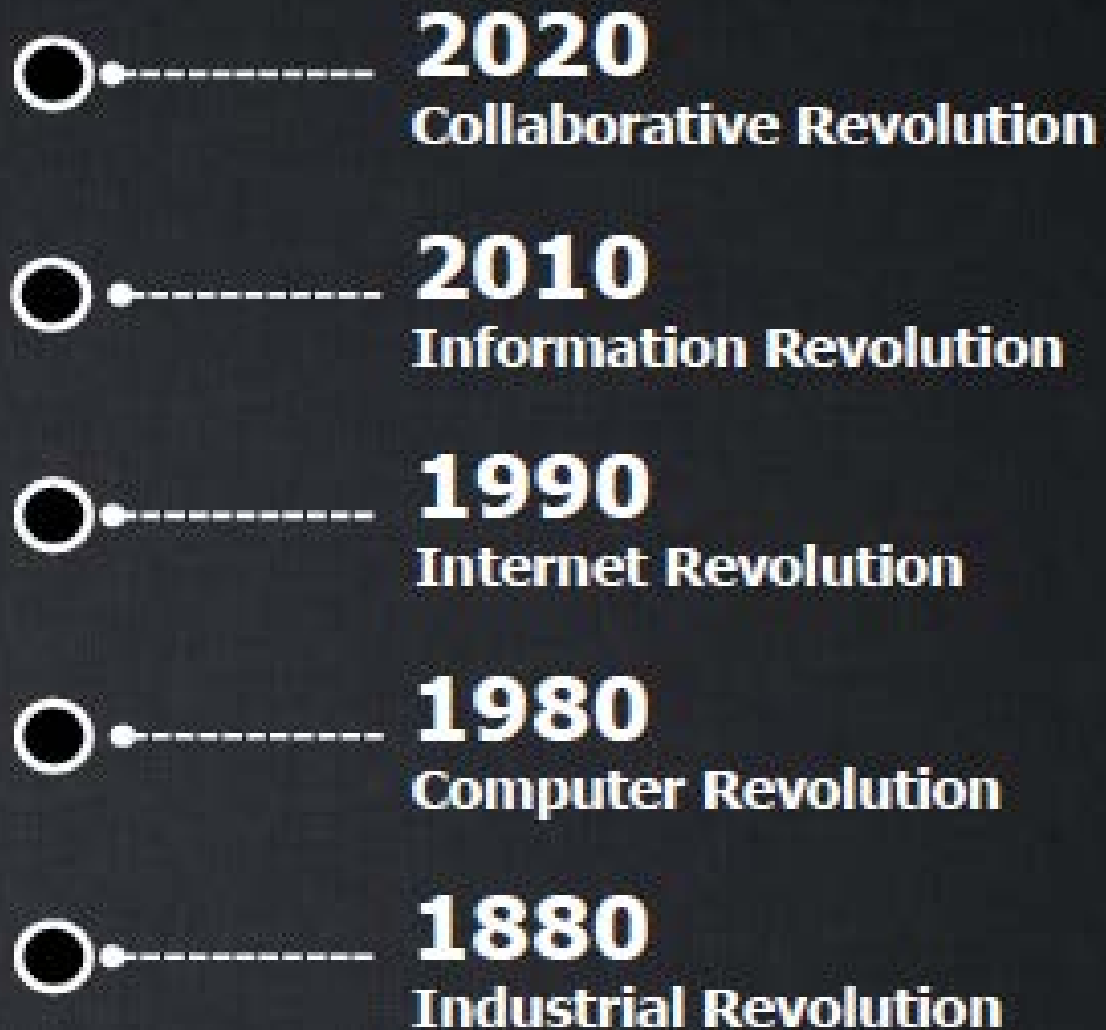
TransGenerational Digital Inclusion





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Deloitte's Point of View on the Future of Work

2. WORKFORCE

Who can do the work?

With new talent platforms and contracts, who can do the work?
How do we leverage the continuum of talent from full-time, to managed services, to freelancers, gig workers, and crowds?

1. WORK

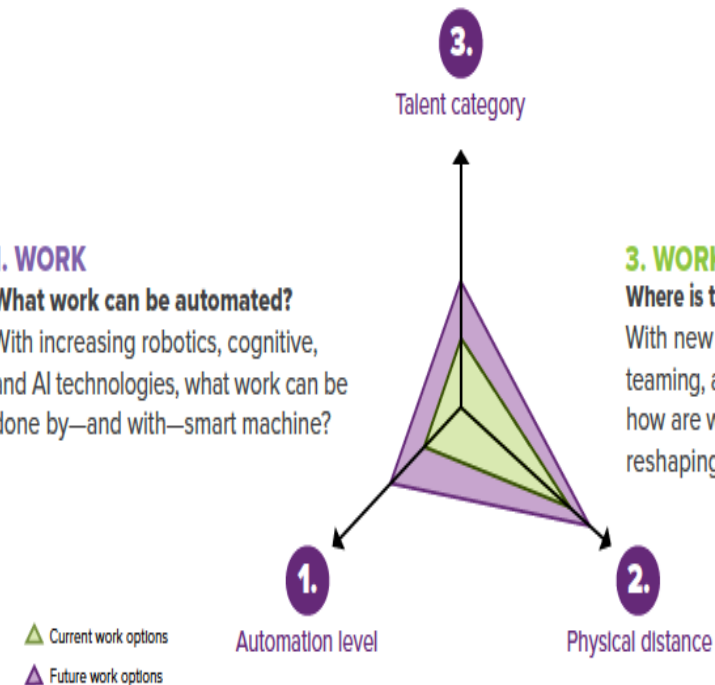
What work can be automated?

With increasing robotics, cognitive, and AI technologies, what work can be done by—and with—smart machine?

3. WORKPLACE

Where is the work done?

With new combination of collaborative, teaming, and digital reality technologies, how are workplaces and work practices reshaping where and when work is done.



Source: Deloitte 2019



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BEING @ NYU

TELL

YOUR

STORY

21,699 Respondents

- Collaborative
- Sustainable
- Digital

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Female Founders
AI Institute
Aging Incubator
Entrepreneurial Labs



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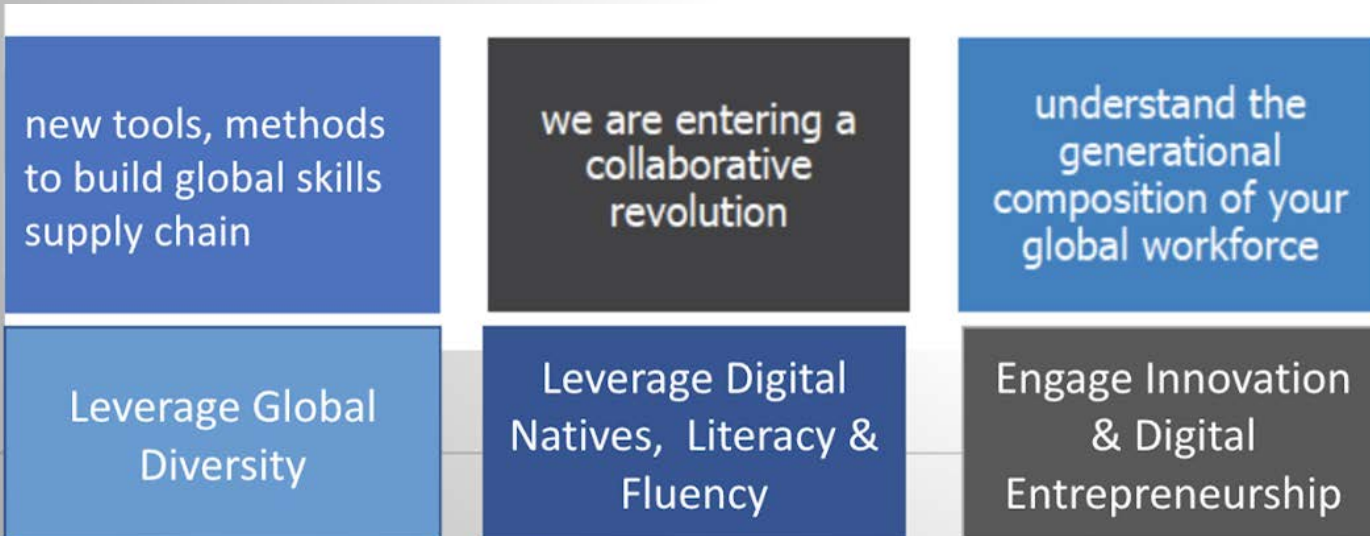


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Historical & Strategic Alignment =

- + Design & Framing – Asset, Learner (Growth), Universal
- + System, Digital, & Operational Alignment
- + Goal Alignment





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Thank you!

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Closing The Digital Divide: Inclusion By Disruption

Dr. Shelton J. Goode, DPA
President and CEO, Icarus Consulting



Dr. Shelton J. Goode, DPA

HR Executive, Thought Leader, Author, Speaker,
Professor





What digital options are available to poor, working class, and people of color?

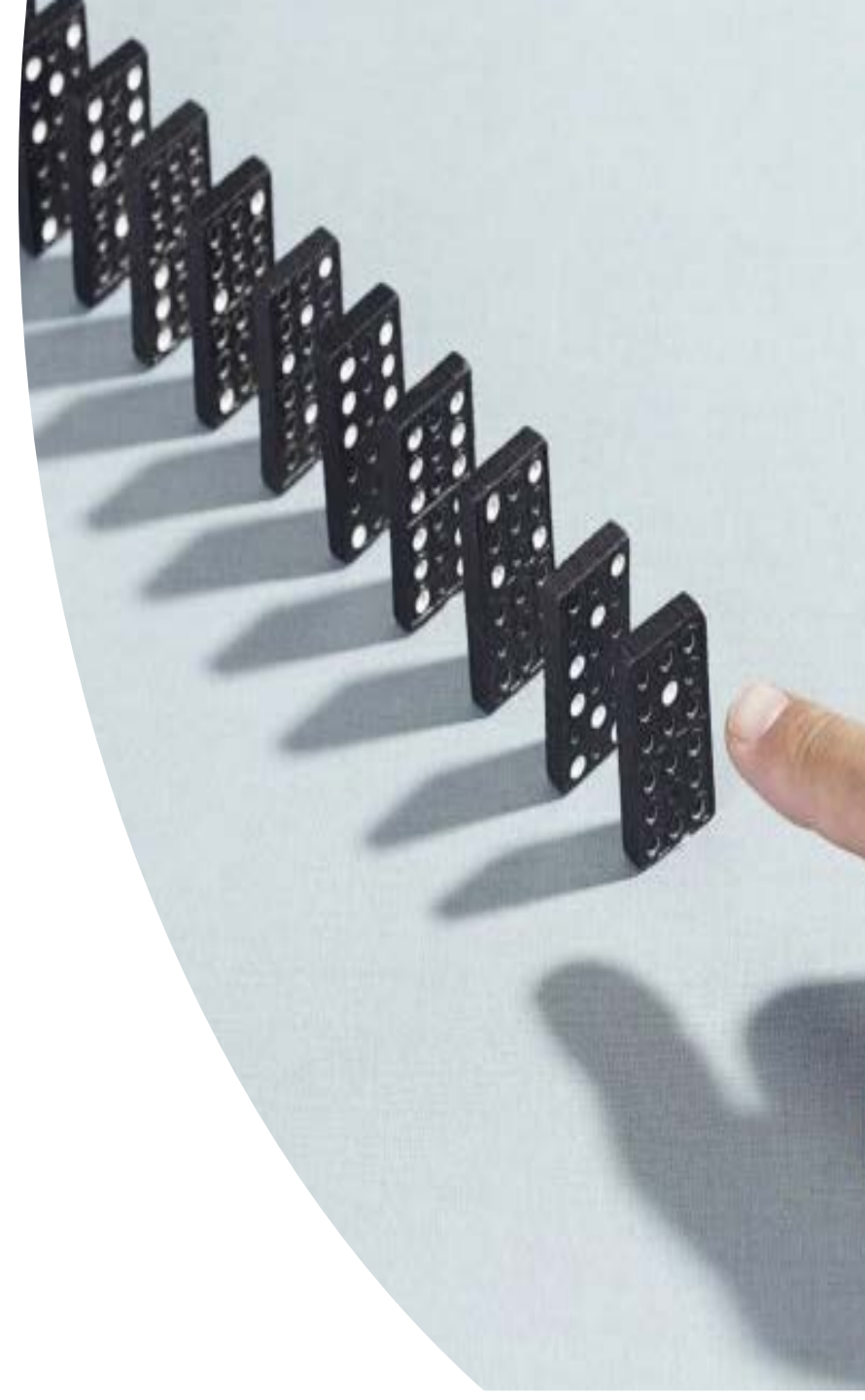
Can the poor, working class, and people of color access the digital options that are available?

What is the quality of the digital options that are available to the poor, working class, and people of color?

Do the poor, working class, and people of color face bias, micro-inequities, or other barriers when they attempt to access the digital options that are available?

- The global crisis brought on by the coronavirus pandemic has pushed us further into a digital world.
- The coronavirus crisis has accelerated the development and adoption of digital solutions, tools, and services which is speeding up the global transition towards a digital economy.
- Those that do not have access are at risk of being left further behind as digital transformation accelerates.
- The pandemic has also exposed the wide chasm between the connected and the unconnected, revealing just how far behind the poor, working class, and people of color are in digital readiness.
- The poor, working class and people of color are the most vulnerable to the human and economic consequences of the pandemic, and they also lag farthest behind in digital readiness.

-
- The pressing issue is figuring out what the poor, working class, and people of color will do when they do not have reliable high-speed internet access.
 - The digital landscape has not really changed for the poor, working class, or people of color since the last major global calamity - the 2008 financial crisis.
 - Inequalities in digital readiness hamper the ability of large parts of American society to take advantage of technologies that help us cope with the coronavirus pandemic by staying at home.
 - This situation has significant development implications that cannot be ignored. We need to ensure that we do not leave behind those who are less digitally equipped in a post pandemic world.



- There are positive trends emerging from the crisis that show the potential of the pandemic to digitally transform companies and communities, and country.
- In an effort to contain the coronavirus pandemic, businesses and governments have moved their operations and services online to limit physical interaction.
- Digital platforms are also thriving as consumers seek entertainment, shopping opportunities and new ways of connecting during the crisis.
- Digitalization has facilitated the proliferation of telemedicine, telework and online education.
- Emerging digital platforms are generating critical data on the virus and facilitating the exchange of research information.
- There has been a leap in teleworking and online conferencing, amplifying the demand for software like Teams, Skype, Webex, Go-To-Meeting, Blue Jeans, Slack, Zoom, etc.
- According to Big Tech companies like Microsoft, Cisco, Google, the number of people using their software for online collaboration has climbed nearly 40% since the start of the pandemic crisis.

Methodology: Surveyed 13,348 LinkedIn Connections



Access



Availability



Affordability



Equity

Asked them to share perceptions about the impact of the pandemic on the poor, working class, and people of color in the four areas identified above.

FINDINGS

1 in 5

No Access...

Only one in five people in Georgia's 92 rural counties have access to the Internet.

5%

Economic Exclusion

In half of Georgia's rural counties, only 5% of the population currently buy goods or services online.

\$150

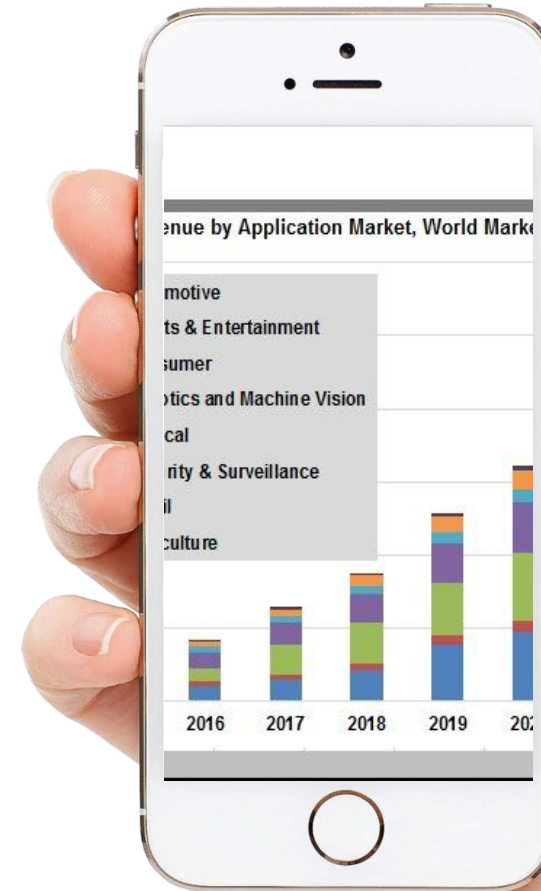
Follow The Money

Mobile data costs in some areas exceeds the monthly food budget for the poor, working class and people of color.

2G

Too Slow – Too Bad!

Over 62% of poor communities have low broadband quality which hampers their ability to use current digital tools and applications.



Colleges and universities who closed their campus libraries and computer labs, did so without a plan to help students who do not have internet access or who face other issues with remote learning.

In large metro areas with the greatest number of confirmed cases of coronavirus, public libraries and cafes closed.

For students from low-income backgrounds, attending virtual lectures and doing homework online was not just inconvenient, but almost impossible.

Public libraries in metro areas hit hardest by the pandemic closed, which essentially eliminated a place for the poor, working class, and people of color to access the internet without cost.

It's the most marginalized people who are feeling the pandemic most intensely, and steps have to be taken to ensure equitable solutions are implemented.



The coronavirus pandemic has exposed fractures in the digital ecosystem that can be turned into opportunities.

More cities should follow Atlanta's lead and explore e-commerce and other digital solutions that can help build local resilience to future global disruptions

The main public policy takeaway from this very limited analysis is that much more attention should be given to bridging existing and emerging digital divides to allow more poor and rural communities to take advantage of digitalization.

New policies and regulations are needed to ensure a fair distribution of the gains from the disruptions caused by the pandemic.

If left unaddressed, the gap between under-connected and hyper-digitalized communities will widen, thereby exacerbating existing inequalities.



The digitally enabled world is working for some, but not equally or equitably for all.

Consequently, not everyone is ready to embrace a more digitized existence.

The consequences are likely to have lasting effects when the economy starts to pick up.

Those that do not have access are at risk of being left further behind as digital transformation accelerates.

The poor, working class and people of color are the most vulnerable to the human and economic consequences of the pandemic, and they also lag farthest behind in digital readiness.



CONTACT INFORMATION



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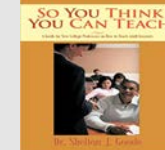
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HR & Diversity Executive | Best-selling Author | Duke University Faculty Member | Decorated Air Force Veteran
Diversity Leadership Academy Graduate | Founder & President, Icarus Consulting | NAAHR Trailblazer Award Winner
Roosevelt Thomas Diversity Award Winner

The background of the slide features three empty square frames with thick black borders, arranged horizontally against a light-colored, textured wall. The first two frames are partially obscured by a dark grey rectangular overlay containing text.

DIGITAL DIVIDE: IMPLICATIONS FOR LIFE SCIENCE INDUSTRIES

KALAHN TAYLOR-CLARK, PHD, MPH

WEBINAR: THE DIGITAL DIVIDE DURING A GLOBAL EPIDEMIC

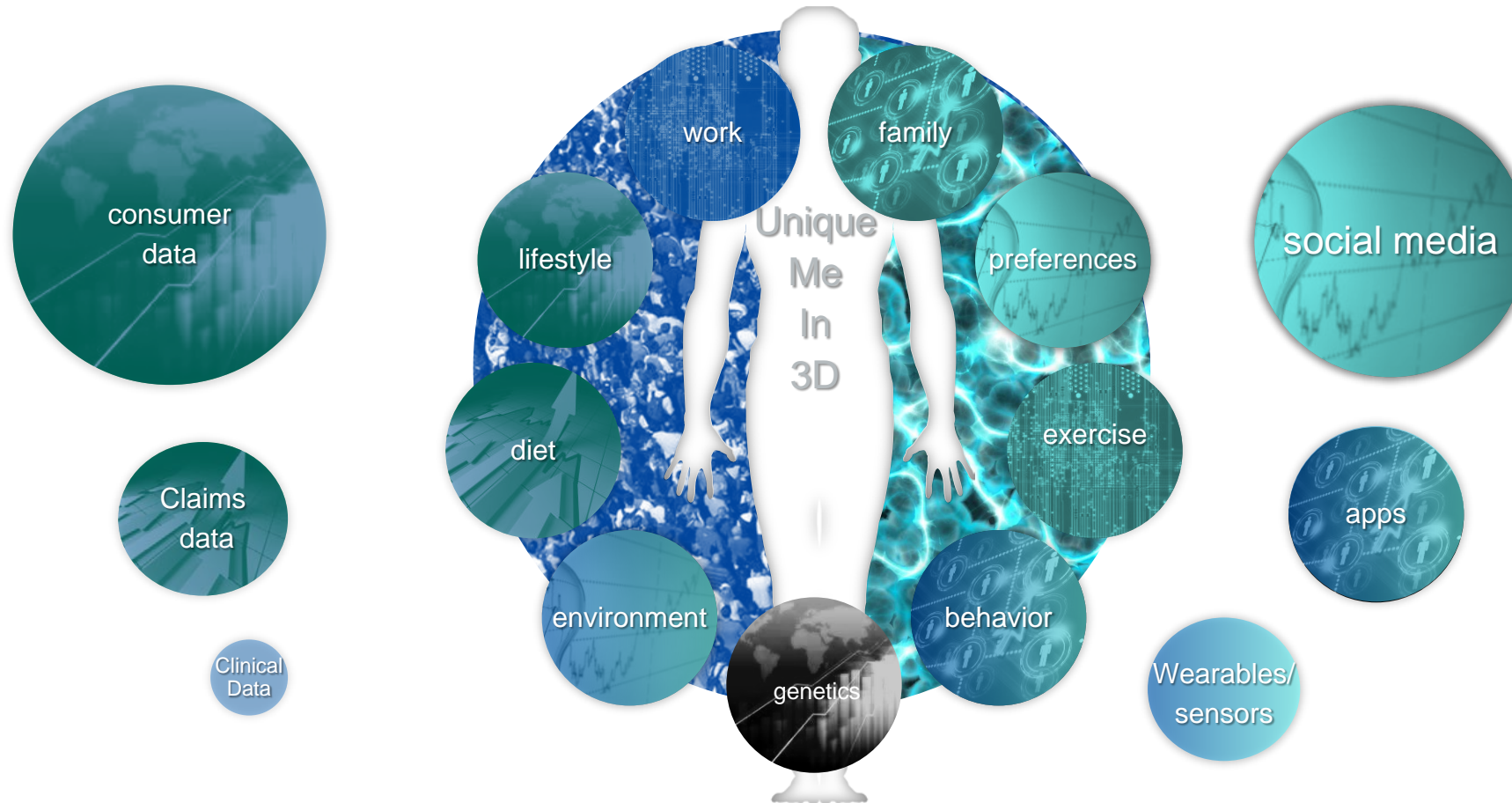
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JUNE 11, 2020



VIEWS EXPRESSED ARE STRICTLY MY
OWN, AND ARE NOT REPRESENTATIVE
OF MY COMPANY

Patient Generated Health Data in the Development Process



Impact of Digital Divide:

- ✓ Slow clinical trial recruitment
- ✓ Improve patient centered trial design via "crisis management" necessity
- ✓ Need for (validated) behavioral and environmental evidence

NEXT STEPS FOR RESEARCH AND ACTION

- Invest in digital patient support programs that address the needs of underserved populations
- Track and report digital health access and usage across SES categories to prevent worsening divides
- Focus on patient and HCP training in the deployment of new technologies, especially as it relates to security and privacy
- Develop workflows that allow clinical teams to engage with diverse patients across digital health platforms, such as telehealth.

Sources

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THANK YOU!

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