



October 29, 2015

Dial In: 877.668.4493  
Code: 662 697 050





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**Madge Kaplan, IHI's Director of Communications,** is responsible for developing new and innovative means for IHI to communicate the stories, leading examples of change, and policy implications emerging from the world of quality improvement — both in the U.S. and internationally. Prior to joining IHI in July 2004, Ms. Kaplan spent 20 years as a broadcast journalist for public radio – most recently working as a health correspondent for National Public Radio. Ms. Kaplan was the creator and Senior Editor of Marketplace Radio's Health Desk at WGBH in Boston, and was a 1989/99 Kaiser Media Fellow in Health. She has produced numerous documentaries, and her reporting has been recognized by American Women in Radio and Television, Pew Charitable Trusts, American Academy of Nursing and Massachusetts Broadcasters Association.

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**Mara Laderman, MSPH**, is a Senior Research Associate at the Institute for Healthcare Improvement (IHI). She leads IHI's work in behavioral health, developing content and programming to improve behavioral health care in the U.S. and globally. In addition, as a member of IHI's innovation team, she researches, tests, and disseminates innovative content to advance IHI's work within the Triple Aim for Populations focus area. Prior to IHI, she managed the National Latino and Asian American Study (NLAAS), a nationally representative psychiatric epidemiologic survey that investigated the effect of social and environmental factors on the mental health outcomes of Latinos and Asian Americans. She also served as an external evaluator for programs funded through the Centers for Disease Control and Prevention and the Massachusetts Department of Public Health.

Mara can be reached at [MLaderman@ihi.org](mailto:MLaderman@ihi.org)

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**John Whittington, MD**, is a Senior Fellow at the Institute for Healthcare Improvement and IHI's lead faculty for the Triple Aim: achieving the optimal balance of good health, positive patient experience of care, and low per capita cost for a population. Dr. Whittington brings more than 30 years' experience in medicine, population health, and patient safety. He previously served as the Medical Director of Knowledge Management and Patient Safety Officer for the OSF Healthcare System in Peoria, IL. Prior to holding that position, he worked for many years as a family physician. Dr. Whittington has been involved as a senior faculty member on numerous IHI projects including in the areas of safety, spread, inpatient mortality reduction, the Executive Quality Academy, and engaging physicians in a shared quality agenda, among others. He is part of a core IHI team that works on research and development.

John can be reached at [john.w.whittington@gmail.com](mailto:john.w.whittington@gmail.com)

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# Context

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- 100 Million Healthier Lives Initiative
- Spreading Community Accelerators through Learning and Evaluation (SCALE)
- Better Health Lower Costs Collaborative
- Triple Aim in a Community
- IHI Diversity and Inclusion Council - internal diversity initiatives both for staff and faculty



# Intent & Aim – Innovation work

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- Our intent is to develop framework for health systems to impact the multiple determinants of health on which they ***have significant impact*** in order to decrease disparities and provide better health equity.
- Our goal is to facilitate a movement of health systems that see health equity as a priority. Health equity is achieved when every person has the opportunity to "attain his or her full health potential." This must be a ***system property*** for health care.



# Summary of First Cycle of Work

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- How to do a better job of communicating what creates health
- Identify an overall framework to organize our interventions
- Discover where progress has been made in improving health equity through outlier analysis of states and counties
- Identify a global measure of disparity that takes into account geography, gender, race/ethnicity and socioeconomic status





# Multiple Determinant Opportunities For Health Care Organizations

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## ● Socioeconomic status

- Recruit, Retain and Develop all, including rank and file employees.
- Encourage procurement practices from suppliers that use a diverse workforce.
- Build in deprived areas.
- Use builders that that have a diverse workforce.
- Consider a living wage.

## ● Physical Environment

- Change physical plant.
- Create community spaces.
- Fund parks, walking trails, etc.
- Make Health Care investments beyond community benefit that are invested back into the community.



# Multiple Determinant Opportunities For Health Care Organizations

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- Behaviors

- Create Health Ambassadors.
- Have neighborhood campaigns.
- Develop partnerships for healthy activities.

- Healthcare

- Make Health Equity a system property.
- Decrease Systemic Racism of care
- Improve Access - Build Trust.
- Co design and co production



# Step One

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- Analyze: Study the variation (re: equitable outcomes) in your service population to look for gaps
- Analyze: Look at HR practices to assess support for recruitment, retention and development of the work force. Wages, training, hiring, suppliers, builders
- Analyze: Work that you are doing with either community health workers, health ambassadors, faith based network partners? What about employee health and wellness?



# Step One (cont'd)

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- Analyze: Where do you choose to build facilities? What impact is that having on the neighborhood? How is your physical plant impacting the community? In what ways do you impact the surrounding neighborhoods?
- How do you coordinate HR, investments, community benefits, community assessment health care and information systems to achieve results for health equity? Do you have a committee structure that supports these disparate groups working together? Do you have a department dedicated to health equity?



# Step Two

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- Action: After doing this baseline assessment, you should be able to develop a strategic portfolio of work that will improve health equity.
- Action: The next step is obvious, but hard, and that is to implement the portfolio and measure and evaluate its impact over time.



# Request

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- Today chat in examples of how your system is working on any of the 4 areas mentioned: SES, Behaviors, Physical Environment and Health Care Equity
- We want organizations to work on the action steps described above and share it with us. If you need help getting started ask us.
- If you want to help us on making health equity a system property and reducing systemic racism which is part of our current R and D cycle let us know that too. Email me at [jwhittington@ihi.org](mailto:jwhittington@ihi.org)





**Kimberlydawn Wisdom, MD, MS**, is the Senior Vice President of Community Health & Equity and Chief Wellness and Diversity Officer at Henry Ford Health System. She is a board-certified Emergency Medicine physician, the Chair of the Gail and Lois Warden Endowment on Multicultural Health, and Michigan's and the nation's First State-level Surgeon General. In 2012 she was appointed by President Obama to serve on the Advisory Group on Prevention, Health Promotion and Integrative and Public Health. Dr. Wisdom focuses on health disparities/health care equity, infant mortality/maternal and child health, chronic disease, unintended pregnancy, physical inactivity, unhealthy eating habits, and tobacco use. She has worked collaboratively with school districts, faith-based organizations and the business community. Dr. Wisdom provides strong leadership in community benefit/population health, and improving the health of those disproportionately affected by poor health outcomes. She founded the award-winning African American Initiative for Male Health Improvement (AIM-HI) and most recently, the Women Inspired Neighborhood (WIN) Network which aims to improve access to healthcare and reduce infant mortality in neighborhoods in Detroit.

For resources & slides, visit [IHI.org/WIHI](http://IHI.org/WIHI)

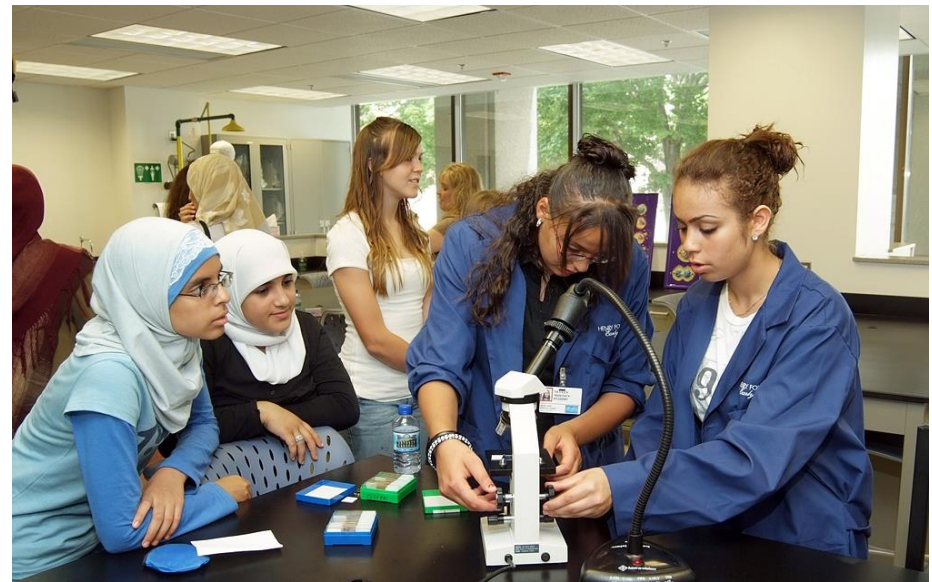
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You can reach Dr. Wisdom at [Kwisdom1@hfhs.org](mailto:Kwisdom1@hfhs.org)



# Strong Communities are Healthy Communities

## Henry Ford Health System Early College & Live Midtown





# Office of Diversity & Inclusion

## *Supplier Diversity*

In 2014 and 2015, Henry Ford Health System received three honors from the business partner community for excellence in supplier diversity:

- The 2014 Premier, Inc. Supplier Diversity Award (*National Award*)
- For the seventh consecutive year, we've received the Michigan Minority Supplier Development Council's (MMSDC) 2015 Corporation of the Year Award in Health Care (*Local Award*)
- The Great Lakes Women's Business Enterprise Council's 2015 Excellence in Supplier Diversity Emerging Category Award – (Local Award)



2015 MMSDC C.O.Y. Award



# Office of Diversity & Inclusion

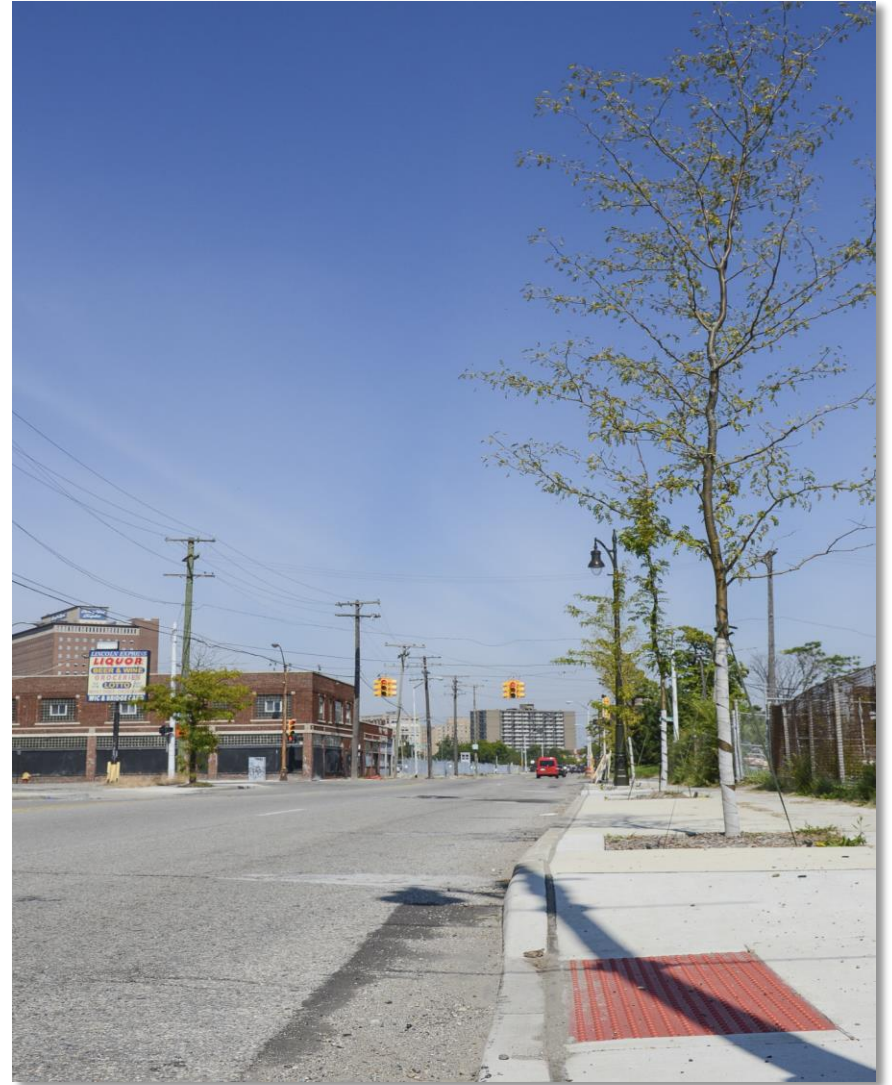
## *Supplier Diversity*



Henry Ford's Supplier Diversity Team worked collaboratively with Kirco Manix to ensure local, women and minority owned business contracting within the Cardinal Health Distribution Center project. This resulted in a significant number of minority, women and Detroit based jobs for our local business partner community.



# Complete Streets



# *Generation With Promise*

- >\$809,000 awarded from the U.S. Dept. of Agriculture for SNAP-Ed (food stamp education) through the Michigan Fitness Foundation
- 20,864 lives touched through schools, community sites & faith-based settings in 2013-14 with 50,983 contacts



# BRAND EVOLUTION



# Improving Health of Populations

- Women-Inspired Neighborhood (WIN) Network: Detroit – addressing disparities in infant mortality



# Improving Community Health through Hospital – Public Health Collaboration

Insights and Lessons Learned from Successful Partnerships

Lawrence Prybil, PhD  
F. Douglas Scutchfield, MD  
Rex Killian, JD  
Ann Kelly, MHA  
Glen Mays, PhD  
Angela Carman, DrPH  
Samuel Levey, PhD  
Anne McGeorge, MS, CPA  
David W. Fardo, PhD

Commonwealth Center for Governance Studies, Inc.  
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Grant Thornton LLP  
Hospira, Inc.  
Robert Wood Johnson Foundation

November 2014

**Detroit Regional Infant  
Mortality Reduction Task  
Force featured in  
national study of  
exemplary partnerships.**



## Sandra Bailey

Methodist Extended Care Hospital  
Methodist Le Bonheur Healthcare



**Sandra Bailey, MS, FACHE**, is the Vice President for Care Transitions and the CEO of Methodist Extended Care Hospital (MECH). MECH is the long-term acute care hospital within the Methodist Le Bonheur Healthcare system. Bailey initially joined Methodist Healthcare as the Administrator of Methodist Healthcare – Brownsville Hospital from 1996-2002. As Vice President for Care Transitions Bailey oversees Case Management and Community Health Navigation efforts. She rejoined Methodist in 2002 as the Administrator of the Methodist Healthcare managed UT Bowld Hospital after a one-year tenure as Chief Operating Officer at Emergency Coverage Corporation, headquartered in Knoxville Tennessee. Previously, Bailey served in various healthcare leadership roles in both east and west Tennessee hospital systems.

You can reach Sandra at [Sandra.Bailey-DeLeeuw@mlh.org](mailto:Sandra.Bailey-DeLeeuw@mlh.org)

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**Joy Sharp**, Manager of Community Navigators, Methodist Le Bonheur Healthcare, has been at the heart of the South Memphis community for many years. For over 30 years, 38109 has been more than a zip code in the Memphis community; it has been her home. After studying at Lemoyne- Owen College, she returned to the neighborhood that taught her so much to serve. Peers in the field would often express Ms. Crawford as infectious in her passion to help others, and it is transparent in her presentations and administration techniques. Sharp formally began her work in 2001 at Christ Community Health Services where she served in many capacities beginning as an Outreach Programs Coordinator and rapidly advancing to be the Program Manager of Outreach Services. While in those roles, she coordinated and implemented various programs to enhance the residents of the 38109 zip code such as Memphis Healthy Churches, Heart of a Woman, and Commit to Be Fit. Sharp used project management and community development to enhance quality of life in the needed community. In 2013, Sharp began working at Methodist Healthcare as a navigator helping to coordinate and manage population health initiatives for the health system in the 38109 zip code.

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You can reach Joy at [Joy.Sharp@mlh.org](mailto:Joy.Sharp@mlh.org)





**Donna Abney, MBA**, has been executive vice president of Methodist Le Bonheur Healthcare since 2002. She has responsibility for physician services, information systems, marketing, communications and planning. She also works closely with the Methodist Foundation. Abney became senior vice president beginning in October 1995 when Methodist Healthcare merged with Le Bonheur Children's Hospital. Previously, she was senior vice president for marketing and planning for Le Bonheur Health Systems, Inc. from 1991 to 1995 and vice president and director of marketing for Le Bonheur Children's Medical Center from 1983 to 1991. Active in the Memphis community, Abney serves on the board of directors of Health Choice, LLC of Memphis, the Villages of Germantown and the Commontable Health Alliance.

You can reach Donna at [Donna.Abney@mlh.org](mailto:Donna.Abney@mlh.org)

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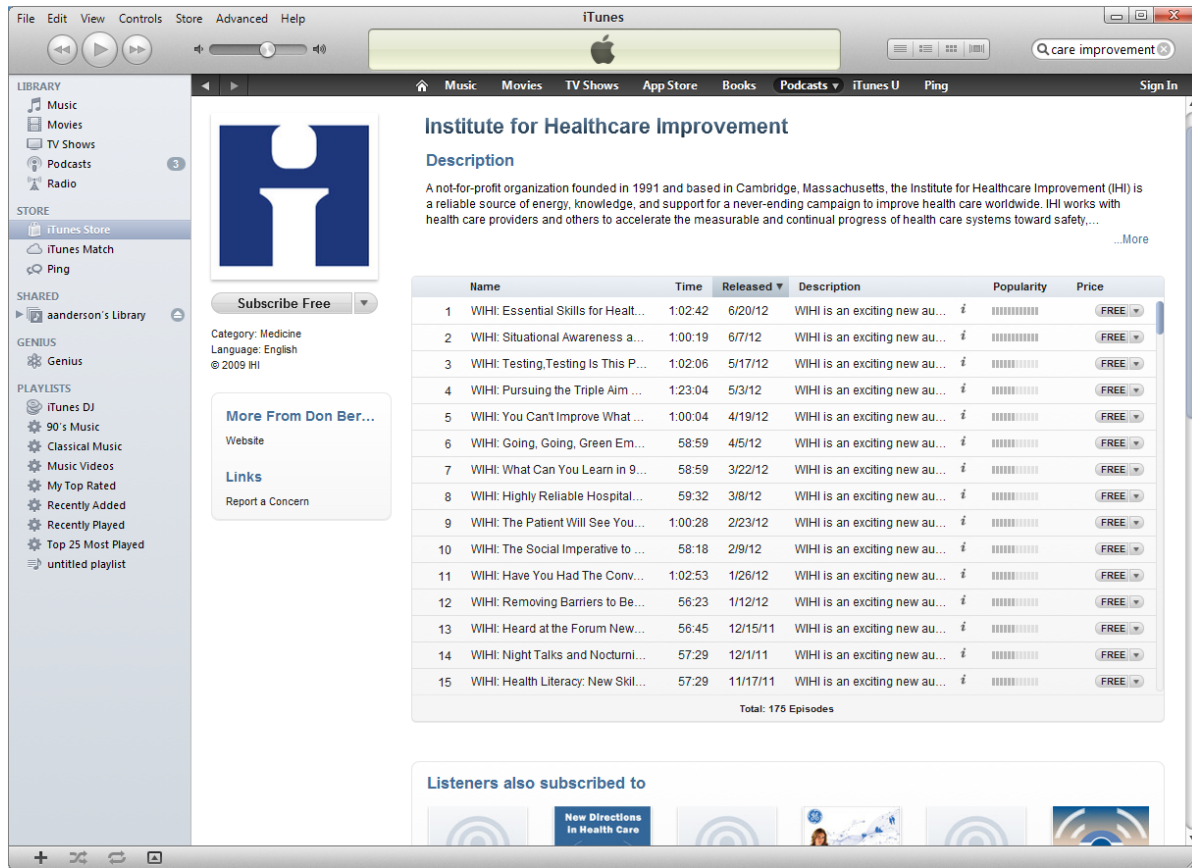


*Recharge.*

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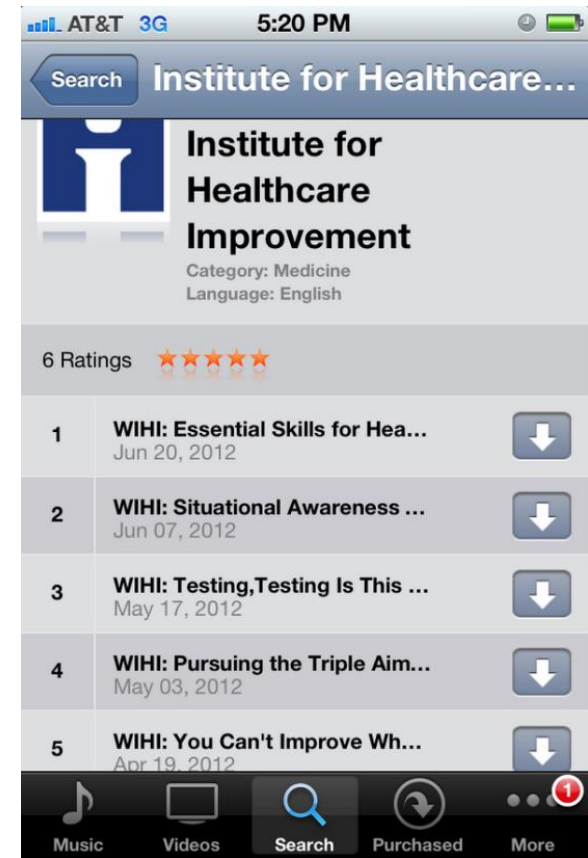
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