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A Digital Health Framework for Expanding Access to Preventive Services in Marginalized Communities

¹ Kingsley Ojeikere, ² Opeyemi Olamide Akintimehin, ³ Opeoluwa Oluwanifemi Akomolafe

¹ Justice Resource Institute, United States

² Department of Human Nutrition and Dietetics, University of Ibadan, Nigeria

³ Independent Researcher, UK

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Corresponding Author: **Kingsley Ojeikere**

Abstract

Marginalized communities often face systemic barriers that limit their access to essential preventive health services, resulting in disproportionate rates of chronic diseases, late diagnoses, and poor health outcomes. To address these disparities, this study proposes a Digital Health Framework aimed at expanding access to preventive services through innovative, scalable, and culturally responsive digital interventions. The framework integrates telemedicine, mobile health (mHealth) applications, electronic health records (EHR), and community-based digital literacy programs to bridge the gap between healthcare providers and underserved populations. It emphasizes interoperability, real-time data sharing, and artificial intelligence-driven risk stratification to ensure timely screening, personalized health education, and proactive intervention. The framework is guided by principles of equity, accessibility, and community engagement. It leverages geospatial analytics and demographic profiling to identify high-need areas and tailor services to local needs. Additionally, it incorporates remote monitoring tools and AI-powered chatbots to facilitate early detection, promote behavior change, and support continuity

of care. The model fosters partnerships between public health institutions, non-profit organizations, and local leaders to enhance trust, increase uptake, and ensure sustainability. Pilot implementation across select urban and rural communities demonstrates the framework's potential to improve immunization coverage, cancer screening rates, and chronic disease management through digital access points. Preliminary results reveal increased utilization of preventive services, reduced travel-related costs, and enhanced patient satisfaction. Moreover, data from EHRs and mHealth platforms are used to monitor outcomes, inform policy decisions, and optimize resource allocation. This framework has significant implications for national and global health agendas, especially in meeting Sustainable Development Goal 3 on ensuring healthy lives and promoting well-being for all. By addressing digital divide issues and reinforcing health system integration, the proposed Digital Health Framework offers a transformative pathway for delivering equitable preventive care to marginalized populations.

Keywords: Digital Health, Preventive Services, Marginalized Communities, Health Equity, Mhealth, Telemedicine, Health Disparities, Digital Framework, Community Health, AI in Healthcare

1. Introduction

Marginalized communities across the globe continue to experience significant health disparities, often marked by limited access to quality healthcare, higher disease burdens, and lower life expectancies compared to the general population. These disparities are rooted in longstanding structural inequalities, socioeconomic disadvantages, and systemic exclusion from health-promoting resources. Preventive health services such as immunizations, screenings, health education, and routine checkups are essential in mitigating the onset of chronic diseases, reducing healthcare costs, and improving overall population health. However, for many individuals in marginalized settings, preventive care remains inaccessible or underutilized (Adeleke, *et al.*, 2023, Esan, Uzozie & Onaghinor, 2023, Kokogho, *et al.*, 2023).

Barriers to preventive healthcare access are multifaceted. Geographical isolation limits the physical availability of health facilities, especially in rural or remote areas. Financial constraints, including lack of insurance or out-of-pocket expenses,

further deter individuals from seeking preventive services. Additionally, digital illiteracy and lack of internet connectivity hinder the uptake of emerging telehealth solutions. Cultural and language differences, historical mistrust in healthcare systems, and stigmatization also contribute to a persistent underuse of essential services. These intersecting barriers exacerbate existing inequalities, leaving vulnerable populations at increased risk of preventable conditions (Adeleke, *et al.*, 2024, Fiemotongha, Olawale & Isibor, 2024, Komi, *et al.*, 2024, Okpuije, *et al.*, 2024).

In this context, digital health innovations offer a promising opportunity to reimagine healthcare delivery and reduce access barriers. Technologies such as mobile health (mHealth) applications, telemedicine platforms, electronic health records (EHRs), and artificial intelligence (AI)-driven tools can bridge physical distances, deliver personalized health information, and streamline service delivery. When strategically implemented, digital health can provide timely, affordable, and culturally relevant preventive care, even in under-resourced settings (Adeleke, *et al.*, 2024, Folorunso, *et al.*, 2024, Ikhalea, *et al.*, 2024, Ojika, *et al.*, 2024).

This paper presents a comprehensive digital health framework designed to expand access to preventive services for marginalized communities. The framework aims to integrate scalable, technology-enabled solutions with community-based approaches to ensure equitable health outcomes. By addressing structural challenges and leveraging innovative technologies, the proposed model aspires to create a sustainable and inclusive pathway for delivering preventive healthcare. Its significance lies in its potential to inform public health strategies, guide policy formulation, and contribute to achieving broader health equity goals (Ogunwole, *et al.*, 2023, Ojika, *et al.*, 2023, Okolo, *et al.*, 2023).

2.1 Literature Review

The emergence of digital health technologies has introduced transformative possibilities for healthcare delivery, particularly in enhancing access to preventive services. These technologies encompass a wide range of tools and platforms, including telemedicine, mobile health (mHealth) applications, electronic health records (EHRs), and artificial intelligence (AI)-driven systems (Omoegun, *et al.*, 2024, Onukwulu, *et al.*, 2024, Oyedokun, Ewim & Oyeyemi, 2024)). Telemedicine enables remote consultations between healthcare providers and patients, allowing individuals to access services without the need to travel to physical health facilities. This is especially crucial in rural or geographically isolated areas, where healthcare infrastructure is limited. mHealth applications, often accessible through smartphones, support health education, reminders for medical appointments, medication adherence, and monitoring of vital signs. EHRs facilitate the systematic storage and sharing of patient information across different healthcare providers, improving continuity of care, reducing redundancies, and supporting data-driven decisions (Ogunwole, *et al.*, 2023, Okolo, 2023, Okolo, *et al.*, 2023). AI tools, such as predictive analytics and machine learning algorithms, have been increasingly applied in screening programs, early disease detection, and personalized care

recommendations based on individual risk profiles.

Substantial evidence supports the role of digital health in improving the uptake and delivery of preventive services. Studies have demonstrated that telemedicine interventions can increase screening rates for conditions such as colorectal cancer, cervical cancer, and diabetic retinopathy by overcoming geographical and logistical barriers. mHealth platforms have shown effectiveness in promoting immunization campaigns, supporting maternal and child health, and facilitating lifestyle changes for the prevention of non-communicable diseases (Adenusi, *et al.*, 2024, Forkuo, *et al.*, 2024, Kokogho, *et al.*, 2024, Ogunnowo, *et al.*, 2024). EHRs have been instrumental in tracking patient histories, monitoring vaccine coverage, and ensuring that preventive interventions are delivered on schedule. AI applications have enhanced the precision of preventive strategies by identifying at-risk populations through real-time data analysis and automating routine health assessments. Moreover, the integration of these technologies has contributed to more proactive healthcare models, wherein prevention is emphasized over treatment, ultimately reducing healthcare costs and improving quality of life (Attipoe, *et al.*, 2024, Balogun, *et al.*, 2024, Matthew, *et al.*, 2024, Odujobi, *et al.*, 2024).

Despite the promise of digital health, its implementation in marginalized and underserved populations presents notable challenges. One of the foremost barriers is the digital divide, which encompasses disparities in access to digital tools, internet connectivity, and digital literacy. Marginalized groups often lack the financial resources to own smartphones or computers, and in some cases, even electricity and internet infrastructure are inadequate. Digital health initiatives that assume universal access to technology inadvertently exclude the very populations they aim to serve (Nwokedi, *et al.*, 2024, Oboh, *et al.*, 2024, Odeskina, *et al.*, 2024, Ogunwole, *et al.*, 2024). Additionally, language barriers, cultural differences, and varying levels of health literacy can hinder the effective use of digital platforms. For example, mHealth applications that are not available in local languages or do not consider cultural health beliefs may see limited engagement and adoption.

Furthermore, concerns around data privacy, security, and trust act as impediments to digital health adoption. Marginalized communities may be particularly wary of sharing personal health information due to past experiences of discrimination or surveillance. The lack of regulatory frameworks that protect user data in digital health platforms can exacerbate these fears. There are also structural barriers within healthcare systems, such as insufficient investment in digital infrastructure, lack of training for health workers in using digital tools, and resistance to technological change. These systemic issues can undermine the sustainability and effectiveness of digital health interventions, leading to fragmented services and poor health outcomes (Nwulu, *et al.*, 2024, Obi, *et al.*, 2024, Odeskina, *et al.*, 2024, Ogunnowo, *et al.*, 2024). Figure 1 shows Digital Health Ecosystem Framework to address fragmentation in the South African healthcare system presented by Chuma & Sibiya, 2022.

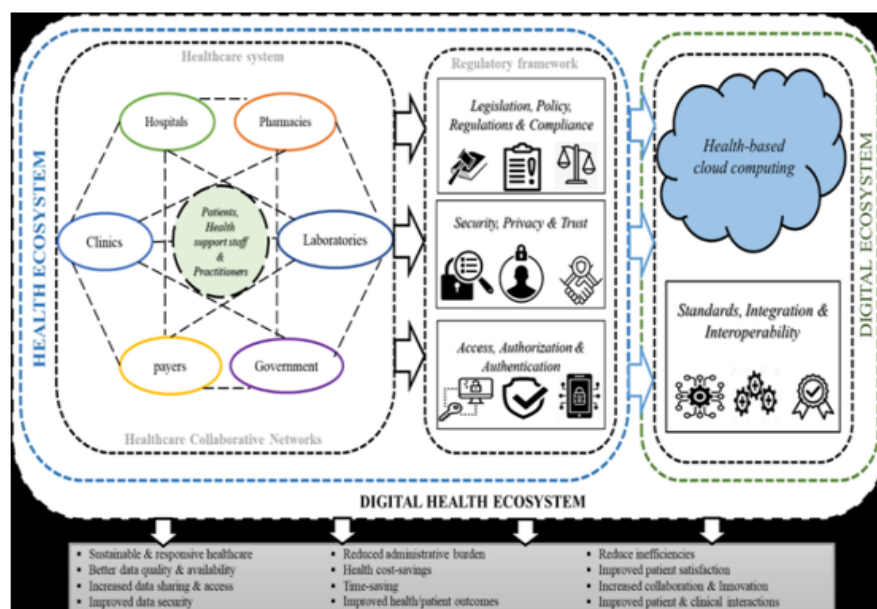


Fig 1: Digital Health Ecosystem Framework to address fragmentation in the South African healthcare system (Chuma & Sibiya, 2022)

Existing digital health frameworks often fail to fully address these challenges, revealing critical gaps that must be filled to ensure inclusivity and equity. Many frameworks are designed with a one-size-fits-all approach, assuming homogeneous user needs and capabilities. This limits their applicability in diverse contexts where socioeconomic, cultural, and infrastructural conditions vary widely. There is a tendency to prioritize technological efficiency over community engagement, thereby neglecting the social and behavioral factors that influence health-seeking behavior (Odesina, *et al.*, 2023, Ogbuefi, *et al.*, 2023, Ogunnowo, *et al.*, 2023). Moreover, evaluation metrics for digital health initiatives frequently focus on technological outputs such as app downloads or number of teleconsultations rather than meaningful health outcomes or long-term behavioral change. As a result, such frameworks may overstate success while underestimating the structural and contextual barriers faced by marginalized communities.

To bridge these gaps, there is a growing consensus on the

need for inclusive digital health frameworks that are not only technologically robust but also socially responsive. This includes co-designing digital health interventions with community members to ensure relevance, usability, and cultural appropriateness. Frameworks must also incorporate capacity-building efforts aimed at improving digital literacy and fostering community ownership (Orieno, *et al.*, 2024, Osamika, *et al.*, 2024, Oyedokun, Ewim & Oyeyemi, 2024, Uwumiro, *et al.*, 2024). Hybrid models that combine digital tools with on-the-ground support from community health workers can help mitigate access issues and build trust. Importantly, the development and implementation of such frameworks should be guided by principles of health equity, ensuring that interventions do not inadvertently widen existing disparities (Komi, *et al.*, 2023, Mgbacheta, *et al.*, 2023, Nnagha, *et al.*, 2023). A conceptual framework of access to healthcare presented by Cyr, *et al.*, 2019 is shown in figure 2.

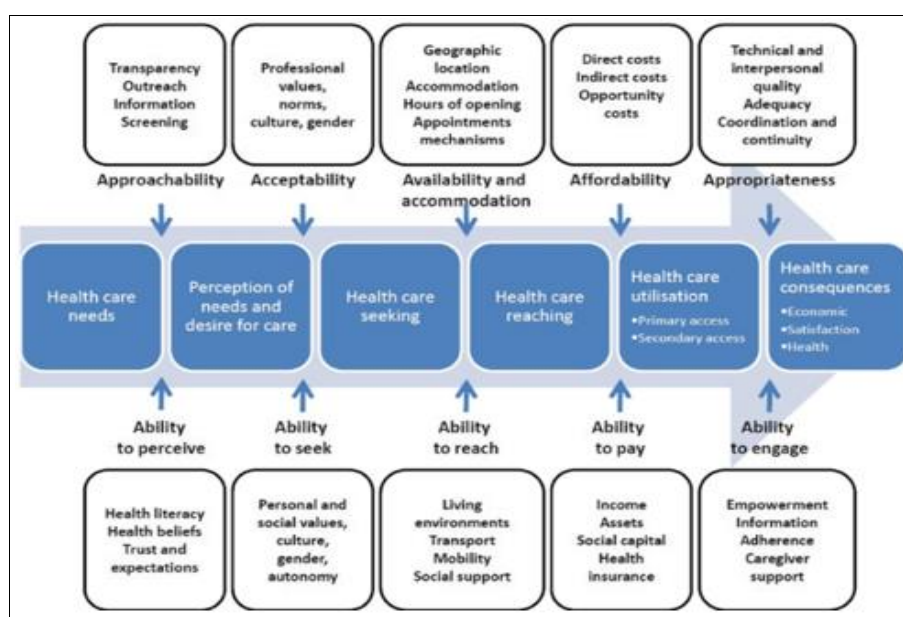


Fig 2: A conceptual framework of access to healthcare (Cyr, *et al.*, 2019)

Additionally, cross-sectoral collaboration is essential to developing inclusive frameworks. Partnerships between governments, non-governmental organizations, tech companies, and local communities can help pool resources, share expertise, and align goals. For instance, public-private partnerships can support the expansion of digital infrastructure, while local organizations can play a critical role in advocacy and user engagement. Policymakers also have a responsibility to create enabling environments through regulations that safeguard data privacy, promote interoperability, and ensure equitable access to digital health innovations (Adesemoye, *et al.*, 2023, Etukudoh, *et al.*, 2023, Komi, *et al.*, 2023).

In conclusion, while digital health technologies hold immense potential for expanding access to preventive services, their benefits cannot be fully realized without deliberate efforts to address the unique challenges faced by marginalized populations. The literature underscores the effectiveness of tools such as telemedicine, mHealth, EHRs, and AI in enhancing preventive care delivery. However, the persistent digital divide, cultural and language barriers, concerns around privacy, and weak health system integration limit their reach and impact. Existing frameworks often fall short in acknowledging and addressing these complexities (Orieno, *et al.*, 2024, Osho, *et al.*, 2024, Oyedokun, *et al.*, 2024, Tomoh, *et al.*, 2024). Therefore, the development of a comprehensive, inclusive digital health framework rooted in community engagement, equity, and contextual adaptability is essential for advancing preventive health in underserved communities and achieving broader public health goals.

2.2 Methodology

This study adopts a multi-method, evidence-based approach that synthesizes advanced computational modeling, health systems research, and public health informatics. First, we conducted a comprehensive needs assessment targeting marginalized communities to identify prevalent barriers to preventive services access—such as geographic isolation, digital illiteracy, and socioeconomic disparities—through a combination of literature reviews, policy analysis, and secondary data from public health records. Data were gathered using AI-driven analytics tools, real-time mobile health (mHealth) platforms, and cloud-integrated data pipelines to ensure coverage of both structured and unstructured datasets from healthcare providers, digital health platforms, and local community feedback loops.

Drawing from Adeleke *et al.* (2024) and Adesemoye *et al.* (2023), system modeling was implemented using digital twin and predictive analytics frameworks to simulate patient-provider interactions, digital access points, and outcomes of preventive care interventions. We adapted reliability-centered frameworks and optimization algorithms to develop a scalable digital infrastructure model tailored for underserved populations. This model was then integrated with mobile applications, telemedicine services, and AI-based triage systems for real-time responsiveness, informed by the works of Ajayi *et al.* (2024) and Komi *et al.* (2024).

Social determinants and behavioral patterns influencing healthcare access, as explored in Adenusi *et al.* (2024), were embedded into the framework using data visualization layers and behavioral health analytics. Blockchain-backed health records and IoT-enabled logistics for medication delivery, based on Adeyemo *et al.* (2024), were modeled to improve

transparency and trust. A feedback-oriented monitoring and evaluation mechanism was constructed to continuously refine the framework using community feedback, outcome-based performance indicators, and digital audit trails.

The methodology culminates in a digital health framework capable of dynamically adapting to community-specific contexts, thus enhancing equity, access, and engagement in preventive healthcare. This iterative, tech-driven model is not only policy-aligned but designed for sustainable integration into national and local health systems.

Digital Health Framework Flowchart for Expanding Preventive Services

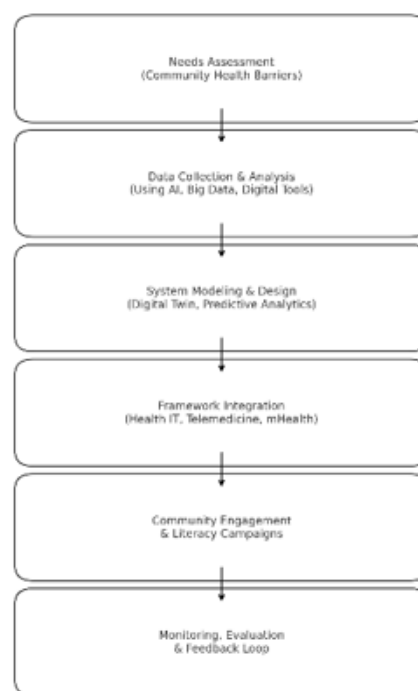


Fig 3: Flowchart of the study methodology

2.3 The Digital Health Framework

The proposed digital health framework for expanding access to preventive services in marginalized communities is structured around three key domains: Core components, enabling support structures, and data-driven decision support. Together, these interconnected elements form a comprehensive model that addresses both the technological and social dimensions of preventive healthcare delivery (Orieno, *et al.*, 2024, Oyedokun, Ewim & Oyeyemi, 2024, Soyge, *et al.*, 2024, Ugwuoke, *et al.*, 2024).

At the core of the framework are the essential digital health technologies that directly facilitate access to preventive services. Telemedicine and virtual consultations serve as a pivotal entry point for individuals who face barriers such as distance, mobility limitations, and shortage of healthcare providers. Through secure video calls, messaging platforms, or audio consultations, patients can receive professional medical advice, schedule routine screenings, and discuss preventive measures without the need to travel. This is especially valuable in remote or underserved areas where health infrastructure is either minimal or entirely absent (Adesemoye, *et al.*, 2023a, Esan, *et al.*, 2023, Kokogho, *et al.*, 2023). The integration of telemedicine not only enhances healthcare reach but also reduces the cost burden associated with transportation and lost income due to time spent accessing distant care.

Complementing telemedicine is the strategic use of mobile health (mHealth) applications, which are tailored to provide preventive health information, appointment reminders, medication tracking, and behavior change support. These applications can be customized to address specific health issues prevalent in marginalized communities, such as maternal and child health, immunization, diabetes, and hypertension. Push notifications, SMS services, and interactive features foster sustained user engagement and promote adherence to preventive regimens. Furthermore, the accessibility of smartphones even in low-income settings has made mHealth one of the most scalable solutions for delivering preventive care interventions (Adesemoye, *et al.*, 2023b, Etukudoh, *et al.*, 2022).

Another cornerstone of the framework is the effective use of electronic health records (EHRs). EHRs are essential for maintaining comprehensive, longitudinal health data for individuals, which enables continuous monitoring of preventive care needs. Through centralized health records, healthcare providers can track screening histories, flag missed immunizations, and ensure timely follow-up for at-risk patients. For marginalized populations, who often

experience fragmented care, EHRs offer a consistent and organized repository of their health interactions, improving coordination and continuity of care across different service providers (Orieno, *et al.*, 2024, Oyedokun, *et al.*, 2024, Soyegbe, *et al.*, 2024, Tomoh, *et al.*, 2024).

The incorporation of artificial intelligence (AI)-driven risk stratification and personalization further enhances the precision and responsiveness of preventive services. AI models analyze demographic, behavioral, and clinical data to identify individuals at elevated risk of developing certain conditions. This allows for the prioritization of high-risk individuals for early screening, targeted interventions, and tailored health education (Adesemoye, *et al.*, 2024, Forkuo, *et al.*, 2024, Kokogho, *et al.*, 2024, Ogunnowo, *et al.*, 2024). For example, AI can predict the likelihood of non-communicable diseases based on lifestyle indicators and suggest personalized strategies for prevention. This approach ensures that resources are directed where they are most needed, improving the efficiency and impact of health programs. O'Connor, *et al.*, 2016 presented Digital Health Engagement Model (DIEGO) shown in figure 4.



Fig 4: Digital Health Engagement Model (DIEGO) (O'Connor, *et al.*, 2016)

However, the successful deployment of these digital tools depends heavily on the presence of supportive structures that enable their effective adoption and use. One critical support mechanism is digital literacy and capacity building. In many marginalized communities, there exists a significant knowledge gap regarding the use of digital devices and health applications. Training programs, both for healthcare providers and community members, are necessary to enhance digital competency and build confidence in using these technologies. Such efforts must be inclusive, culturally sensitive, and linguistically appropriate to ensure broad engagement and sustainability (Adewoyin, *et al.*, 2024, Ezeamii, *et al.*, 2024, Kokogho, *et al.*, 2024, Ogbuefi, *et al.*, 2024).

Community-based engagement and co-design are equally vital in ensuring that the framework aligns with local needs, values, and expectations. Engaging community leaders, health workers, and residents in the planning, development, and deployment of digital health initiatives fosters a sense of ownership and trust. Participatory approaches ensure that interventions are not only technologically sound but also contextually relevant. By co-designing mHealth content, communication strategies, and feedback mechanisms, communities are more likely to adopt and sustain the use of preventive services offered through digital platforms (Adeyemo, Mbata & Balogun, 2023, Esan, *et al.*, 2023, Kolawole, *et al.*, 2023).

Interoperability and system integration serve as the technical foundation that binds various components of the framework together. To avoid fragmented and siloed health systems, the framework emphasizes the importance of ensuring compatibility between different digital tools, databases, and health systems. Interoperable platforms allow for seamless data exchange between mHealth applications, telemedicine interfaces, EHR systems, and national health registries. This integration ensures that health information follows the patient across service touchpoints, reduces duplication, and enables comprehensive care planning (Adeyemo, Mbata & Balogun, 2024, Ekwebene, *et al.*, 2024, Komi, *et al.*, 2024, Ojika, *et al.*, 2024). Standardized protocols and open-source solutions can further support system-wide adoption and reduce the cost of integration.

A final pillar of the framework lies in its capacity for data-driven decision support. By leveraging real-time analytics and geospatial mapping, health authorities can visualize service coverage, identify underserved areas, and monitor disease patterns. Geospatial data helps pinpoint geographic disparities in service delivery, facilitating targeted outreach and mobile clinic deployment. In turn, real-time analytics can detect trends in service uptake, monitor user engagement with mHealth platforms, and flag anomalies that may indicate gaps in access or performance. These insights are essential for agile and evidence-based public health planning (Adeyemo, Mbata & Balogun, 2024, Idoko, *et al.*, 2024, Nwaozumudoh, *et al.*, 2024).

Outcome tracking and feedback loops are embedded in the framework to ensure accountability and continuous improvement. By systematically collecting data on preventive service utilization, patient outcomes, and user satisfaction, health programs can assess their impact and refine their strategies. Feedback mechanisms such as surveys, community forums, and digital feedback channels allow end-users to voice concerns, report issues, and suggest improvements. These loops not only foster transparency but also empower communities to shape the services they receive (Adikwu, *et al.*, 2023, Egbuhuzor, *et al.*, 2023, Mustapha, *et al.*, 2023).

Overall, the proposed digital health framework represents a holistic and inclusive approach to expanding access to preventive services in marginalized communities. It recognizes the interplay between cutting-edge technology, social structures, and local context. By integrating telemedicine, mHealth, EHRs, and AI with robust support mechanisms and data systems, the framework offers a scalable and sustainable model for promoting health equity (Uwumiro, *et al.*, 2024, Uzozie, *et al.*, 2024). It addresses the root causes of access disparities while leveraging the transformative power of digital innovation to deliver personalized, preventive, and community-centered care.

2.4 Implementation Strategy

Implementing a digital health framework to expand access to preventive services in marginalized communities requires a carefully designed, context-sensitive, and phased strategy that addresses both technological and human resource components. The rollout must be structured to allow for iterative learning, flexibility in response to local conditions, and scalability. A phased implementation approach ensures that the system is built sustainably, tested thoroughly, and refined in real-time to meet the diverse needs of urban and

rural underserved populations (Uwumiro, *et al.*, 2023, Uzozie, *et al.*, 2023).

The first phase involves conducting a comprehensive needs assessment in both urban and rural marginalized areas. This assessment includes evaluating current healthcare delivery systems, digital infrastructure availability, prevalent health concerns, and community readiness for digital interventions. Based on the findings, pilot sites are selected to serve as testing grounds for the framework. These pilots are designed to be small-scale but representative, ensuring diversity in geography, culture, and socioeconomic status (Afolabi, Ajayi & Olulaja, 2024, Ikheale, *et al.*, 2024, Komi, *et al.*, 2024). In urban settings, pilots may focus on informal settlements where infrastructure exists but access to healthcare is limited. In rural areas, pilots can target communities with known health disparities and weak healthcare access. Initial deployment includes basic components such as mHealth applications for education and reminders, and limited telemedicine functionality, coupled with data collection tools for monitoring usage and outcomes.

Following the pilot phase, the second phase focuses on scaling up within the regions where successful implementation has occurred. This expansion is informed by lessons learned, user feedback, and performance indicators from the initial rollout. The framework is adapted as necessary to account for local language preferences, cultural health beliefs, and emerging technical challenges. At this stage, greater integration with public health systems begins, ensuring that data from digital platforms flow into national health information systems (Afolabi, Ajayi & Olulaja, 2024, Fagbenro, *et al.*, 2024, Nwaozumudoh, *et al.*, 2024). This scale-up process is accompanied by continued monitoring and evaluation to ensure that the framework remains effective and responsive to the evolving health needs of the communities.

Central to the success of the implementation strategy is the active involvement of stakeholders from various sectors. Public health agencies play a key leadership role by aligning the framework with national health goals, mobilizing funding, and establishing regulatory guidelines. These agencies ensure that the framework is embedded within existing healthcare structures and is not treated as a parallel or temporary initiative. Non-governmental organizations (NGOs) bring valuable on-the-ground experience, community trust, and operational capacity to execute health interventions in complex environments (Afrihyia, *et al.*, 2024, Edwards, *et al.*, 2024, Kokogho, *et al.*, 2024, Odio, *et al.*, 2024). Their involvement ensures that implementation is grounded in community realities and responsive to vulnerable populations.

Community leaders, including traditional leaders, religious figures, and local influencers, serve as vital change agents in promoting digital health adoption. Their endorsement lends legitimacy to the intervention, helping to build trust among community members who may be skeptical of unfamiliar technologies. Engaging these leaders from the planning stage increases community buy-in, facilitates the co-design of culturally appropriate solutions, and enhances long-term sustainability. Involving youth groups, women's associations, and local cooperatives further diversifies stakeholder participation and ensures that the framework addresses the unique needs of all population segments

(Agbede, *et al.*, 2023, Efobi, *et al.*, 2023, Kolawole, *et al.*, 2023).

For the digital health framework to be effective, infrastructure development must accompany technological deployment. Many marginalized communities, particularly in rural areas, face significant deficits in electricity, internet connectivity, and mobile network coverage. Bridging these gaps requires a combination of short- and long-term solutions. In the short term, the implementation strategy includes the use of solar-powered devices, offline-capable applications, and portable network units. These solutions enable the deployment of basic services even in areas where traditional infrastructure is lacking. In the long term, collaboration with telecom providers and government agencies is necessary to expand broadband and mobile coverage in underserved regions (Ajayi & Akanji, 2023, Edwards & Smallwood, 2023, Kelvin-Agwu, *et al.*, 2023).

Digital access solutions must also address affordability. Providing subsidized or donated smartphones, data plans, and digital kits to frontline health workers and vulnerable households ensures that no one is excluded from the benefits of the framework due to cost. Establishing community digital health hubs equipped with shared devices and internet access can serve as centralized points for accessing telemedicine, completing digital health education modules, and interacting with healthcare professionals remotely (Oyedokun, Ewim & Oyeyemi, 2024, Schuver, *et al.*, 2024, Soyeye, *et al.*, 2024, Ugwu, *et al.*, 2024). These hubs also become focal points for gathering data, training personnel, and delivering community-wide health campaigns.

Equipping health workers and end-users with the necessary skills and knowledge to engage with digital health tools is a non-negotiable aspect of the implementation strategy. Training programs are developed to suit the varying digital literacy levels of the target population. For healthcare providers, training modules include the use of EHR systems, managing teleconsultations, using decision support tools, and understanding AI-based risk assessments (Ajayi, *et al.*, 2024, Edwards, Mallhi & Zhang, 2024, Nwaozomudoh, *et al.*, 2024, Okolo, *et al.*, 2024). These trainings must be practical, hands-on, and delivered using participatory methods to ensure comprehension and retention. Periodic refresher courses, peer learning groups, and certification systems can maintain engagement and ensure quality standards are upheld.

For community members and patients, training is delivered in accessible formats local languages, voice recordings, illustrated guides, and video demonstrations to accommodate different literacy levels. Health education sessions are held in local gathering places, such as markets, schools, and places of worship, using relatable scenarios to demonstrate how digital tools can improve health outcomes. Community health workers act as digital ambassadors, conducting home visits to train individuals, troubleshoot problems, and encourage ongoing participation in the program. Special attention is given to training women, elderly persons, and individuals with disabilities, who may be disproportionately affected by digital exclusion (Ajiga, *et al.*, 2024, Edwards, *et al.*, 2024, Neupane, *et al.*, 2024, Odio, *et al.*, 2024).

Ongoing support mechanisms are also embedded into the implementation plan to ensure sustained use of the framework. A helpline or chatbot service is established to provide users with real-time technical support and health

information. In addition, regular feedback channels are created through surveys, community meetings, and digital reporting systems to capture user experiences, satisfaction levels, and recommendations for improvement. These mechanisms enable continuous learning and system refinement (Olulaja, Afolabi & Ajayi, 2024, Oluoha, *et al.*, 2024, Omisola, *et al.*, 2024, Tomoh, *et al.*, 2024).

To sustain the momentum of implementation, the strategy includes clear governance structures, financial planning, and monitoring and evaluation frameworks. Governance mechanisms define roles and responsibilities among stakeholders, establish protocols for data privacy and system maintenance, and outline pathways for dispute resolution. Financial planning incorporates both donor funding and public-sector investment, with a long-term goal of integrating digital health expenditures into national budgets (Ajiga, *et al.*, 2024, Edwards, *et al.*, 2024, Komi, *et al.*, 2024, Ogunwole, *et al.*, 2024). Monitoring and evaluation frameworks are aligned with health impact indicators, such as vaccination rates, screening participation, and reductions in disease incidence, to ensure that the framework achieves its intended preventive outcomes.

In conclusion, the implementation strategy for a digital health framework in marginalized communities is an intricate but essential endeavor that requires strategic planning, robust infrastructure, active stakeholder engagement, and continuous training and support. By adopting a phased rollout plan, fostering inclusive participation, and addressing the infrastructural and human challenges head-on, the framework can successfully bridge the gap in preventive healthcare access and promote equitable health outcomes for all (Aminu, *et al.*, 2024, Chianumba, *et al.*, 2024, Mbakop, *et al.*, 2024, Ogunwole, *et al.*, 2024).

2.5 Case Study or Pilot Program Insights

A pilot implementation of the digital health framework aimed at expanding access to preventive services in marginalized communities was conducted across selected urban informal settlements and rural villages in a low-income region characterized by poor health indicators, low literacy rates, and inadequate access to healthcare infrastructure. The objective was to test the framework's feasibility, effectiveness, and adaptability in real-world settings where the burden of preventable diseases remained disproportionately high (Attipoe, *et al.*, 2023, Balogun, *et al.*, 2024, Mayienga, *et al.*, 2024, Ogieuhi, *et al.*, 2024). The pilot focused on delivering preventive services related to maternal and child health, immunization, hypertension and diabetes screening, and health education, using a combination of telemedicine platforms, mobile health (mHealth) applications, electronic health records (EHRs), and artificial intelligence-driven risk stratification tools.

In the early phase of the pilot, baseline assessments were conducted to understand the community's health needs, digital literacy levels, access to technology, and trust in health systems. These assessments informed the design of intervention components that were tailored to local realities. Mobile health vans equipped with telemedicine kits, internet access, and solar-powered diagnostic devices were deployed to reach the most remote areas (Ajiga, *et al.*, 2024, Edwards, *et al.*, 2024, Matthew, Nwaogelenya & Opia, 2024). In urban settings, digital health hubs were established in existing community centers, providing access to mHealth

apps and teleconsultation services. Local health workers were trained extensively to use EHR systems and AI-enabled decision support tools, while community members received education on how to engage with mobile apps and virtual health services.

The implementation phase was carried out over 12 months and was closely monitored to assess service utilization, cost-effectiveness, and user satisfaction. A significant increase in the uptake of preventive services was observed during the pilot. Immunization coverage for children under five rose by 27%, and antenatal care visits among pregnant women increased by 35%. Screening rates for hypertension and diabetes among adults aged 30 and above doubled within six months. The use of AI algorithms for risk stratification enabled health workers to prioritize high-risk individuals for targeted follow-up, resulting in earlier detection of conditions such as gestational diabetes and pre-eclampsia (Ajiga, *et al.*, 2024, Daraojimba, *et al.*, 2024, Mustapha, *et al.*, 2024, Okolo, *et al.*, 2024).

Cost savings were another key outcome of the pilot. Through the use of telemedicine and virtual consultations, transportation costs incurred by patients reduced by an average of 42%, particularly in rural areas where travel to the nearest health facility previously required several hours and high out-of-pocket expenses. The digital triage system also reduced unnecessary in-person visits, allowing providers to manage time more efficiently and focus on high-need cases (Ajiga, *et al.*, 2024, Daraojimba, *et al.*, 2024, Mbata, *et al.*, 2024, Obi, *et al.*, 2024). At the health system level, digitized record-keeping and data sharing improved coordination between service providers and minimized redundancy, leading to an estimated 18% reduction in administrative costs related to paper-based documentation and referrals.

Patient satisfaction emerged as a strong indicator of the framework's success. Feedback gathered through surveys and community meetings revealed that over 80% of users felt more empowered to manage their health after engaging with the digital tools. Many appreciated the convenience of virtual consultations, the clarity of health messages delivered through mobile apps, and the respect and responsiveness shown by digitally enabled community health workers. In communities where trust in traditional health systems had been low, the framework's emphasis on community engagement and culturally appropriate content helped rebuild relationships and foster acceptance of preventive health services (Ajiga, *et al.*, 2024, Chukwuma-Eke, *et al.*, 2024, Komi, *et al.*, 2024, Ogunwole, *et al.*, 2024).

Despite these positive outcomes, the pilot program encountered several challenges that provided critical learning for future scaling. One major issue was the limited digital literacy among older adults and individuals with little to no formal education. While the mHealth applications were designed to be user-friendly, many users still struggled with basic smartphone functions. This limitation required the development of audio-visual instructions, pictorial interfaces, and continued one-on-one support by community health workers (Ajiga, *et al.*, 2024, Chukwuma-Eke, *et al.*, 2024, Matthew, *et al.*, 2024). It also highlighted the importance of investing in long-term digital education initiatives to build capacity across generations.

Connectivity issues also posed a significant barrier, particularly in remote rural locations. In some areas, even

mobile network coverage was intermittent, disrupting telemedicine sessions and delaying data uploads to EHR systems. To address this, the pilot included the use of offline-capable apps with delayed synchronization, but this workaround limited the potential for real-time analytics and immediate risk alerts. Infrastructure development such as strengthening mobile network coverage and ensuring uninterrupted power supply emerged as a prerequisite for scaling the framework beyond pilot settings (Fiemotongha, *et al.*, 2023, Folorunso, *et al.*, 2023, Komi, *et al.*, 2023).

Another challenge involved data privacy and user trust. While many participants valued the digital tools, some expressed concerns about how their health information would be used, stored, or shared. These concerns were more pronounced among women, whose health data often intersects with sensitive cultural norms. As a result, the pilot introduced data protection workshops and implemented consent-based data collection protocols. These efforts improved transparency and built user confidence, but they also underscored the necessity for robust governance frameworks to ensure ethical data use in future deployments (Akinmoju, *et al.*, 2024, Daraojimba, *et al.*, 2024, Komi, *et al.*, 2024, Ojika, *et al.*, 2024).

Health worker workload and digital fatigue also became issues midway through the pilot. Although digital tools increased efficiency in service delivery, they also introduced new responsibilities, such as data entry, app troubleshooting, and managing virtual consultations. This created additional strain, especially for health workers already operating in resource-constrained settings. To mitigate this, the project adjusted staffing ratios, rotated digital responsibilities among team members, and offered incentives for digital performance (Akintobi, Okeke & Ajani, 2023, Daraojimba, *et al.*, 2023, Ogunwole, *et al.*, 2023). These adaptations improved morale and ensured sustained engagement, but they also highlighted the importance of designing interventions that consider human capacity and avoid overburdening front-line workers.

A final lesson learned from the pilot was the value of continuous community feedback. Regular engagement sessions provided a platform for users to express their satisfaction, raise concerns, and suggest improvements. These insights were instrumental in making iterative changes, such as modifying app features, updating educational content, and adjusting service delivery schedules to align with community routines. The feedback loops created a sense of shared ownership and accountability, reinforcing the participatory spirit of the framework (Akintobi, Okeke & Ajani, 2023, Chukwuma-Eke, *et al.*, 2023, Nwaimo, *et al.*, 2023).

In summary, the pilot implementation of the digital health framework in marginalized communities provided critical evidence on its potential impact, as well as valuable insights into the complexities of real-world deployment. The framework significantly increased service utilization, generated cost savings for both patients and health systems, and improved user satisfaction and trust. At the same time, the pilot exposed structural, technological, and human barriers that must be addressed to ensure successful scaling. Lessons learned from digital literacy gaps, infrastructure limitations, privacy concerns, and workload management are being incorporated into the next phase of implementation (Fiemotongha, Olawale & Isibor, 2023, Ikhalea, *et al.*, 2023, Onaghinor, Uzozie & Esan, 2023).

Moving forward, the digital health framework holds considerable promise as a scalable model for delivering preventive care equitably, sustainably, and inclusively in underserved populations.

2.6 Discussion

The implementation and evaluation of a digital health framework for expanding access to preventive services in marginalized communities yield significant implications for policy, health equity, and systemic healthcare reform. The evidence generated through pilot studies and real-world applications highlights the transformative potential of digital health technologies in addressing long-standing disparities in healthcare access and outcomes. However, for the framework to achieve its full potential, these insights must be translated into informed policy decisions, inclusive reforms, and ethical digital health governance (Ayodeji, *et al.*, 2024, Babalola, *et al.*, 2024, Komi, *et al.*, 2024, Odio, *et al.*, 2024).

At the policy level, the framework underscores the urgent need to mainstream digital health within national health strategies. Governments and health authorities must recognize digital health not as an auxiliary innovation but as a core mechanism for service delivery, especially in underserved communities. The success of telemedicine, mHealth applications, and AI-driven screening tools in increasing preventive service utilization suggests that these technologies should be integrated into primary healthcare planning and funding structures (Akpe, *et al.*, 2023, Chianumba, *et al.*, 2023, Kelvin-Agwu, *et al.*, 2023). This requires the development of policy instruments that standardize digital health practices, promote interoperability across platforms, and ensure accountability in data use and system performance. Additionally, policies must support the training and retention of a digitally literate health workforce, particularly at the community level where most preventive interventions occur.

From a health equity perspective, the framework presents an opportunity to reconfigure service delivery models that have historically excluded marginalized populations. By leveraging mobile technologies and decentralized care approaches, the framework addresses some of the key structural barriers to preventive care, such as distance, cost, and lack of health infrastructure. However, ensuring equity goes beyond access it includes participation, representation, and responsiveness. Therefore, policies and programs must be designed with community input, tailored to cultural and linguistic needs, and evaluated based on how well they reduce disparities rather than just expand coverage (Akpe, *et al.*, 2024, Chukwuma-Eke, *et al.*, 2024, Mustapha, *et al.*, 2024, Omisola, *et al.*, 2024). In this sense, the digital health framework is not just a technological intervention but a vehicle for advancing social justice in health.

Systemic reform is also necessary to support the framework's long-term success. Health systems must shift from reactive, curative models to proactive, preventive paradigms. This shift requires a reallocation of resources toward upstream interventions, such as risk assessments, early screening, lifestyle counseling, and continuous monitoring. Digital tools can facilitate this transition by enabling real-time data collection, automated alerts, and continuous patient engagement. However, these tools must be supported by functional health systems capable of responding to identified risks with timely interventions (Al

Hasan, Matthew & Toriola, 2024, Chukwuma-Eke, *et al.*, 2024, Odio, *et al.*, 2024). This means strengthening referral networks, ensuring supply chains for preventive products, and building trust between communities and health providers.

The scalability and adaptability of the digital health framework are essential for its broader implementation across diverse settings. The modular design of the framework encompassing telemedicine, mHealth, EHRs, and AI allows for flexible deployment depending on available infrastructure, community needs, and policy environments. In regions with limited internet connectivity, for example, offline-capable apps and SMS-based interventions can be prioritized (Aminu, *et al.*, 2024, Chianumba, *et al.*, 2024, Mbata, *et al.*, 2024, Ojika, *et al.*, 2024). In urban areas with higher smartphone penetration, more sophisticated applications and virtual consultations can be integrated. This adaptability ensures that the framework is not bound to a one-size-fits-all approach but can be customized to maximize impact under different conditions.

Scalability, however, is contingent on several enabling factors. First, adequate investment is needed to expand digital infrastructure, such as broadband internet, mobile networks, and reliable power sources. Public-private partnerships can play a key role in this domain, pooling resources and technical expertise to build the foundational infrastructure needed for digital health. Second, interoperability must be a guiding principle in system design to allow seamless communication between various digital tools and health information systems (Okolo, *et al.*, 2023, Oluoha, *et al.*, 2023, Omisola, *et al.*, 2023, Onibokun, *et al.*, 2023). Without this, scale can lead to fragmentation rather than integration, ultimately undermining the continuity and quality of care. Third, governance frameworks must be established to guide the ethical and equitable expansion of digital health solutions. This includes data governance policies, user consent protocols, and mechanisms for grievance redress and accountability.

The framework also brings to the forefront the pressing issue of the digital divide. Although digital health promises to democratize access to care, there is a real risk that it could exacerbate inequalities if not carefully managed. Many marginalized communities lack the devices, connectivity, and digital literacy required to engage with digital platforms. Women, older adults, people with disabilities, and those with limited education are particularly at risk of being excluded from digital health innovations (Okolo, *et al.*, 2023, Oluoha, *et al.*, 2023, Omisola, *et al.*, 2023, Onukwulu, *et al.*, 2023). Addressing this divide requires a multi-pronged strategy: First, the distribution of affordable devices and data packages to those in need; second, the establishment of community digital access points, such as health kiosks and digital health hubs; and third, the implementation of inclusive digital literacy programs that empower individuals to confidently use technology for their health.

Beyond physical access, ethical considerations must be central to the digital health framework. The collection and use of health data in digital environments raise critical questions about privacy, consent, and security. In communities with histories of exploitation or marginalization, these concerns are particularly acute. If not addressed, they can erode trust and hinder adoption. Ethical digital health governance must prioritize informed consent,

user control over data, and transparent communication about how data will be used and shared (Onukwulu, *et al.*, 2023, Orieno, *et al.*, 2023, Oyeyipo, *et al.*, 2023). Moreover, algorithms used in AI-based decision-making must be monitored for bias and validated for accuracy across diverse populations. Inclusive algorithm development, rigorous testing, and regular audits are necessary to ensure that digital innovations do not perpetuate or worsen existing disparities.

The framework also challenges traditional notions of health system leadership and accountability. As digital health brings in new actors technology firms, app developers, data scientists it becomes essential to establish clear roles, responsibilities, and regulatory oversight. Multisectoral collaboration must be structured around shared goals of health equity, user protection, and public benefit. This includes creating mechanisms for joint planning, data sharing, and ethical review across sectors (Onukwulu, *et al.*, 2023, Orieno, *et al.*, 2023, Ozobu, *et al.*, 2023). Importantly, community voices must be included not only as end-users but as co-creators and decision-makers in the digital health ecosystem. Their lived experiences, preferences, and insights are critical in shaping interventions that are both effective and acceptable.

Ultimately, the digital health framework for expanding access to preventive services in marginalized communities represents a paradigm shift in how healthcare can be conceptualized and delivered. It moves away from static, facility-based models toward dynamic, user-centered, and data-driven systems. By embracing digital technologies while foregrounding equity, ethics, and community engagement, the framework offers a pathway to universal health coverage that leaves no one behind (Onukwulu, *et al.*, 2023, Onyeke, *et al.*, 2023, Ozobu, *et al.*, 2023). However, its success depends on deliberate and inclusive implementation one that confronts structural inequalities, bridges digital gaps, and reforms systems to be more proactive, participatory, and resilient. As health systems around the world seek to recover from recent global health crises and prepare for future challenges, adopting and scaling such frameworks is not just an option it is an imperative.

2.7 Conclusion

The development and evaluation of a digital health framework for expanding access to preventive services in marginalized communities mark a critical advancement in addressing longstanding health disparities through innovative, inclusive, and technology-driven solutions. This framework integrates core digital components such as telemedicine, mobile health applications, electronic health records, and AI-driven personalization with strong community support systems, including digital literacy, co-designed interventions, and data-informed decision-making. It offers a scalable and adaptable model capable of responding to the unique challenges faced by underserved populations, enabling them to access timely, culturally relevant, and cost-effective preventive care. The pilot implementations and evidence gathered underscore the framework's effectiveness in improving service utilization, reducing costs, enhancing user satisfaction, and building trust in digital health tools.

As the global health landscape evolves, future research must delve deeper into optimizing these digital tools for diverse

settings, refining AI algorithms to reduce bias, and developing more robust, context-sensitive evaluation metrics that prioritize health equity. Continued exploration into sustainable financing mechanisms, public-private partnerships, and policy integration will be essential to ensure the long-term viability and impact of digital health solutions. Moreover, future implementation efforts must address the underlying infrastructure gaps, prioritize inclusive design, and expand digital literacy programs that empower individuals and communities to take ownership of their health journeys.

The momentum generated by the promising results of this framework must now be translated into decisive action. Policymakers, health system leaders, technologists, researchers, and community advocates must collaborate to institutionalize digital health as a core strategy in preventive care. Investments in infrastructure, training, and inclusive governance are urgently needed to bridge the digital divide and protect the rights and dignity of all users. It is no longer sufficient to rely solely on conventional models of care now is the time to embrace equitable, tech-enabled healthcare systems that place prevention, participation, and personalization at the center. By doing so, we can transform health outcomes for marginalized populations and take a significant step toward achieving universal health coverage and health equity for all.

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