



Modernizing Public Health Data Systems: *Lessons from COVID-19*

Karen DeSalvo, MD, MPH, MSc
Chief Health Officer, Google Health

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

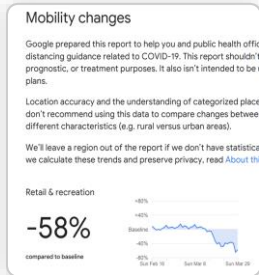
Authoritative Information at the Point of Need

Knowledge Panels, Ad Grants, Medical Misinformation Policy

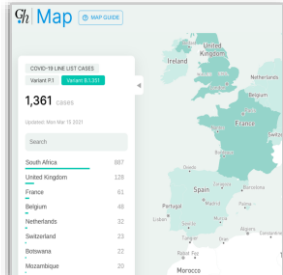


Data Insights for Public Health Decision-Making

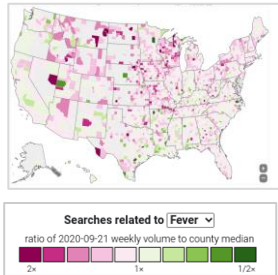
Traditional Data:
Community Mobility Reports



Expanded Data:
The Global.health Initiative



Novel Data:
Search Symptoms Trends



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**