



Society for Health Care
Strategy & Market
DevelopmentSM

SHSMD Member Meet- Up

DEIB Challenges to Overcome for Small & Rural Hospitals

Facilitated by:

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Wayne HealthCare

- 2022-24 Strategic Plan > People & Culture Pillar
 - Recruit, retain, and develop quality talent by offering a vibrant, healthy, rewarding, and positive workplace culture.
 - Strategic Planning for next three years will occur in July 2024
- November 2019: Diversity and Inclusion Statement
 - Our goal is to foster an environment that attracts the best talent and that creates a sense of pride across the organization.

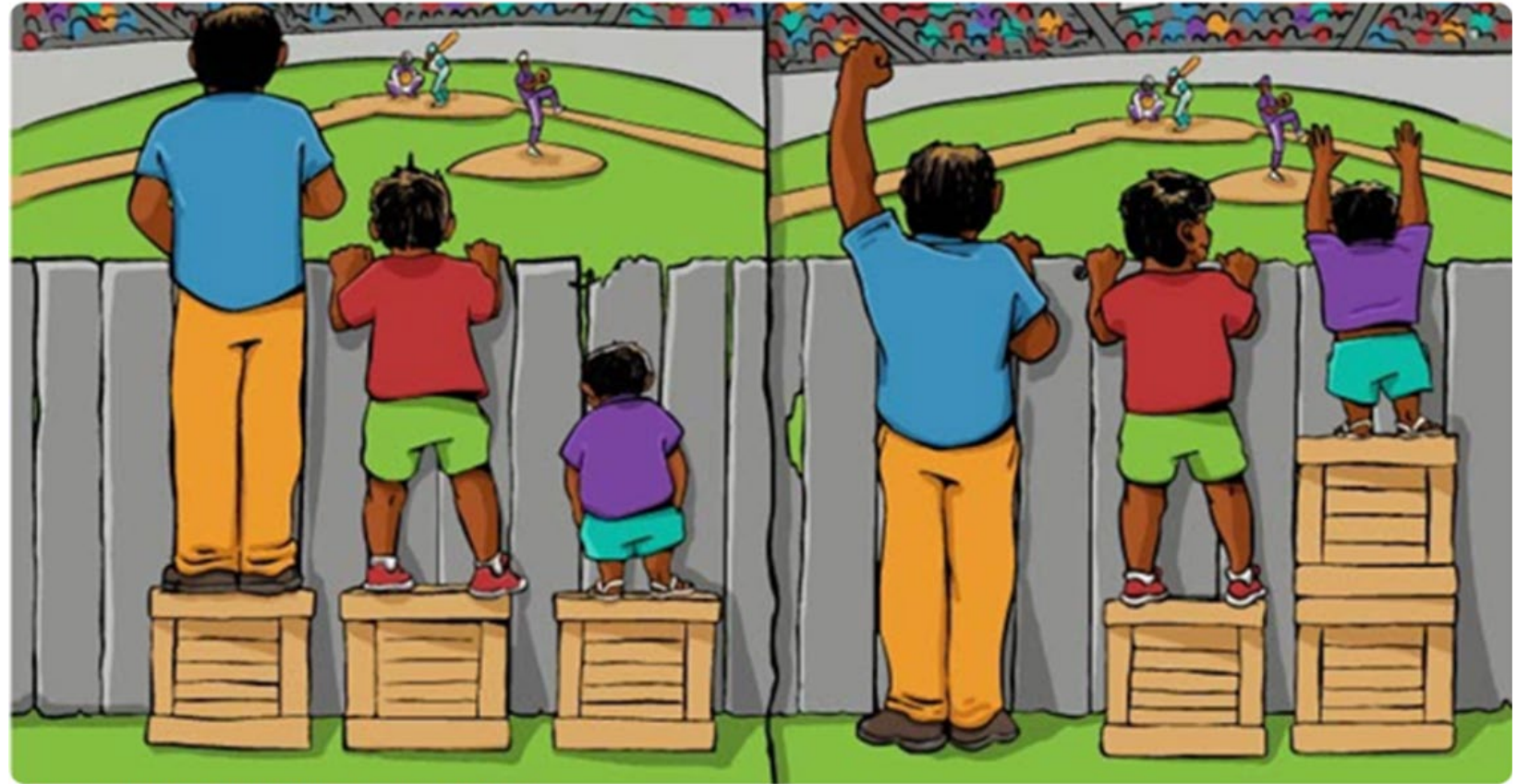
Our diversity and inclusion efforts will focus on:

 - Creating a work environment that fosters growth and advancement
 - Engaging with our employees in a way that reflects and respects their unique perspectives and experiences.
- FY2024 Marketing Department Goal
 - Research best practices to for inclusive communications
 - Translating essential documents and material in multiple languages

Brookings Health System

- 2023-26 Strategic Plan > Quality Pillar
 - Promote health equity by fostering health improvement and disease prevention strategies across populations and communities regardless of race, ethnicity, disability, sexual orientation, gender identity, socioeconomic status.
- Fall 2023: Awarded Health Improvement Innovation Grant
 - Translating Key Documents in Multiple Languages
 - Translation Widget Integrated on Website
- FY2024 Marketing Department Goal
 - Research best practices to reflect health equity in community-facing marketing efforts.

Equality vs. Equity



Interaction Institute for Social Change | Artist: [Angus Maguire](#)

Polling Questions

- Does your organization have a DEIB strategy?
- Does your organization have a DEIB policy?

Group Discussions

Choose Note Take + Group Reporter

Discussion Questions:

- What challenges exist in your organization to implement DEIB initiatives?
- What role in your organization is responsible for spearheading initiatives?
- At what level is strategy/marketing/communications involved with DEIB in your organization?

Discussion Summary

- Key Take Aways
- DEIB Resources
- Additional Topics: DEIB + Rural/Small
- Interest in Member Meet-Ups

DEIB Resources

- CMS: [Hospital Commitment to Health Equity Structural Measure Specifications](#)
- IFDHE: [Diversity & Inclusion Tab](#)
 - Sumer Enrichment Program
 - Executive Certificate in Diversity & Health Equity
 - [AHA's Health Equity Roadmap + Transformation Assessment for Hospitals](#)
- SHSMD: [Diversity, Equity, Inclusion & Belonging Resources](#)
 - Webinar: [Equity, Diversity & Inclusion: 21st Century Connections for 21st Century Success](#)
 - Webinar: [Creating Communications & Engagement Guidelines for Transgender Care](#)
 - [Optimizing Transgender Care Resource Toolkit](#)
- [National Association of Healthcare Service Executives](#)
- [American Marketing Association's Best Practices Guide to Inclusive Marketing](#)



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Thank you!

*Have a great topic for the next member meet up?
Interested in facilitating?*

Let us know by submitting your topic(s) [here!](#)

