



## Health Equity Belongs to **Everybody**

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CEO, Why Health Matters



You do not have to be me in order for us to fight alongside each other. I do not have to be you to recognize that our wars are the same. What we must do is commit ourselves to some future that can include each other and to work toward that future with the particular strengths of our individual identities. And in order for us to do this, we must allow each other our differences at the same time we recognize our sameness."

-Audre Lorde



# goals

get informed

get inspired



get uncomfortable

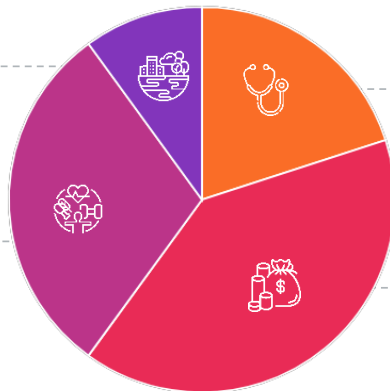
get activated



# know what affects health

**10%**  
Physical Environment

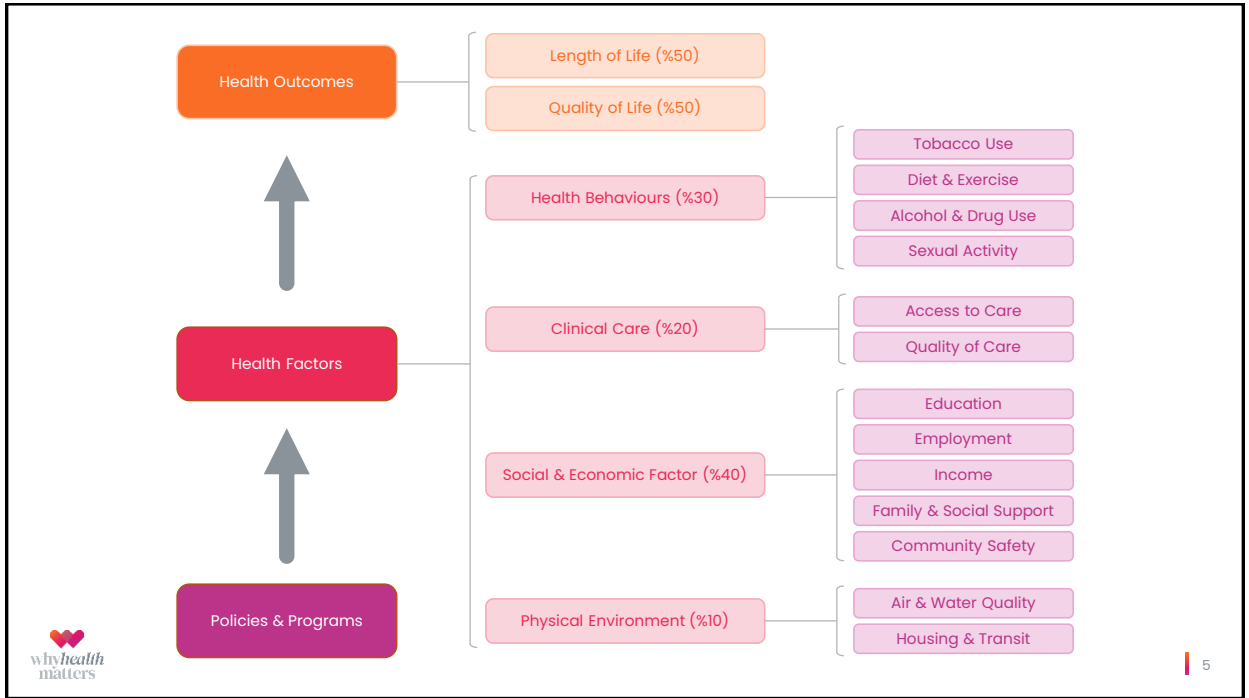
**30%**  
Health Behaviors



**20%**  
Clinical Care

**40%**  
Socioeconomic Factors





# ready to get uncomfortable?

“I suppose I’ll be the one to mention the elephant in the room.”

a comfort zone is a beautiful place but nothing ever grows there

whyhealth matters

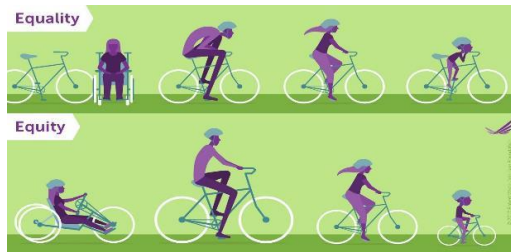
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# Grounding Definitions

Health Disparities are preventable differences in the burden of disease, injury, violence, or opportunities to achieve optimal health. (CDC)

Health Equity is the absence of unfair and avoidable or remediable differences in health among population groups defined socially, economically, demographically or geographically. (WHO)

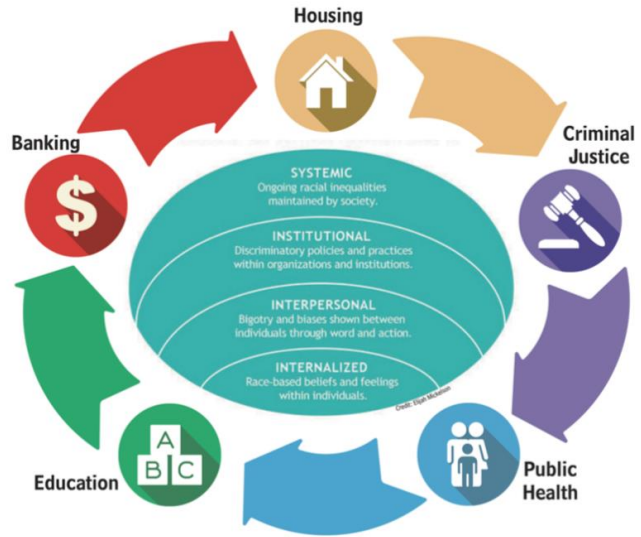
Health Justice is an organizational and operational framework for the achievement and delivery of health equity and social justice. It requires that everyone have the same chance to achieve optimal health, fully participate in society, and access opportunity.



# The “Ism’s” in Medicine



# racism explained



Morgan, J.D., et al. (2018, May). What Racism looks like: An Infographic. Frank Porter Graham Child Development Institute. University of North Carolina at Chapel Hill

# home ownership

Mecklenburg County, 2017

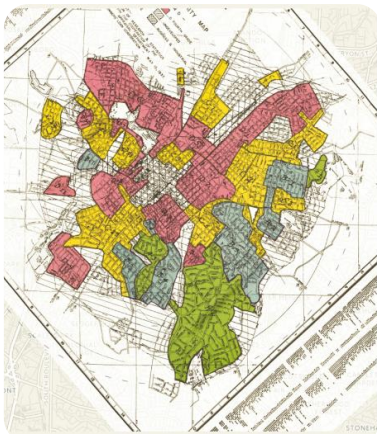
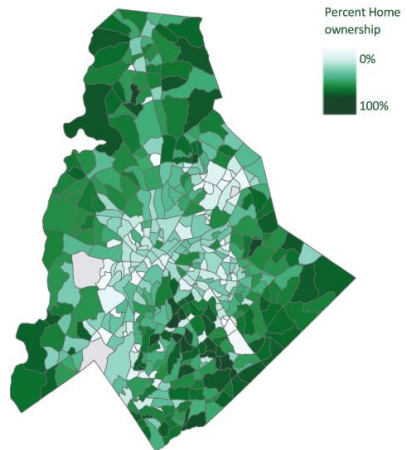


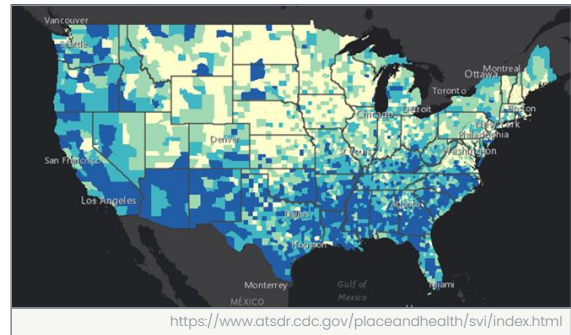
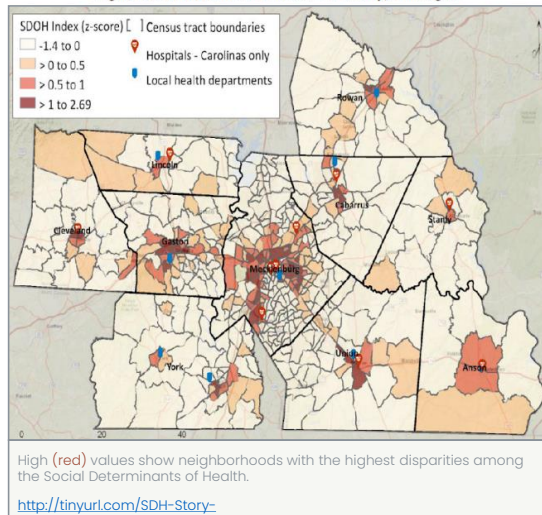
Photo credit: Home Owners Loan Corporation Risk Map, Charlotte (1937)



Source: Charlotte-Mecklenburg Quality of Life Explorer, 2017



Figure 8. Social Determinants of Health Index Map, CHS Region



- Interactive web map
- 10-county region
- 12 SDH indicators at the neighborhood level (Census Tracts)
- Index summarizing indicators into a single variable

Another moment for discomfort: **Operational Hesitancy**

## Medicine's Privileged Gatekeepers: Producing Harmful Ignorance About Racism And Health

**PROMOTING RACE EQUITY IN BEHAVIORAL HEALTH AND  
JUSTICE OUTCOMES: GATEKEEPER BIAS AS A BARRIER**

<https://www.healthaffairs.org/doi/10.1377/forefront.20210415.305480/full/>

<https://www.prainc.com/race-equity-p2/>

why should we care?



Moral Imperative

What if a 747  
crashed everyday in  
the US?



# financial imperative

## Joint Center Health Policy Institute

Found between 2003 & 2006 combined costs of health **inequalities** and **premature death** in US were **\$1.24 trillion**

## Urban Institute

Projects **\$337 billion** to be spent 2009-2018 on health care related disparities

FIGURE 3

A glimpse of how health disparities can increase health care spending

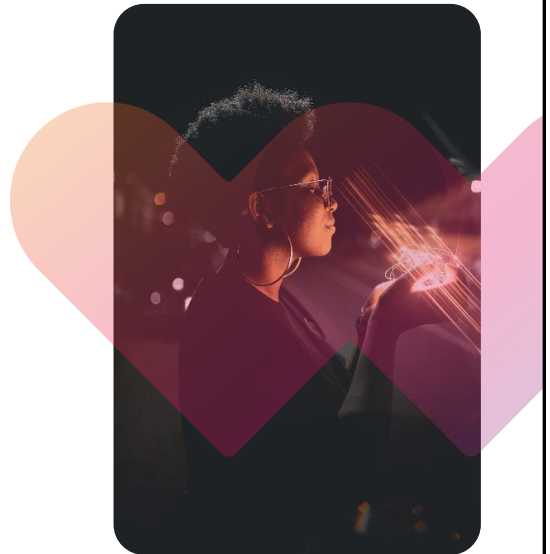
Disease area	Health disparity	Annual cost of disease (in US\$ billions)	% of spending associated with disparity	Unnecessary spending associated with the disparity (in US\$ billions)
Diabetes	Black adults are <b>60%</b> more likely than white adults to be diagnosed with diabetes and are two to three times more likely to have complications	\$327	4.8%	\$15.6
Asthma	The asthma rate for those living under the FPL is <b>11%</b> compared to <b>~7%</b> for those that are <b>&gt;2x</b> the FPL	\$56	4.3%	\$2.4

Sources: Deloitte analysis of data from the US Department of Health and Human Services, Centers for Disease Control and Prevention, and American Diabetes Association.

Deloitte Insights | [deloitte.com/insights](https://deloitte.com/insights)



time to get inspired







## zipcode statistics

- Average age of death is 7 years younger than those who live in other surrounding zip codes
- Since grew up here, a poverty stricken area, her ability to move out of poverty as an adult is less than 10%





“all black”  
neighborhood



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- Raised by her mother in a single parent household
- Always wanted to be a doctor



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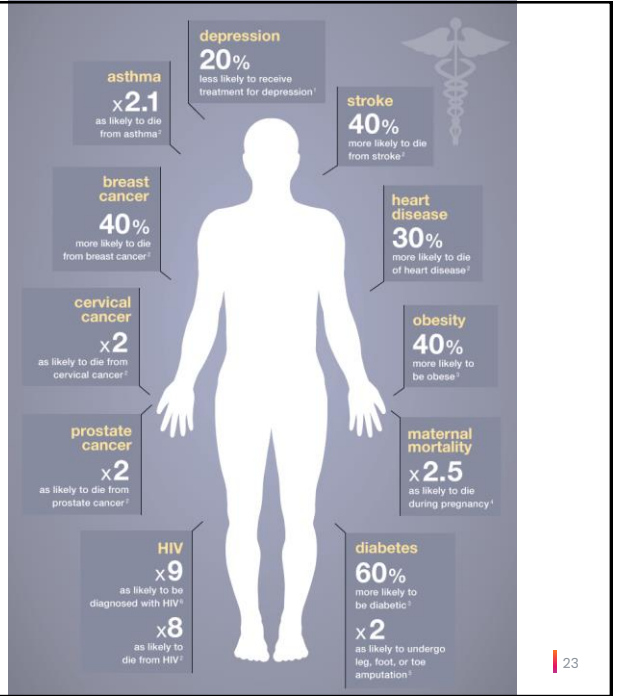
## zipcode **statistics**

- Only 17% of 3rd graders are proficient in Math and Reading at End of Grade testing
- 63% of residents have HS diploma vs. 86% in county



**3x more**  
prevalent

# black health disparities



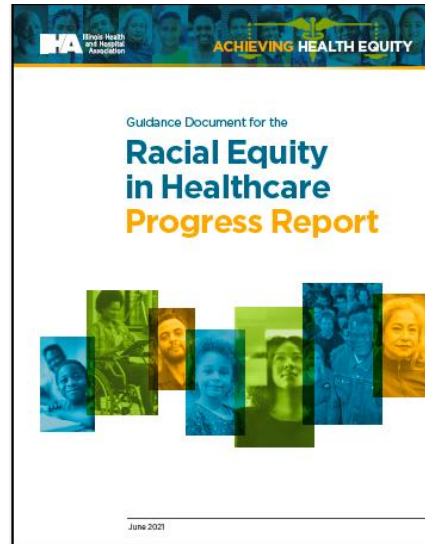
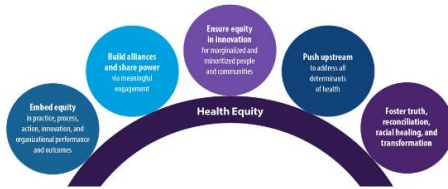
# my journey



# What are Organizations Doing?

- Creating strategy for and investing in Health Equity

AMA Strategic Approaches to Advance Health Equity



# What are Organizations Doing?

- Establishing Health Equity Institutes



## What are Organizations Doing?

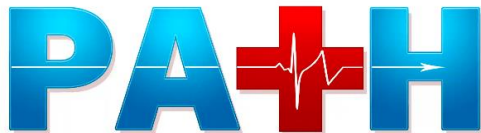
- Creating Senior Leadership Roles Dedicated to Health Equity



## What are Organizations Doing?

- Partnering to Address Healthcare Workforce Diversity

## More in Common Alliance



Pipeline for the Advancement of the Healthcare Workforce

Oakton College



## What are Organizations Doing?

- Understanding staff and patients from a human perspective



whyhealth  
matters

## How NorthShore Uses AI, NLP to Tackle SDOH in the Emergency Department

NorthShore – Edward-Elmhurst Health is using natural language processing in the emergency department to minimize care disparities and improve health equity.

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## Core Social Need Domains

**Screening** for social needs is intended **to identify the impact** of structural and social determinants on the health of individuals and families and **to identify opportunities** to provide additional support for patients.

- Food Insecurity
- Housing Instability
- Transportation Barriers
- Personal Safety Concerns
- Financial Challenges
- Social Isolation
- Gaps in Health Literacy



**Fairfield Memorial Hospital recently named one of country's top hospitals for Provider Communication**

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# Leveraging Technology

FRAMEWORK FOR EQUITY-CENTERED DIGITAL HEALTH SOLUTION DEVELOPMENT  
*Working model for inclusive product development*



## CENTER IN THE COMMUNITY

**Work from within the community for which you're designing**

*Define the communities that your solution will be serving, form genuine relationships with community partners, and start by seeking to understand their goals.*



## CO-DESIGN THE SOLUTION

**Gather a diverse team from and/or with connections to the community to design the solution**

*Hire diverse and inclusive teams, collect a broad array of user feedback, and include community members as co-developers to mitigate gaps in lived experience*

## MAKE IT ACCESSIBLE

**Ensure that solutions are discoverable, accessible, and usable**

*Create solutions that can be adapted to meet a patient's language, literacy, and usability needs; leverage communication channels that maximize accessibility*

## DEVELOP THE RIGHT TECH

**Build technology that does not include or perpetuate bias**

*Develop solutions, datasets, and algorithms that mitigate unintentional bias; monitor relevant race, ethnicity, and language data to inform inclusive product functionality*

Source: Rock Health analysis



get activated





## get activated: **design new systems**



Create the Strategy



Resource the Operations



Implement Accountability



Measure Outcomes

“

Every system is  
perfectly designed to  
get results it gets.

-W. Edwards Deming

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## accelerate **research** to implementation

- Nurse Family Partnership Program
- Community Health Workers
- Diversifying the Healthcare Workforce (HCOP Program)
- Improve access to care
- Violence Intervention Programs
- Kindness, Compassion, Empathy, and Trust

requires...

motivation

collaboration

innovation

## call to action



In a racist society, it is not enough to be non-racist, we must be anti-racist.

-Angela Davis



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## get activated: build connection

- Stop being “colorblind.”
- Educate yourself.
- Do not contribute to micro-aggressions and call out others when they do.
- Listen to other people’s experiences without questioning their validity.
- Expand your social circle to include those who don’t look like you.
- Commit to improving social determinants of health.
- Take ownership: Be an ally and use your voice.



<https://www.hhs.gov/sites/default/files/surgeon-general-social-connection-advisory.pdf>

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# Are you a Gatekeeper or an Accelerator?



what  
can you  
do?



Start where you are.  
Use what you have.  
Do what you can.

-Arthur Ashe

get  
informed

get  
uncomfortable

get  
inspired

get  
activated

# resources

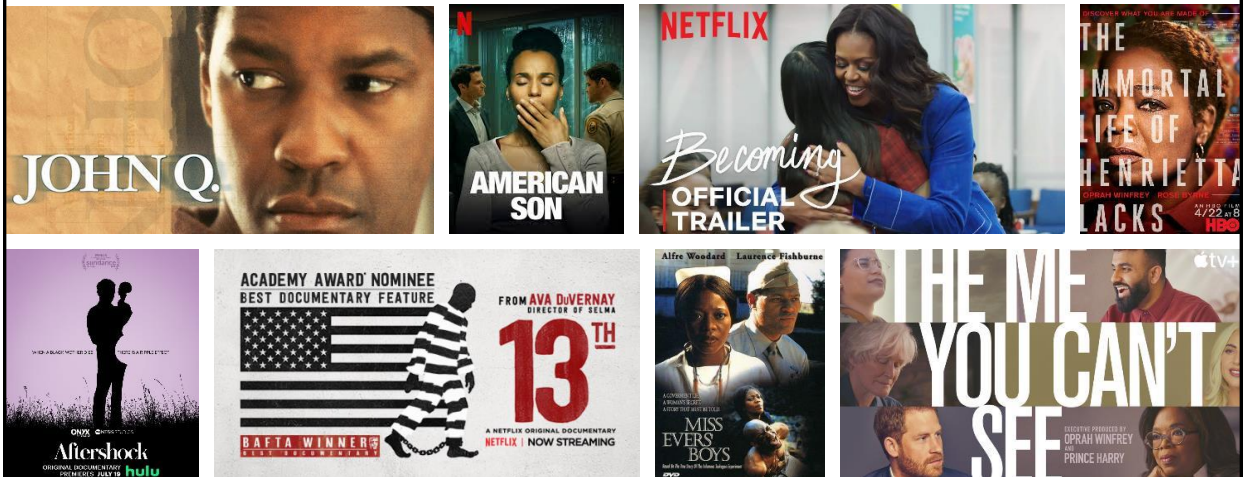
## Starter Level



## Intermediate Level



# resources



Questions?

