SHSMD Connections Preconference Workshop
The DEI Journey: Opening Doors through Communications and Partnerships

Sunday, September 11, 2022

Gaylord National Resort & Convention Center
Chesapeake ABC
201 Waterfront Street National Harbor
Maryland 20745
Advancing Health Equity through Marketing and Communications

Dr. Leon D. Caldwell
Senior Director, Health Equity Strategies
Institute for Diversity and Health Equity
Agenda

- Overview of the Health Equity Roadmap
- Transformation stories using the Equity Roadmap
- Ways to integrate the roadmap into your DE&I work through marketing and storytelling

Objectives

- Creating a communication strategy that promotes diversity, equity and inclusion
- Gaining support from your organization to advance health equity
- Producing high quality DE&I content using the Health Equity Roadmap as a framework
The Health Equity Roadmap is a framework to help hospitals and health care systems chart their own paths toward transformation — thus becoming more equitable and inclusive organizations.

The Six Levers of Transformation
Research and experience show that leading health equity strategies cut across six levers of transformation within health care organizational structures.
The Continuum

Hospitals and health systems can be in any of the following positions along the continuum.

Exploring
Exploring the values and resources needed to publicly commit to embarking upon a journey toward health equity.

Committing
Committing the resources to listen, learn, train and implement policies and practices that establish equity as the standard practice.

Immersing
Immersing the leadership and system into accountability for implementing policies, procedures and cultural structures that support diversity, equity and inclusion.

Affirming
Affirming a just, equitable system culture with continuous equity self-assessments of policies and practices that remove structural barriers to equity.

Transforming
Transforming beyond the system toward supporting a sustainable and equitable ecosystem of health care within the community.
Transformation Stories

- IFDHE conducted field tests earlier this year
- Members that took the HETA gathered to share their experience and the importance of scaling the roadmap in their hospitals

“I’m absolutely convinced that most healthcare leaders are committed to eliminating disparities but so many of us don’t know how to do it. This roadmap will help institutions identify where they may be doing really well, and where they may need to put some more effort in.”

- Jack Lynch III, President and CEO of Main Line Health
Transforming your own organization

After your hospital or health system takes the HETA, what narratives can you tell based on your position on the continuum?

- Are there key data points worth highlighting that can be shared as a blog, interview, infographic, etc.?
- How can you be transparent with your results and what steps are you taking to move along the continuum?
- Can you document your journey as you use the roadmap and share the progress with your community, partners and stakeholders (humility and transparency is key).
Gaining support from your organization’s leadership to invest in DE&I

Need to justify why this work is important, and why the time is now.

- Have a good elevator pitch for the CEO/C-suite execs
- Create a good value proposition
- Health equity is the future of the U.S. health care system
- The field is adapting to new requirements and opportunities
- Stay current with a growth mindset
Crafting a DE&I based comms strategy

Start with the goal and objectives, then work backwards

- **Who** do you want to influence? **What** do you want to achieve? **How** will you reach your goal? **When** do you anticipate to reach your goal?

Key criteria to keep the public engaged in your efforts:

- Authenticity and honesty
- Transparency
- Passion and purpose
- Clear goal in mind with concrete steps to get there
- Accountability and humility
Crafting a DE&I based comms strategy cont’d

Develop materials and visually appealing resources that will include the voices of your audience and key partners, stakeholders and community members.

Invest in thought leadership with key members who will help to identify priorities and craft strategies:

- Webinars
- Podcasts
- Professional development trainings
- Infographics
- Case studies
Crafting a DE&I comms strategy cont’d

- Use inclusive terms and be specific when describing a population
  
  **THIS TERM MIGHT NOT BE THE MOST INCLUSIVE**
  
  Avoid using Black, Indigenous and People Of Color (BIPOC):
  Black, Asian and minority ethnic (BAME) or People of color (POC) unless necessary in a quote; if used in a quote, explain it.
  Many people object to those terms on varying grounds.

  **CONSIDER USING THIS AS AN ALTERNATIVE**

  Be specific whenever possible. For example: The poll found that Black and Latino Americans are bearing the brunt of the pandemic’s financial impact, not people of color are bearing the brunt of the pandemic’s financial impact.

  Use people of color only when necessary in broad references to multiple races other than white: We will hire more people of color. Nine playwrights of color collaborated on the script.

- Avoid conflating equality with equity

- Refer to the AHA Diversity, Equity and Inclusion terminology guide
Three Key Take-Aways

1. Engage with c-suite execs on the importance of bringing DE&I to your organization
2. Take the HETA and start your health equity journey
3. Develop a robust communications strategy that has a clear vision, goal, action items and inclusive language
Questions?

Please be sure to complete the session evaluation on the mobile app!
Dr. Leon D. Caldwell is an award-winning scholar-activist with experience as a thought leader in education, social innovation, and philanthropy. He is currently the Senior Director of Health Equity Strategies and Innovation with IFDHE at the American Hospital Association. Dr. Caldwell earned his Ph.D. in Counseling Psychology at Penn State University and a Master’s of Education at Lehigh University. Dr. Caldwell is also the founder and managing partner of Ujima Developers, a Black-owned, community-centered, equitable real estate development company.
Communications and the DEI Journey: Telling the Story at Every Stage

Jennifer Williams, PhD
Corporate Director Diversity & Inclusion
Phoebe Putney Health System

Ben Roberts
Director Public Relations & Communications
Phoebe Putney Health System
Outline/Agenda

The journey towards a diverse, equitable, and inclusive workplace culture is one that requires planning, partnering, and patience. Communications professionals are a vital partner on this journey as they help to tell the story at every stage. This session is designed to show the importance of a strong communications campaign at each stage of the DEI journey.

Objectives:

1. Understanding of the role of Marketing/Communications in executing a successful DEI strategy.
2. Receive practical tips for creatively sharing the DEI story at each phase of the journey.
3. Best practices and challenges to plan for as the DEI journey gets difficult.
Getting Started: Data Collection

- Strategic Goals
  - Industry Trends
  - Quantitative Data
  - Qualitative Data

Strategic Goals
## Transparency: Marketing our Strategic Goals Year 1

<table>
<thead>
<tr>
<th>Entity</th>
<th>FY21</th>
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| PPHS PSMC PPG | PPMH PWMC | Create a Diversity & Inclusion Council to address proactive strategies for improving our diversity score.  
Create a diversity scorecard based on input from the Diversity & Inclusion Council to track our progress in becoming a more diverse employer.  
Add diversity score to annual HR report to the board(s) for each entity. |
| | | Add metrics for 2022 after benchmarking current state in 2021 |
## Transparency: Marketing our Strategic Goals Year 2

### Goal Description and Importance

**People – Diversity & Inclusion Cultural Assessment Report Score**
- Diversity and Inclusion are key components of a healthy and engaged workforce.
- It shows our commitment to treating everyone equally in hiring, promotions, and opportunities. It causes us to examine our unconscious biases and look beyond our preconceived notions and ways of doing business to become more inclusive, supportive and open to other ideas, thoughts and ways of doing business.
- We recognize that diversity and inclusion make us stronger as a healthcare community because we more accurately reflect the culture and values of our communities so we may serve them more effectively.
- The Diversity Index Survey Score measures our progress in meeting standard benchmark activities in Diversity & Inclusion.

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<th>Proposed FY22</th>
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<td>PPG</td>
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<td>70 out of 100</td>
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<td>PPMH</td>
<td>Diversity Index Survey Score: 46 points out of 100</td>
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<td>PWMC</td>
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The Role of Marketing: Internal

Diversity Council Introduction
“We know a diverse and inclusive workforce is an empowered and engaged workforce.”

National Disability Independence Day
“Equal opportunity is very important. A lot of times, unfortunately, many people think deaf are lesser-than. We want the message to get across that we can do anything.”

Diversity Survey Results
“We wanted to understand your perspective on feeling welcome, respected, valued and heard.”

Black History Month – One Nurse’s Story
“If you were black and you came here for a job, you qualified for one of the pans – a dishpan, a bedpan or a mop-pan. Other than that, you were not getting a job.”

Stand Up Against Violence
“Phoebe stands firmly against violence, xenophobia and discrimination of any kind.”
The Role of Marketing: Internal

International Women’s Day
March 8, 2021

International Women’s Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women’s equality.

IWD has occurred for well over a century, with the first IWD gathering in 1911 supported by over a million people. The 2021 IWD theme is “Choose to Challenge” and on March 8th, the Diversity Council chooses to challenge YOU to join the celebration! There are three ways to participate:

1. Dress as a woman recognized for social, economic, cultural, or political achievement.
2. Wear purple in support of women’s equality.
3. Send an email to a female colleague who has inspired you.

Be on the lookout for details about how to win prizes for participation!

Ramadan

Ramadan is a sacred month in the religion of Islam and is marked by a time of required fasting. Fasting (Sawm) is one of the Five Pillars of Islam. Fasting during this month, Muslims believe they will earn mercy, forgiveness and a discipline of worship that will be pleasing to God (SWA).

Ramadan is the ninth month of the lunar or Islamic calendar. It is the month that “The Glorious Qur’an” was revealed. During this month, the entire Qur’an is required reading along with fasting and additional prayers. These requiremets are to show gratitude to Allah for His two great mercies, The Glorious Qur’an and the life example of Muhammad, The Prophet (pbuh).

Ramadan begins with the sighting of the New Moon (Hilal). The observance spans 28-30 days, until the next New Moon (Hilal). During this month, Muslims abstain from food, drink, extra-curricular activities and sex during the day light hours. 1/3rd of the Qur’an is read each day and it is completed over a thirty day period. Charity and other good deeds are increased, spending on oneself is decreased and additional prayers are performed. It is said that good works done in this month of the fast will result in a multiplication of the normal reward for the same works performed in other months. The last in the months of Ramadan ends with a Feast/Festival, called Eidul Fitr, “The Off-Repeated Joy of the Return to Nature”. 

Asian Pacific American Heritage Month

May is Asian Pacific American Heritage Month in the United States. This month, we are proud to recognize the contributions of our Filipino nurses! In 2019, Phoebe Health System formed an alliance with Passport USA to strengthen the workforce in Southwest Georgia and to create a pipeline for experienced medical professionals. Internationally trained nurses began arriving to our Main and Sumter campuses shortly thereafter. We currently have twenty-three international nurses and sixty-eight are scheduled to arrive within the next year.

Our international nurses have quickly become a part of the Phoebe Family. There are several superstars among the nurses raised by their managers, and coworkers. International nurses are award recipients!

Picture Source: U.S. Department of Defense, Wikimedia Commons, Victor Coates, Mary Fornage, David Hyatt, Jay Tracy, Flickr; Mo CA March 2013, Twitter: Madisonia, final shot by Juba, images from Google.

The Role of Marketing: External

Honoring Our Veterans

On behalf of the Phoebe Diversity Council, weproduced the Veterans Day video honoring the service of members of the Phoebe Family who served in the U.S. armed forces. Please, thank a veteran today.

Service Projects

The Phoebe Diversity Council led another great volunteer day in the Phoebe - Flint River Fresh Community Garden today. We planted and irrigated muncueas, prepared a plot for colelift greens and did some weeding and fencing. Thanks to all the Phoebe Family members who helped on a cold morning in Albany.

Diversity Training

If you’re looking for a welcoming and inclusive work environment, considering joining the Phoebe Family. Check out current job openings at www.phoebehealth.com/careers.

Reading to Kids

Reading to Kids at Phoebe Putney Health System with Shelby Adams Shank.

Community Activities

If you’re looking for a welcoming and inclusive work environment, considering joining the Phoebe Family. Check out current job openings at www.phoebehealth.com/careers.

Society for Health Care Strategy & Market Development
The Role of Marketing: External

Phoebe’s new Diversity Council gets to work

Phoebe Family members read to local students
It’s a Journey…

- Change is Hard
- Too Much, Too Soon
- Unintentional Exclusion
- Comfortably Uncomfortable
- Inability to Change Your Lens
Pride Month Video
Pride Month Video

Phoebe welcomes and is proud to hire LGBTQ talent.
Three Key Take-Aways

1. It's a journey. Pace yourself.
2. Executive leadership buy-in is paramount.
3. Internal and external communication helps tell your story.
Questions?

Please be sure to complete the session evaluation on the mobile app!
Jennifer Williams, PhD is the Corporate Director of Diversity and Inclusion at Phoebe Putney Healthcare System in southwest Georgia. She is a National Diversity Council Certified Diversity Executive (NDCCDE) with vast experience in organizational culture assessment; leadership development; and implementation of policy, procedure, and practice designed to improve workplace culture. “Dr. Jen” is adept at developing highly engaged teams where individuals are empowered to use their strengths to contribute to organizational goals. She is equally skilled in the creation and facilitation of training programs designed to provide practical opportunities for team members to demonstrate understanding of DEI and leadership principles.

jewilliams@phoebehealth.com
Speaker Biography

Ben Roberts enjoyed a 25-year career as a broadcast journalist, earning dozens of state, regional and national awards, including two Emmy Awards. In 2017, he brought his communications and storytelling expertise to Phoebe Putney Health System in Albany, GA where he serves as the system’s Director of Public Relations & Communications. He operationalized in-house video production capabilities for the health system and has overseen Phoebe’s COVID communications, widely recognized as among the most transparent in the country. Ben is active in many community organizations and proudly serves on Phoebe’s Diversity Council.

benroberts@phoebehealth.com
Bibliography/References

- Modern Healthcare (May 2018). *Breaking Bias: Diversity and inclusion in healthcare cannot be left to chance.*
Opening Doors for LGBTQ+ People & Patients

Tari Hanneman (she/her)  Cristal Herrera (she/her)
Director, Health & Aging Program  Director of Marketing & Customer Engagement
Human Rights Campaign Foundation  Renown Health
Scenario - Question 1

You are a transgender person with an upcoming surgery and hospital stay. You want to find out if the hospital has a Patient Non-Discrimination Policy that protects you.

• Go to your hospital/health system website.
• Find your patient non-discrimination policy or Patient Bill of Rights that includes a non-discrimination statement.
• Look to see if it is fully LGBTQ+ inclusive (must include both “sexual orientation” and “gender identity” in the list of protected classes).
• Answer the first question in the Menti Poll
  • How Easy Was It to Find Your Patient Non-Discrimination Policy?

To answer scan QR Code or go to menti.com and enter code 4326 4906
About the Human Rights Campaign and the HRC Foundation

NATION’S LARGEST
LGBTQ+ civil rights organization

Over 3,000,000
MEMBERS AND SUPPORTERS

Equality for ALL
not for some

HRC’s Digital Reach
Across All Platforms
The Healthcare Equality Index

Biennial online survey that HRC has used to foster institutional change in how LGBTQ+ care is provided in over 2,000 hospitals and other healthcare facilities nationwide since 2007.
HEI 2022

906 Participants
- 109 Academic Medical Centers
- 65 Faith-Based Hospitals
- 27 Sole Community Hospitals
- 37 Pediatric Hospitals
- 38 Federally Qualified Health Centers (or Look-Alikes)

496 Leaders / 55%
251 Top Performers / 28%
By the Numbers

HEI 2022 Participants at a Glance

Facilities from more than 160 different non-profit, for-profit and public health systems / Systems with 15 or more participating facilities:

- Dept of Veterans Affairs: 115
- Kaiser Permanente: 39
- UPMC: 34
- Advocate Aurora Health: 28
- Dignity Health: 27
- Northwell Health: 26
- Sutter Health: 22
- Intermountain Healthcare: 19
- NYC Health + Hospitals: 18
- Novant Health: 16

HEI 2022

- Approximately 31% of all US inpatient hospital beds
- Provide over 335 million outpatient visits annually
- Employ over 2.3 million people
Who participates in the HEI?
Mentimeter Poll Results

How easy was it to find your Patient Non-Discrimination Policy?
Scenario - Question 2

You are a transgender person with an upcoming surgery and hospital stay. You want to find out if the hospital has a Patient Non-Discrimination Policy that protects you.

• Go to your hospital/health system website.
• Find your patient non-discrimination policy or Patient Bill of Rights that includes a non-discrimination statement.
• Look to see if it is fully LGBTQ+ inclusive (must include both “sexual orientation” and “gender identity” in the list of protected classes).
• Answer the first question in the Menti Poll
  • Is your policy fully LGBTQ+ inclusive? – What terms does it include?

To answer scan QR Code or go to menti.com and enter code 4326 4906
Why the HEI?

Forms of discrimination:
- Refusal to touch
- Harsh treatment
- Visitation denials
- Misgendering
- Inappropriate questions and/or examinations
- Refusal to provide transition related care
Mentimeter Poll Results

Is your Patient Non-Discrimination Policy LGBTQ+ inclusive?
HEI Criteria

- Scored index
- Criteria 1 Questions & Transgender Inclusive Healthcare Benefits are scored individually
- All other criteria sections are scored as a “menu of options” and participants can receive full or partial credit for each section based on how many initiatives are in place
Sample Resources

Does your organization engage in marketing or advertising to the LGBTQ community (other than sponsorship of events)?

In order to receive credit, a facility must:

Describe efforts of marketing efforts and upload a sample of the creative content used to market or advertise to the LGBTQ community.

More information:

In many instances, hospital's advertise in local newspapers and magazines to promote their services, their HEI Leader status and to target the LGBTQ consumer. This is a great way to let the LGBTQ community know what services your facility provides while also reaching the LGBTQ consumer who is in the process of choosing where to receive their healthcare. Ad campaigns and marketing can further a message of a hospital's values around LGBTQ inclusion. Increasingly, ads with authentic images of LGBTQ people are featured in both LGBTQ media outlets and the general press alike.

Check out the article entitled “Companies With LGBTQ-Inclusive Ads Can Increase Sales By 40%, And Here’s Why”.

Examples:

- Boston Children’s Hospital used this ad to promote LGBTQ patients, families and staff.
- Broward Health Imperial Point uses LGBTQ-affirming postcards to illustrate their commitment to LGBTQ patients and their families.
- The Children’s Hospital of Philadelphia advertised their commitment to LGBTQ-patient services.
- Saint Luke’s Health System developed this ad to promote their status as a Leader in LGBTQ Healthcare Equality.
- NYC Health and Hospitals system created this LGBTQ-inclusive image to affirm its commitment to LGBTQ patients and their families.
Tiers of Recognition

- Full credit in Criteria 1
- Full credit in Criteria 1
- At least partial credit in Criteria 2, 3, 4
- Score of 80 to 95
- Full credit in each criteria section
- Transgender inclusive healthcare benefits for employees
- Top score of 100
Online Resources for LGBTQ+ Consumers

Renown Regional Medical Center

HEALTHCARE FACILITIES SEARCH

Facility Name: Eskenazi Health

Standing: LEADER

Health System Name: Health & Hospital Corporation of Marion County

Address: 720 Eskenazi Avenue, Indianapolis, IN, 46202-5187

Website: www.eskenazhealth.edu/locations

Total Score: 100/100

HEI SCORE BREAKDOWN

Patient Non-Discrimination Score: 10/10

Equal Visitation Score: 10/10

Employment Non-Discrimination Score: 10/10

Training Score: 10/10

Based on 40 questions: The Non-Discrimination & Staff Training criteria represents the foundational policies and practices in providing LGBTQ+ inclusive patient centered care. These questions assess whether a facility has LGBTQ+ inclusive policies and whether the facility shares these policies with the public and its patients and staff. In order to most effectively implement these policies, we also require training for staff in LGBTQ+ inclusive care. All questions in this section are scored and must be met in order to receive full credit, up to 40 points.
WHO WE SERVE

We are proud to serve more than one million patients – in our 100,000 square mile reach – across Nevada, Lake Tahoe and eastern California.
Renown’s Goal to Reduce Health Disparities

CARE THAT BEGINS BEYOND HOSPITAL WALLS

$1.5M
community donations, grants and nonprofit sponsorships

205
programs addressing:
- health
- mental health
- substance use
- social determinants of health
- physical activity
- nutrition
- chronic disease
- children and senior health

3.9
million lives touched

$145,000
diversity, equity and inclusion grant awards to 55 area nonprofits

2021-2023 Community Health Needs Assessment will focus on Health Behaviors, Immunizations and Infectious Diseases, Behavioral Health and Youth and Adolescent Health
We're winding down HispanicHeritageMonth by shining the spotlight on Cristal Hensia, our Director of Marketing, Communications & Customer Engagement. Cristal says that, "Hispanic Heritage Month is special to me because it reminds me of where I came from. I'm proud of my history, my parents and all the morals and expectations they have passed down to me. Their determination and will lives with me forever. #SeeTheFuture I'm so lucky to work for Renown where they are also萱萱... See more

Dr. Myron Belcher is an OBGYN who has worked at Renown for over 17 years. He shares, "I have increasingly seen evidence of an effort by the institution to create diversity in leadership and in attending to the needs of its increasingly diverse population. 30% of my OBGYN practice involves maintaining and improving access to healthcare for the underserved population, which has been a commitment of Renown since its inception. With higher incidence of diabetes and hypertension in our Black/Hispanic population, we have special clinics to manage these disorders to ensure good outcomes. Thank you, for your important work, Dr. Belcher. 🙌
Thank you HEI! Prioritizing the Work

- Updated Medical Records
- Visitation without regard to sexual orientation or gender identity
- Gender Neutral Restrooms
- Employee LGBTQ+ patient-centered care training
- Both “sexual orientation” and “gender identity” are included in both the patient non-discrimination policy and in Renown’s employment nondiscrimination policy
- Offering transgender-inclusive healthcare benefits to employees and members of Renown’s not-for-profit health plan, Hometown Health
- Providing substantial support and awarding grants to area organizations addressing diversity and inclusion, LGBTQ+ community Pride events and collaboration with LGBTQ+ organizations as an ally
Healthcare Facilities take the HEI to ... 

- Learn best practices for LGBTQ+ equity & inclusion
- Provide patient-centered care to a long-overlooked group
- Enhance patient satisfaction ratings
- Ensure compliance with legal, CMS, ACA, and The Joint Commission requirements
- Enjoy recognition for their commitment to equity, diversity and inclusion from the nation’s largest LGBTQ+ civil rights organization
HEI Nuts & Bolts

- The HEI survey is biennial, with the survey in odd years and the reports coming out in March of even years
- HEI 2024 Survey will open in Summer 2023 and will close in Fall 2023
- Survey, required training, and all resources are free
- Survey is online and does not need to be done in one sitting
- All staff at participating facilities have access to free online, on-demand, CME accredited LGBTQ+ training
- The HEI report recognizes ALL facilities that participate
Questions?

Please be sure to complete the session evaluation on the mobile app!
Tari Hanneman (she/her)

Tari Hanneman is the Director of the Health and Aging Program at the Human Rights Campaign Foundation, where she oversees the annual LGBTQ+ Healthcare Equality Index, the Long-Term Care Equality Index, and other projects related to LGBTQ+ health and aging. Tari has over 25 years of experience in the nonprofit and philanthropic sector, primarily focused on the areas of health and women’s issues. She previously served as Director of The Women’s Fund of and in a number of roles at The California Endowment, one of the nation’s largest health foundations. She has also worked for elected officials and non-profits focused on the environment, reproductive rights, and HIV. She has a Master’s in Public Administration with an emphasis on Nonprofit Management from the University of Southern California.
Cristal Herrera Woodley (she/her)

Cristal Herrera Woodley, M.B.A., is an award-winning marketer and communicator who enjoys driving strategy and executing programs that build brand awareness, penetrate new markets, drive revenue growth, and strengthen competitive market positions. Her marketing experience has helped organizations develop compelling campaigns that drive growth and loyalty. Currently, she is the Director of Marketing, Communications and Customer Engagement at Renown Health.

Cristal Herrera Woodley
Director of Marketing, Communications & Customer Engagement
Renown Health
Cristal.Herrera@renown.org
Renown.org
Aligning Sponsorship with DEI Commitment

Michelle O’Keefe, Chief Communications Officer, Eskenazi Health
Holding Ourselves Accountable

- Internal assessment
- How can we be part of community change
- Role as an anchor institution
- Identified Community Sponsorship Program as an opportunity
- Launched in January 2021
- Goal: Ensure our limited financial resources are going to values-aligned organizations
- Goal: Encourage community organizations to prioritize DEI
- Goal: Enable measurement and the collection of additional data related to our DEI commitment
Aligning Community Sponsorships with DEI Commitment

- Long history of community sponsorship program
- Established greater definition around community sponsorship
- Redesigned program
- Streamlined focus on financial contributions supporting community organizations
- Standardized application process
- Created small task force for review and approval
- Developed evaluation tool and scoring system
WELCOME TO ESKENAZI HEALTH

Sign up for Eskenazi Health MyChart today to gain online access to your medical records and actively participate in your health care.

Learn More
Sponsorship Application
Diversity and Inclusion Scoring

Requesting Organization ________________________________

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<td>Organization is actively working to</td>
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<td>improve racial equity in our community</td>
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<tr>
<td>Organization serves diverse populations</td>
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<tr>
<td>Organization promotes their programs and services to diverse populations</td>
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<tr>
<td>Organization has people of color in leadership roles (board and staff)</td>
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<tr>
<td>Organization has mandatory diversity and inclusion training for board and staff</td>
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<td></td>
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<tr>
<td>Organization works with diverse vendors and suppliers</td>
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<tr>
<td>Organization serves Eskenazi Health patients</td>
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<tr>
<td>Specific event or program seeking funding includes diverse populations</td>
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<tr>
<td>Specific event or program seeking funding benefits diverse populations</td>
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Total Score ______

Meets Standard for Commitment to Racial Equity, Diversity and Inclusion  YES NO
Requires Follow Up Discussion and Coaching with Requesting Organization YES NO
Does Not Meet the Standard for Commitment, Do Not Sponsor YES NO

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<td>Does not meet the standard, organization requires discussion and coaching</td>
<td>Does not meet the standard, do not sponsor</td>
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Community Sponsorship Requests in 2021

- Met the Standard: 34
- Did Not Meet the Standard: 18
Learning Along the Way

- Constant assessment of program
- Living process that continues to evolve
- Committed to not making changes midyear
- Not meeting the standard vs. not communicating well
- Investment of time
- Positive feedback from stakeholders
- Identifying and addressing challenges
- Options being considered for 2023
Questions?

Please be sure to complete the session evaluation on the mobile app!
Michelle O’Keefe, MA (She/Her)

- Chief Communications Officer, Eskenazi Health
- michelle.okeefe@eskenazihealth.edu
- Michelle serves as a trusted guide working with the C-suite on strategic communications, messaging, operations, culture, and diversity, equity and inclusion. She oversees the development and execution of integrated communications and engagement including research-based public and media relations, issues management, marketing, events and outreach, music and arts programming, and values-aligned community sponsorship efforts. Eskenazi Health, one of America’s largest essential health systems that also serves as a vital training ground for the Indiana University School of Medicine, includes an urban hospital campus as well as community-based primary and mental health care across Indianapolis.