Optimization of Population-Health Interventions Leveraging Geospatial and Predictive Analytics to Promote Care Equity

Tahmidur Rahman Chowdhury, Mizanur Rahman, Shamima Afrose, Sabiqun Nahar

Ambassador Crawford College of Business and Entrepreneurship, Kent State University, Kent, Ohio, USA

DOI: https://doi.org/10.51584/IJRIAS.2026.11010096

Received: 21 January 2026; Accepted: 27 January 2026; Published: 12 February 2026

ABSTRACT

Members of populations experience health inequities in spite of dramatic improvements in clinical care and overall health care and are indicative of imbedded differences in both social determinants of health, environmental exposures, accessibility of healthcare, and the allocation of resources. Conventional population-health initiatives generally depend on aggregate indicators and ex post analysis and thereby are less effective in identifying localized vulnerability, predicting exceptional risks and fairly distributing services. The paper focuses on the problem of population-health intervention optimization by the integrated application of geospatial analytics and predictive analytics as the way to proactively advance care equity. The given approach utilizes the high-resolution geospatial data coupled with predictive analytics to identify spatial, temporal and demographic patterns of health risk and service use. Geospatial techniques allow accurate mapping of disparities at small geographic levels by combining different streams of data, such as census and socioeconomic data, electronic health records, environmental and climatic data, mobility data, and healthcare infrastructure data. Through these analyses, clusters of unmet need, structural impediments to access and contextual factors that affect health outcomes have been identified and usually remain hidden in conventional population-level analyses.

Predictive analytics are then used to predict the future population health trends and intervention needs and results in different situations. Risk stratification, disease incidence and progression prediction, and the modelling of the effects of directed interventions in heterogeneous populations are estimated using machine learning and statistical modelling techniques. The proactive, problem-solving approach of this capability supports planning of intervention in high-risk populations before problems arise, enabling health systems and policymakers to focus on high-risk communities, timing and location of intervention in relation to a high risk of problems, and limit analysis outputs to context-specific strategies that do not cause further inequity. Equity-based performance indicators, including access gaps, better performance with marginalized groups, and equitable resource distribution in relation to the need, are also part of the optimization process. Scenario modelling also allows one to assess trade-offs between efficiency and equity, which will allow making evidence-based transparent decisions.

The findings reveal the paradigm shift in the need to integrate geospatial intelligence and predictive analytics into population-health management. This approach offers a flexible and scalable model of addressing complex health inequities because it allows accurate identification of disparities, predictive risk forecasts and optimal interventions to reduce inequality. Finally, the combination of these analytic functions would enable the creation of more responsive, accountable, and equitable health systems, which would promote better health in the population and ensure that care delivery is based on equity principles and social justice.

INTRODUCTION

Population health can be defined as the overall health status of specified groups of people and involves the allocation of health status and the factors that control the health status. In comparison with the conventional approaches to clinical practice, which is oriented at the work with single patients, population health is based on

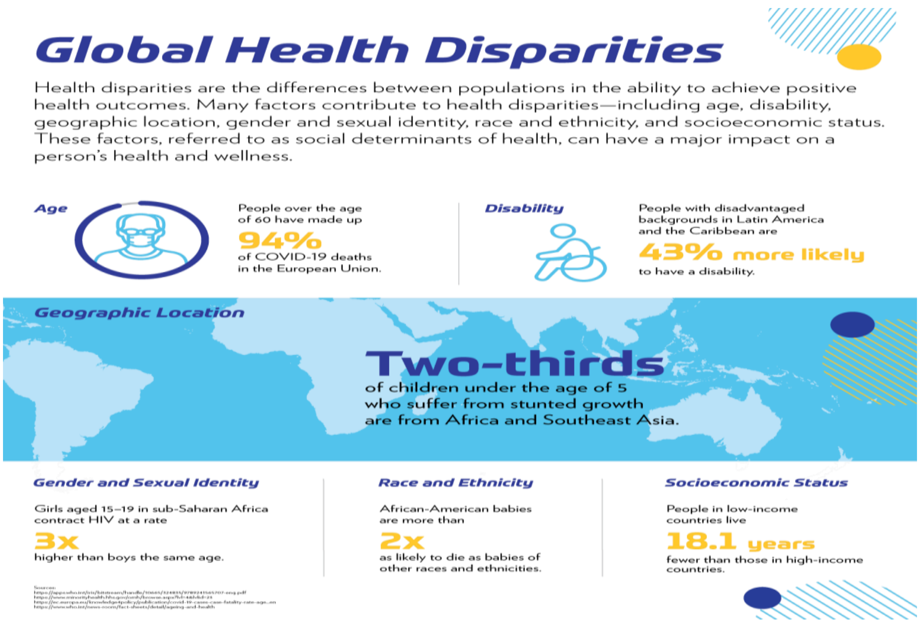
ISSN No. 2454-6194 | DOI: 10.51584/IJRIAS |Volume XI Issue I January 2026

prevention, health promotion, and health risk management in communities. The key in this concept is care equity which refers to equitable and just allocation of healthcare resources, services, and opportunities in order to have the best health outcomes, irrespective of geographic location, socioeconomic status, race, ethnicity, and other social determinants. The concept of care equity does not mean that there should be no disparity in care, but instead that there should be a proportional distribution depending on the needs, risks, and structural disadvantage.

Although significant investments have been made in healthcare systems and health infrastructure, there are still significant inequalities in health outcomes that constantly affect the populations across the globe. These inequities are manifested not only in geographic areas, including urban versus rural, underserved neighborhoods, and environmentally overloaded areas but also in demographic areas in terms of income, education, race, ethnicity, age, and disability status. Some of the causes of such inequities are uneven exposures to environmental risks, differences in availability of primary and preventive care, systemic obstacles in the healthcare systems, and the larger social and economic inequalities. These effects are often compounded by the spatial concentration of disadvantage, which leads to geographic hotspots of poor health outcomes that are poorly mitigated by the traditional intervention strategies.

To address these difficulties, data-driven optimization has become an essential part of the modern public health practice. Improvement of data availability, computer power, and methodologies of analysis has allowed more complex multi-dimensional health data to be analyzed. They can be geospatial analytics used to visualize and quantify spatial patterns of health outcomes and service accessibility and predictive analytics used to predict health risks, service demand, and impacts of potential interventions. All these methods contribute to evidence-based decision-making as they help define the areas where interventions are required the most, how the resources can be used to better effect, and when the timely response can be taken to avoid the aggravation of health risks. Notably, optimization here goes beyond efficiency and includes equity-oriented goals that focus on the decrease in disparities, and gains to historically marginalized groups of people.

The aim of the topic is to explore how population-health interventions can be optimized systematically using the combination of geospatial and predictive analytics to promote care equity. It discusses the theoretical background, research methodology, and implications of using advanced analytics to population-health planning and interventions design. The areas of scope include application of multisource data combination, spatial risk stratification, predictive modelling, and equity-conscious assessment structures to be used in supporting targeted, proactive, and fair community health actions. This work will help make health systems more responsive, accountable, and inclusive by defining the data-driven perspective on equitable population-health optimization and developing the more accountable and inclusive systems.



CONCEPTUAL FRAMEWORK

The theoretical framework of the presented work places the population-health interventions, care equity, and advanced analytics in a combined decision-support paradigm. It understands that to enhance population health outcomes, it is necessary to ensure not only effective interventions, but also to carefully methodically meet the needs, target resources, and assess outcomes through a clear equity prism. The framework facilitates evidence-based decision making throughout the entire population-health continuum through a combination of geospatial and predictive analytics.

Population-Health Interventions: Prevention, Promotion, and Care Delivery

Population-health interventions involve wide range of activities that focus on the enhancement of health outcome of communities and not at the individual level. The interventions are usually divided into prevention, health promotion and delivery of care. Preventive interventions aim at preventing the occurrence and progression of disorder by engaging in activities like screening, immunization and early disease diagnosis. Health promotion programs respond to behavioral, social, and environmental behaviors affecting health such as lifestyle change, community participation, and policy-based interventions. The interventions of care delivery aim at optimizing accessibility to and quality of medical services, especially in the management of chronic and high-risk groups.

In the conceptual framework, these areas of intervention are considered to be interdependent and dynamically affected by situational aspects like geography, population demographics, and capacity of the healthcare system. To manage and prevent infections at population-health, both interventions and targeted interventions in these areas have to be coordinated with the help of the information that will indicate both a person and community-level risk factors.

Care Equity: Access, Quality, Outcomes, and Social Determinants of Health

The principle of care equity is one of the key organizing principles of the structure and goes beyond equal access to services to include access fairness, quality, and health. Equitable access is the right of persons and a community to receive adequate and prompt healthcare services free of any financial, geographic, or structural restrictions. Quality equity assures that care provided is both consistent and evidence-based, as well as culturally responsive among the populations. Equitable outcomes focus on the minimization of preventable and unfair differences in morbidity, mortality and well being.

The understanding of the socioeconomic status, education, housing, employment, environmental exposures and social cohesion are critical components of care equity. These determinants influence health risks and patterns of utilization of healthcare and usually have a high level of spatial clustering. The framework clearly integrates SDOH as fundamental inputs into intervention planning and assessment because it has recognized that population health optimization has to focus on both upstream consistencies of inequity and clinical correlates.

Optimization as a Decision-Support Approach

The conceptualization of optimization in this framework is based on a decision-support process that informs the allocation, timing and design of population-health interventions. In place of efficiency or cost reduction, the optimization is characterized by multi-objective guidelines that integrate effectiveness, resource limitations and equity results. The method will allow decision-makers to compare alternative intervention options, estimate trade-offs, and give priority to those actions that will benefit as many people as possible, alleviating disparities.

Optimization is dynamic and adaptive and uses outcomes and feedback of the interventions and also takes changing population requirements. The framework ensures that processes of optimization are in line with wider objectives of health and social justice by integrating equity-based measures, including the minimization of access disparities or the enhancement of high-risk groups. This decision support orientation fills the gap between the analytic understanding of systems and practical interventions in health system and policy settings

Integration of Geospatial and Predictive Analytics

Analytical basis of the conceptual framework consists of the combination of geospatial and predictive analysis. With the help of geospatial analytics, it is possible to visualize and analyze spatial trends in health outcomes and service access and social determinants to locate geographic clustering of risk and unmet need. Such findings can guide place- based intervention development and assist to realize the influence of the factors within the environments that influence health.

Predictive analytics are a complement to spatial analysis and provide the forecasting of health risks and the demand for services and potential impacts of intervention over a period of time. Through statistical and machine learning models, risk stratification, scenario analysis and proactive planning are provided by predictive models. When integrated, geospatial and predictive analytics offer a comprehensive view of population health going forward that can be used for optimizing decisions.

Combined, these analytic abilities are the cause of population-health management as a proactive, equity-based system instead of a reactive, retrospective process. The conceptual framework thus makes advanced analytics key enablers for optimized, equitable population-health interventions linking the use of data to decision-making and action in integrated and scalable model.

Data Foundations

The successful use of geospatial and predictive analytics in the optimal use of population-health interventions requires strong data bases. Analytic outputs are valid, equitable and reliable depending on the quality, representativeness and governance of the underlying data. In this section, the main data sources that facilitate population-health optimization are described as well as the most important aspects of data quality, bias, privacy and ethical use.

Data Sources

Optimisation of population-health interventions requires the integration of diverse, multi-level data sources that capture clinical, social, environmental, and behavioural determinants of health. These data sources collectively enable a holistic understanding of population needs and contextual drivers of inequity.

Electronic Health Records (EHRs)

Electronic health records constitute a primary source of individual-level clinical data, including diagnoses, laboratory results, medication histories, healthcare utilisation patterns, and care outcomes. EHRs provide high temporal resolution and support longitudinal analysis of disease progression and care pathways. When aggregated and appropriately de-identified, EHR data enable population-level risk stratification and identification of high-need groups. However, EHR data often reflect health care seeking behaviour rather than true population prevalence, necessitating careful interpretation when used for equity-focused analyses.

Public Health Surveillance Data

Public health surveillance systems provide population-level data on disease incidence, prevalence, mortality, and risk factors. These data are typically standardised, systematically collected, and designed to support monitoring of population health trends over time. Surveillance data are particularly valuable for detecting geographic and temporal patterns of health outcomes, supporting early warning systems, and evaluating the impact of population-health interventions. Their integration with other data sources enhances situational awareness and strengthens predictive modelling.

Census and Socioeconomic Data

Census and related socioeconomic datasets capture critical social determinants of health, including income, education, employment, housing conditions, and demographic composition. These data are essential for understanding structural drivers of health inequities and for contextualising clinical and surveillance data. At fine geographic scales, census data enable the identification of socially and economically disadvantaged communities, supporting place-based intervention planning and equity focused resource allocation.

Environmental and Mobility Data

Environmental data—such as air and water quality, climate variables, land use, and exposure to environmental hazards—provide insight into contextual factors that influence health risks and outcomes. Mobility data, derived from transportation systems, mobile devices, or aggregated location services, offer valuable information on population movement patterns, access to services, and potential exposure pathways. When combined with geospatial analytics, these data support the assessment of environmental justice concerns and the design of interventions sensitive to spatial and behavioural dynamics.

Data Quality, Bias, and Representativeness

Data-driven optimization is inherently constrained by the quality and representativeness of available data. Incomplete records, inconsistent coding practices, temporal gaps, and spatial misalignment can compromise analytic validity. More critically, systemic biases embedded within data sources—such as underrepresentation of marginalized populations in EHRs or surveillance systems—can lead to distorted risk estimates and inequitable intervention prioritization.

The framework emphasizes the importance of data quality assessment, bias detection, and validation processes, including missing data analysis, cross-source triangulation, and sensitivity testing. Equityaware analytic practices require explicit evaluation of who is represented in the data, who is missing, and how these patterns may influence model outputs. Addressing these challenges is essential to ensure that optimization efforts do not inadvertently reinforce existing disparities.

Privacy, Governance, and Ethical Considerations

The use of sensitive health and location-based data raises significant privacy, governance, and ethical concerns. Population-health analytics must adhere to legal and regulatory requirements related to data protection, consent, and confidentiality. Beyond compliance, ethical data governance frameworks should priorities transparency, accountability, and public trust.

Key considerations include the use of data minimization and de-identification techniques, secure data storage and access controls, and clear governance structures defining data stewardship and permissible uses. Ethical oversight mechanisms are necessary to address potential risks such as re-identification, surveillance harms, and misuse of predictive insights. Importantly, equity-focused population-health optimization requires inclusive governance approaches that engage communities, respect data sovereignty, and align analytic objectives with public interest and social justice principles.

Geospatial Analytics In Population Health

Geospatial analytics plays a critical role in understanding the spatial dimensions of population health, enabling the identification of geographic disparities, structural barriers to care, and contextual risk factors. By integrating location- based data with health, socioeconomic, and environmental information, geospatial methods support place-based decision-making and targeted intervention design aimed at advancing care equity.

Geographic Mapping of Health Outcomes and Service Access

Geographic mapping provides a foundational capability for visualising the distribution of health outcomes and healthcare services across regions. Spatial representations of disease prevalence, mortality rates, healthcare utilisation, and service availability reveal geographic variation that may not be evident in non-spatial analyses.

Mapping health facilities, transportation networks, and population density further enables assessment of physical access to care, including travel time, service coverage, and infrastructure constraints. These visual insights support identification of underserved areas and inform strategic placement of population-health interventions.

ISSN No. 2454-6194 | DOI: 10.51584/IJRIAS |Volume XI Issue I January 2026

Identification of Hotspots and Care Deserts

Hotspot analysis is used to identify geographic areas with disproportionately high concentrations of adverse health outcomes, while care deserts refer to regions with limited or no access to essential healthcare services. Geospatial analytics enables the systematic detection of these areas by combining health outcome data with service availability metrics. Identifying hotspots and care deserts supports prioritisation of high-need communities and facilitates targeted deployment of interventions, such as mobile clinics, community health workers, or telehealth services. This approach is particularly relevant for addressing inequities in rural, peri-urban, and socioeconomically disadvantaged settings.

Spatial Clustering and Spatial Autocorrelation

Spatial clustering and spatial autocorrelation techniques quantify the degree to which health outcomes and risk factors are geographically correlated. Methods such as Moran's I, Getis–Ord statistics, and spatial scan statistics enable the detection of statistically significant clusters and patterns across geographic space. These analyses help distinguish meaningful spatial trends from random variation, providing a robust evidence base for intervention planning. Understanding spatial dependence is essential for accurate modelling and for avoiding biased inferences that can arise when spatial structure is ignored.

Incorporation of Social Determinants of Health and Environmental Risk Factors

Geospatial analytics allows for the integration of social determinants of health (SDOH) and environmental risk factors into population-health analyses. Mapping socioeconomic indicators, housing conditions, education levels, environmental exposures, and climate-related risks alongside health outcomes provides critical context for understanding the upstream drivers of inequity. Spatial overlays and composite indices can be used to identify areas where social and environmental vulnerabilities converge, supporting equity-focused intervention design that addresses both clinical and structural determinants of health.

Use Cases

Geospatial analytics has been widely applied across diverse population-health contexts. In infectious disease management, spatial mapping and hotspot detection support outbreak surveillance, contact tracing, and targeted vaccination strategies. In chronic disease management, geospatial analyses help identify communities with high disease burden and limited access to preventive or specialty care, enabling targeted risk reduction and care coordination initiatives. In maternal and child health, spatial analyses reveal disparities in prenatal care access, maternal morbidity, and birth outcomes, informing interventions aimed at improving outcomes among high-risk populations. Across these use cases, geospatial analytics enhances situational awareness and supports data-driven, equitable public health action.

Predictive Analytics For Targeted Interventions

Predictive analytics is a cornerstone of modern population-health management, providing the capacity to anticipate health risks, allocate resources efficiently, and target interventions proactively. By leveraging historical data, demographic information, and environmental and social determinants of health, predictive models enable decision- makers to move from reactive to proactive approaches that prioritize high-need populations and promote equity.

Risk Stratification and Population Segmentation

Risk stratification involves categorizing individuals or subpopulations according to their likelihood of experiencing adverse health outcomes or high healthcare utilization. Using predictive analytics, populations can be segmented based on clinical, behavioral, socioeconomic, and environmental factors, allowing for differentiated intervention strategies. For example, high-risk segments may receive intensive care coordination, community outreach, or preventive services, while lower-risk segments may benefit from population-wide health promotion initiatives. Risk stratification ensures that interventions are efficiently allocated and that resources are directed toward those who will benefit most, addressing inequities in access and outcomes.

Predictive Modeling of Disease Incidence, Utilization, and Outcomes

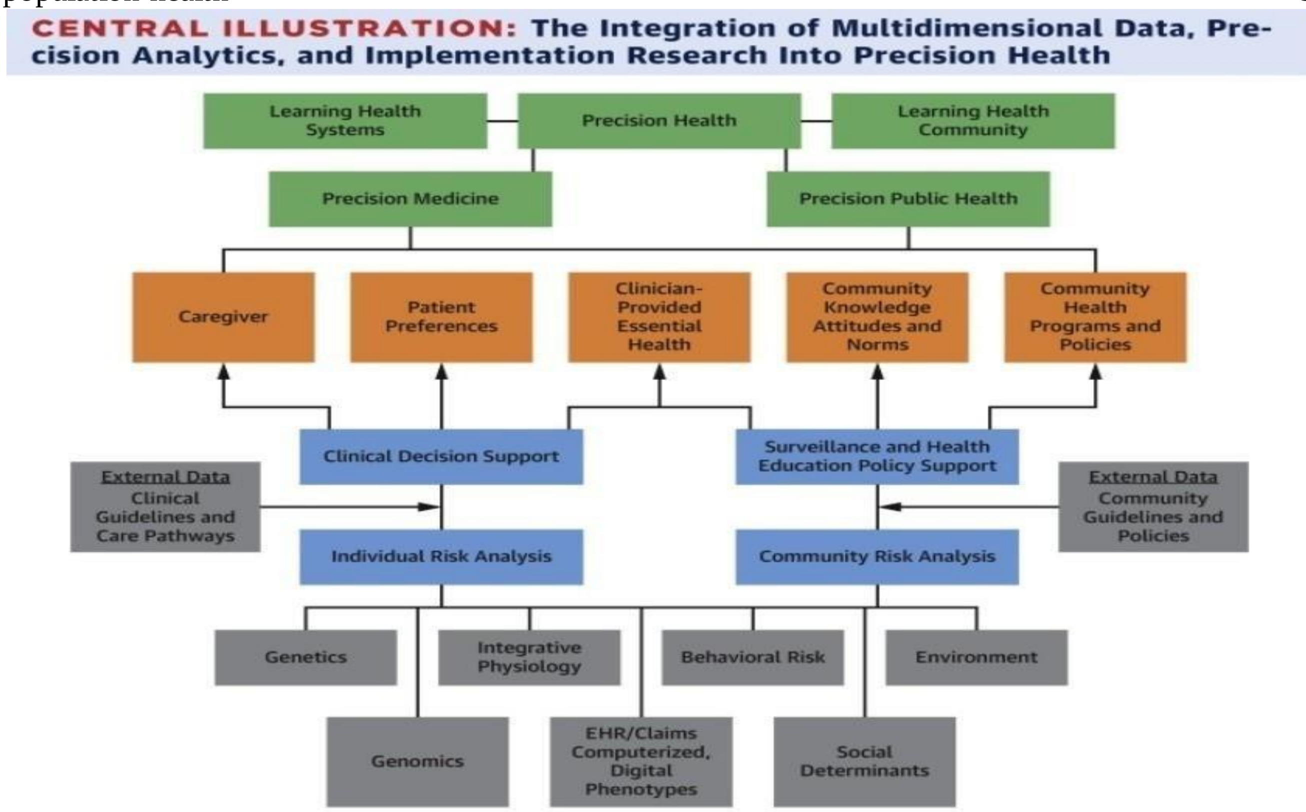
Predictive modeling employs statistical and machine learning techniques to forecast future health events and service needs. Models can estimate the incidence of chronic and acute diseases, predict patterns of healthcare utilization, and project clinical outcomes under different scenarios. Inputs may include electronic health records, claims data, census- derived social determinants, environmental exposures, and geospatial indicators. By identifying emerging risk patterns, predictive models inform tailored interventions that are responsive to both individual and community-level health needs.

Forecasting Intervention Demand and Resource Needs

Predictive analytics facilitates the forecasting of intervention demand and the planning of resource allocation across healthcare systems. By simulating population-level scenarios, models can estimate staffing needs, medication and supply requirements, and the expected utilization of preventive or specialty services. These forecasts support operational decision-making, ensuring that interventions are delivered efficiently and equitably. For instance, predictive demand models can guide the deployment of mobile clinics to underserved areas, optimize vaccination campaigns, or prioritize outreach for preventive screenings in high-risk communities.

Early Warning Systems for Emerging Inequities

Beyond operational planning, predictive analytics enables the development of early warning systems that detect emerging inequities in health outcomes and access. By continuously monitoring population health indicators, social determinants, and service utilization patterns, these systems can flag disparities before they become entrenched. Early warning alerts allow policymakers, public health officials, and healthcare organizations to implement timely, targeted interventions to mitigate inequities, such as addressing gaps in preventive care, managing environmental exposures, or reallocating resources to disadvantaged communities. Integrating predictive analytics with equity-focused monitoring strengthens the responsiveness and fairness of population-health strategies.



Optimisation Of Interventions

Optimising population-health interventions involves the systematic allocation of resources to maximise health impact while promoting equity and operational efficiency. By integrating data-driven insights from geospatial and predictive analytics, optimisation supports informed decision-making in complex, multi-dimensional healthcare environments. This section outlines the objectives, constraints, and analytical techniques central to intervention optimisation, emphasizing equity-focused outcomes.

Defining Objectives: Equity, Efficiency, and Impact

Effective optimisation requires clear articulation of objectives. Three primary dimensions guide intervention planning:

- **Equity**: Ensuring that interventions prioritise populations with the greatest unmet need, reduce disparities in access and outcomes, and consider social determinants of health. Equity-focused objectives may include minimising geographic care deserts, improving outcomes for high-risk groups, or reducing structural inequities.

- **Efficiency**: Maximising health gains relative to resource expenditure, including cost, time, and workforce utilisation. Efficient interventions ensure that limited healthcare resources reach the maximum number of individuals with measurable impact.

- **Impact**: Achieving clinically and socially meaningful outcomes, such as reductions in disease incidence,

improvements in quality of life, or enhanced preventive care uptake. Optimisation balances short-term and long-term impacts across diverse population segments.

Constraints: Budget, Workforce, and Infrastructure

Optimisation occurs within real-world constraints that influence feasibility and scalability:

- **Budgetary limitations** restrict the total expenditure available for interventions, necessitating prioritisation of high-impact, cost-effective strategies.

- **Workforce capacity** determines the number and skill level of healthcare professionals available to deliver interventions, affecting coverage and service quality.

- **Infrastructure limitations**, including facility availability, transport networks, and technological systems, influence geographic coverage and service accessibility.

Incorporating these constraints into optimisation ensures that solutions are realistic, actionable, and sustainable.

Optimisation Techniques

A range of quantitative techniques is applied to optimise interventions under multiple objectives and constraints. Key approaches include:

Mathematical Programming

Mathematical programming, including linear, integer, and mixed-integer programming, provides formal frameworks for allocating limited resources to maximise predefined objectives. These models can simultaneously incorporate multiple constraints and objectives, such as equitable coverage, budget limits, and workforce availability. Optimization outputs indicate the optimal allocation of interventions across populations and geographic regions.

Simulation and Scenario Analysis

Simulation techniques, including agent-based models and discrete-event simulations, enable the exploration of complex intervention dynamics under different scenarios. Scenario analysis allows planners to evaluate "what-if" questions, assess potential outcomes of alternative strategies, and identify robust interventions that perform well under uncertainty. Simulations are particularly valuable for capturing nonlinear interactions between population behaviors, disease transmission, and resource deployment.

Machine Learning–Driven Optimisation

Machine learning (ML) methods enhance optimisation by identifying patterns and predicting intervention outcomes under complex, high-dimensional conditions. Reinforcement learning, for example, can iteratively refine intervention strategies by learning from simulated or real-world feedback. ML-driven optimisation complements traditional mathematical and simulation approaches by accommodating nonlinear relationships, heterogeneous populations, and dynamic contexts.

Allocation of Resources Across Geographies and Populations

Optimisation frameworks inform the spatial and demographic allocation of interventions, ensuring that resources reach areas of greatest need. By integrating geospatial analytics, predictive risk stratification, and constraint-aware optimisation models, decision-makers can target high-risk communities, reduce care deserts, and achieve equitable coverage. Outputs may include prioritisation maps, resource distribution plans, and intervention schedules tailored to population vulnerability and service availability. This integrated approach ensures that optimisation not only maximises efficiency and impact but also advances the overarching goal of care equity.

Promoting Care Equity Through Analytics

Promoting care equity is a central goal of population-health interventions. Analytics—both geospatial and predictive— play a critical role in identifying disparities, informing targeted strategies, and evaluating the effectiveness of interventions through an equity lens. This section describes how advanced analytics can be leveraged to identify underserved populations, design culturally and geographically appropriate interventions, measure equity-focused outcomes, and mitigate bias in decision-making.

Identifying Underserved and High-Risk Populations

Accurate identification of underserved and high-risk populations is fundamental to equitable healthcare delivery. By integrating multiple data sources—including electronic health records, census data, social determinants of health (SDOH), and environmental metrics—analytics can uncover geographic areas, demographic groups, or subpopulations experiencing disproportionate disease burden or limited access to care. Techniques such as risk stratification, hotspot mapping, and spatial clustering provide actionable insights into where interventions are most needed. Targeting resources to these high-need populations ensures that equity considerations are embedded in planning and operational decisions.

Designing Culturally and Geographically Appropriate Interventions

Equity-focused interventions must account for the cultural, linguistic, and geographic contexts of the populations they serve. Analytics support the tailoring of interventions by identifying location-specific barriers to care, population preferences, and structural determinants of health. For example, geospatial data can inform the placement of mobile clinics in areas with limited healthcare access, while predictive models can guide outreach strategies for communities at high risk of chronic disease. Incorporating local knowledge and community engagement alongside analytic insights ensures interventions are contextually appropriate, culturally sensitive, and more likely to achieve sustained impact.

Measuring Equity-Focused Outcomes

Measuring the impact of interventions through an equity lens is essential for accountability and continuous improvement. Equity-focused metrics include reductions in access gaps, improvements in health outcomes among historically underserved populations, and proportional distribution of healthcare resources relative to need. Analytics enable rigorous evaluation by comparing outcomes across different population groups, monitoring trends over time, and quantifying the reduction of disparities. These measures guide iterative optimisation of interventions, ensuring that equity remains a core performance indicator alongside efficiency and effectiveness.

Mitigating Algorithmic Bias and Ensuring Fairness

While analytics can advance care equity, improper design or biased data can inadvertently perpetuate disparities. Algorithmic bias can arise from underrepresentation of vulnerable populations in datasets, historical inequities reflected in clinical records, or models that fail to account for social determinants. Mitigating bias requires proactive strategies, including fairness-aware model development, validation across diverse subpopulations, and transparent reporting of assumptions and limitations. Incorporating equity constraints into predictive and optimisation algorithms ensures that analytic outputs do not reinforce existing inequities, but rather actively promote fairness in care delivery.

CONCLUSION

This work has examined the optimisation of population-health interventions through the integrated use of geospatial and predictive analytics, with a central focus on advancing care equity. Across the analytical framework, key insights highlight the importance of combining high-quality, multi-source data with advanced analytic methods to identify disparities, anticipate health risks, and inform targeted, equitable intervention strategies. By linking data foundations, geospatial intelligence, predictive modeling, and optimisation techniques, the approach demonstrates how population- health management can be transformed from a reactive, fragmented process into a proactive and systematic decision- support function.

Geospatial analytics provides critical visibility into the spatial distribution of health outcomes, service access, and social determinants of health, enabling the identification of hotspots, care deserts, and structurally disadvantaged communities. Predictive analytics complements these insights by forecasting disease burden, service demand, and intervention impact, supporting risk stratification and proactive planning. When embedded within optimisation frameworks, these analytic capabilities enable health systems to balance equity, efficiency, and impact, ensuring that limited resources are allocated to populations and geographies with the greatest unmet need.

The integration of geospatial and predictive analytics offers substantial value for equity-focused population health by enabling more precise targeting of interventions, continuous monitoring of disparities, and adaptive responses to emerging inequities. Importantly, this approach underscores the need for equity-aware analytics, robust data governance, and bias mitigation to ensure that analytic tools support fairness rather than reinforce existing disparities. By embedding equity objectives into analytic and optimisation processes, health systems can improve accountability, transparency, and trust.

Moving forward, there is a clear call to action for research, practice, and policy. Future research should focus on developing and validating equity-sensitive analytic methods, improving integration of social and environmental data, and evaluating real-world implementation outcomes. In practice, healthcare organisations and public health agencies should invest in analytic infrastructure, workforce capacity, and cross-sector data collaboration to operationalise these approaches. From a policy perspective, supportive governance frameworks, ethical standards, and sustained funding are essential to enable scalable, equitable population-health innovation. Together, these efforts can harness the full potential of geospatial and predictive analytics to build more just, responsive, and effective population-health systems.

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