Modernizing Public Health Data Systems: Lessons from COVID-19

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Public Health 3.0
Expanding Scope of Practice

- Leadership and workforce
- Essential infrastructure
- Strategic partnerships
- Data, analytics, and metrics
- Flexible and sustainable funding
Google During COVID-19
Elevating Public Health Authorities

Authoritative Information at the Point of Need

Knowledge Panels, Ad Grants, Medical Misinformation Policy

Data Insights for Public Health Decision-Making

Traditional Data: Community Mobility Reports

Expanded Data: The Global.health Initiative

Novel Data Search Symptoms Trends

Mobility changes

Google prepared this report to help you and public health officials determine guidance related to COVID-19. This report should

be used for planning, but not to make decisions.

This report shows people’s travel between places. Use it to help plan

pandemic response.

Location accuracy and the understanding of categorized places vary.

We’ll leave a region out of the report if we don’t have data.

We calculate these trends by comparing monthly counts of visits to

retail & recreation, residential, and travel & transportation.

-58%
Lessons for the Future
Data as Core Public Health Infrastructure

1. Foster interoperability with data inputs both **upstream (social determinants)** and **downstream (health care)** of public health

2. Build on **open access COVID-19 datasets** and leverage **novel data signals** to transform disease forecasting

3. Use cross-sector partnerships to help fill **informatics expertise** and support **infrastructure upgrades**