



## The Value of Membership in the Institute for Diversity in Health Management

— October 2016 —



### **A new reality in health care is here. Quality, cost, equity, diversity and community health are inextricably linked.**

Health care organizations are challenged to create high-performing, culturally competent organizations to meet the current needs and changing sociodemographic trends taking place in this era of consumerism. The growth path will require a deeper understanding of data analytics, cultural and linguistic requirements, and inclusive leadership and governance competencies to gain a competitive advantage.

In the midst of this transformative change, the Institute for Diversity in Health Management (Institute) in 2016 worked hard to support member organizations in their efforts to eliminate health and health care disparities and advance diversity and inclusion.

This “2016 Member Value Report” contains examples of educational programs, executive roundtable dialogues, professional development and leadership events, and many other tools and resources the Institute provided to members this year.

In 2017, the Institute will continue to evolve as a center of excellence focused on health equity, diversity and inclusion by:

- Enhancing offerings to members through the Summer Enrichment Program and Certificate in Diversity Management in Health Care fellowship;
- Collaborating with others to deliver targeted, educational opportunities to assist members in eliminating disparities and advancing diversity and inclusion practices;
- Expanding our member recognition program featuring top-performing hospitals and health systems and sharing their excellent work with the field and public; and
- Continuing to lead and support the AHA's #123forEquity Pledge to Act Campaign to Eliminate Health Care Disparities.

Thank you for your dedicated support of the Institute in 2016. We look forward to your continued engagement in 2017 as we take the next steps on our journey to achieve health equity for all and evolve our workforce to reflect the people and communities we serve.

Please visit [www.diversityconnection.org](http://www.diversityconnection.org) for more information about how you can access resources, tools and support to help your organization advance the health of all individuals and communities your serve.

M. Tomás León  
President and CEO

# A LEADING ADVOCATE FOR HEALTH EQUITY, DIVERSITY & INCLUSION

## Diversity Dialogue Webinars Showcase Top Health Equity and Diversity Issues

As of Oct. 15, the Institute hosted nine [Diversity Dialogues](#) – educational webinars – on health equity, diversity, inclusion and other issues. Two more webinars are planned for the remainder of 2016. Webinars have featured nationally-renowned experts, including Kevin Lofton, CEO of Catholic Health Initiatives, and Cara James, director of the Centers for Medicare & Medicaid Services' (CMS) Office of Minority Health. Diversity Dialogue webinars are free for Institute members.

### #123forEquity: A Toolkit for Achieving Success and Sharing Your Story



## Helping Achieve the Goals of the AHA's #123forEquity Pledge

The Institute continues to lead and support the AHA's #123forEquity Pledge to Act Campaign to Eliminate Health Care Disparities. As of September, more than 1,300 organizations have signed the pledge. In addition, 48 state hospital associations and 10 metropolitan hospital associations have pledged support, and more than 40 local and national organizations have endorsed the campaign. The Institute continues to develop [resources](#) to support the field in their efforts to improve health equity.

## Survey Establishes Benchmarks on Health Care Diversity, Equity

In June, the Institute released its biennial [benchmarking survey](#) on hospitals' and health systems' efforts to advance diversity in their organizations and address health care disparities. The survey results found that the field is making some progress on important efforts to accelerate health equity, but more work needs to be done.

### Diversity and Disparities

A Benchmarking Study of U.S. Hospitals in 2015



## Summer Enrichment Program Boosts Diversity Pipeline

The Institute's [Summer Enrichment Program](#) (SEP) in 2016 placed 37 diverse graduate students at internships in hospitals, health systems and other health care organizations across the U.S. Experienced health care leaders mentor the SEP interns and provide exposure to real-life health care administration issues, as well as guidance that is crucial for early career success. Since its inception, the SEP has placed more than 1,200 individuals in internships, and many SEP alumni now hold executive leadership positions at some of the nation's most well-known health organizations. Institute members enjoy discounted administrative fees for participating in the SEP.

## A Leading Voice for Ending Health Care Disparities

The Institute, working with the AHA, remains committed to advancing diversity and inclusion in health care and eliminating health and health care disparities. In May, AHA President and CEO Rick Pollack authored an advertorial in the [Wall Street Journal](#) about the importance of and the AHA's commitment to ending health care disparities.

A MESSAGE FROM AMERICA'S HOSPITALS

### Working to End Health Care Disparities

America's hospitals and health systems are working to ensure that every person who walks through our doors receives the highest quality care.

Achieving this goal means understanding why disparities in care and health persist for some patient populations, and developing solutions to eliminate these disparities.

This is essential work. Each community is unique and individuals represent a diversity of cultural characteristics. They are



Richard J. Pollack  
President and CEO  
American Hospital Association

systems have signed the pledge, and each day, more are joining this effort.

In addition, more than 30 local and national organizations, including the National Urban League, American College of Healthcare Executives, Association of American Medical Colleges, Catholic Health Association of the United States and America's Essential Hospitals have endorsed the pledge.

Hospitals have committed to begin taking



## FEP Provides Internships to Individuals with Advanced Degrees

After a successful pilot in 2015, the Institute's [Fall Enrichment Program](#) (FEP) is in full swing for 2016. The FEP places diverse individuals, who recently completed a graduate degree program, in 10-week internships at hospitals and health systems across the country. Participating organizations receive access to up-and-coming health care leaders who are available for full-time employment upon completion of the FEP. Jacqueline Hunter (far left) participated in the 2015 FEP at Banner Health in Phoenix and then she received a full-time position.

## CDM Fellowship Enhances Diversity Practitioners' Skills

The Institute's [Certificate in Diversity Management in Health Care](#) (CDM) fellowship provides diversity practitioners with tools and resources to develop and execute a system-wide diversity strategy. The 12-month fellowship, conducted in collaboration with the American Leadership Council on Diversity in Health Care (ALC), includes a mix of in-person and online learning sessions. CDM credentials are recognized by the AHA and its Health Research & Educational Trust. More than 50 diversity practitioners have earned their CDM credentials since the fellowship's inception.



## Scholarships Help Students Earn Graduate Degrees

The Institute awards scholarships to diverse graduate students enrolled in health care administration programs. The scholarships – the Cathy L. Brock Memorial Scholarship and the Elliott C. Roberts Scholarship – are given to students who excel academically and demonstrate a commitment to community service. Since 2000, the Institute has awarded more than \$170,000 in scholarships to more than 50 individuals.



## Collaborating with The Joint Commission to Spotlight Health Equity

On Sept. 16, the AHA and Institute co-hosted a [health equity forum](#) with The Joint Commission. More than 50 health care leaders discussed strategies to improve health equity and diversity and eliminate health care disparities.

## ALC Diversity Practitioners Provide Guidance to Institute, Field

The Institute continues to work closely with the [ALC](#) as the Institute helps hospitals and health systems implement diversity and inclusion practices to eliminate health care disparities. The Institute formed the ALC in 2006 to foster collaboration among professional diversity practitioners committed to developing and implementing change initiatives through research, education and advocacy to improve quality, safety and access to care among the nation's health care providers. The ALC consists of more than 40 diversity practitioners from Institute member organizations. Many of the ALC members serve as faculty members for the Institute's diversity certificate program.



# CONFERENCE FOCUSES ON ACCELERATING HEALTH EQUITY THROUGH DIVERSITY AND INCLUSION

More than 300 health care leaders came to Philadelphia in June to participate in the [Institute's National Leadership and Education Conference](#). The conference focused on accelerating health equity through diversity and inclusion with an emphasis on collaboration, education and innovation. Some highlights follow.



Roslyn Brock, chairman of the National Board of Directors for the NAACP and vice president, advocacy and government relations for Bon Secours Health System in Marriottsville, Md., shared the latest on building trust with patients and diverse community stakeholders.

AHA President and CEO Rick Pollack shared the association's efforts to help the field eliminate health care disparities and provided an update on the AHA's #123forEquity pledge campaign.



The Institute, along with Diversity MBA and Carolinas HealthCare System, hosted a pre-conference roundtable on how to increase public and private partnerships that improve the health of diverse communities.

Steve Pemberton, vice president of diversity and inclusion and global chief diversity officer for Walgreens Boots Alliance, discussed diversity and inclusion as a competitive strategy and its importance to the sustainability of organizations and the communities they serve.





American College of Healthcare Executives (ACHE) Immediate Past Chairman Richard D. Cordova; Thomas F. Zenty III, CEO, University Hospitals, Cleveland; and Carolyn P. Caldwell, president and CEO, Desert Regional Medical Center, Palm Springs, Calif., spoke about how to evolve career pathways, develop emerging leaders, and build teams and networks to promote diversity and inclusion.

Institute Board Chair Ninfa Saunders, CEO of Navicent Health, gave an update on the Institute's strategic vision and direction at the Institute's members-only breakfast on day two of the conference.



Cara James, director of CMS's Office of Minority Health, spoke about the agency's equity plan and how it plays a critical role in eliminating health disparities.

AHA Board Member Joe Wilkins, chairman of St. Joseph Hoag Health, Indio, Calif., delivered remarks at the conference's final session – a community trustee networking event.



More than 300 health care leaders attended the Institute's conference and took advantage of the many networking opportunities. HCA and CyraCom, the conference's platinum sponsors, and many other organizations exhibited during the conference.

# INSTITUTE HONORS LEADERS IN DIVERSITY AND HEALTH EQUITY



## Booker T. Washington Award

At the National Minority Quality Forum's (NMQF) Leadership Summit on Health Disparities, Institute President and CEO Tomás León presented the [NMQF Booker T. Washington Award](#) to Ram Raju, M.D., president and CEO of NYC Health + Hospitals, for his efforts to advance diversity in the field, reduce health care disparities and provide equitable care to all patients. Raju is an AHA board member and is chairman of the AHA's Equity of Care Committee.

## Partner Award

ACHE received the Institute's Partner Award. As one of the Institute's founding members, ACHE has been invested in the work of the Institute since its inception in 1994. ACHE President and CEO Deborah Bowen (second from left), ACHE Director of Diversity & Inclusion Cie Armstead (second from right) and ACHE Immediate Past Chairman Richard Cordova accepted the award.



## Ambassador Award

Juana Slade, chief diversity officer and director of diversity and language services at AnMed Health in Anderson, S.C., received the Institute's inaugural Ambassador Award. Slade also was a founder of the Institute's ALC and has been a champion for the Institute, as well as diversity and health equity efforts, throughout her career.

## AHA Equity of Care Award

Institute member the Cleveland Clinic received the [AHA Equity of Care Award](#). MetroHealth in Cleveland; CHRISTUS Health in Irving, Texas; West Tennessee Healthcare in Jackson; and Navicent Health in Macon, Ga., were honorees. From left are Ram Raju, M.D., chairman of the AHA's Equity of Care Committee; Rosa Bailey, West Tennessee Health's operations support specialist; CHRISTUS Health CEO Ernie Sadau; Navicent Health CEO Ninfa Saunders; Lourdes Negron-McDaniel, MetroHealth's director of inclusion and diversity; Le Joyce Naylor, Cleveland Clinic's chief diversity officer; and AHA President and CEO Rick Pollack.



## Membership Award

Warrior Centric Health (WCH), LLC, received the Institute's Membership Award for their efforts to share their expertise and best practices with Institute members and the health care field, as well as their leadership on important issues related to diversity, health equity and veterans. Led by Ronald Steptoe and Evelyn Lewis, M.D., WCH has been a member of the Institute since 2014.

## Equity Champions

The Institute recognized 20 hospitals and health systems as [Equity Champions](#) during its national conference in June. The organizations received the honor for their performance on the Institute's biennial benchmarking survey.

# RESOURCES KEEP MEMBERS INFORMED OF BEST PRACTICES, STRATEGIES FOR HEALTH EQUITY

## Members-only Directory Connects Health Care Leaders

The Institute's innovative [online membership directory](#) allows Institute members to search for fellow members by city, state, organization, credentials and more. Since launching in 2015, nearly 1,000 member contacts have been added.

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## Members-only Webpage Features Latest Resources

The Institute's members-only [resource webpage](#) spotlights the latest studies, information, news, and data designed to help hospitals diversify their workforces and better serve their diverse patient populations. Presentations and materials from the Institute's 2016 national conference were featured on this webpage.

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## Keeping You Informed of the Latest News

"News from the Institute," an email newsletter highlights the latest news and trends on health equity, diversity and inclusion, as well as Institute happenings and upcoming programs of interest to diversity professionals. The Institute also offers discounted advertising opportunities to member organizations as a way to promote upcoming events or programs.

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## Leading the Conversation on Social Media

The Institute continues to expand its social media presence and has partnered with the AHA and other groups on a number of initiatives. Some of those efforts included participating in a CMS-led Twitter chat during National Minority Health Month, showcasing the Institute's national conference and promoting the AHA's #123forEquity pledge campaign.

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## Career Center Offers Access to Diverse Talent

The Institute's [Career Center](#) allows members to search for diverse talent and lets applicants search for jobs that are available at Institute member organizations. New enhancements to the webpage make it easier for employers to connect with diverse job candidates across the country.

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## Subject Matter Experts Can Assist with Health Equity and Diversity Challenges

The Institute's subject matter experts (SME) can assist members with their organization's health equity, diversity and inclusion challenges. If your organization needs specific assistance, contact [institute@aha.org](mailto:institute@aha.org), and the Institute will connect you with a SME that can work directly on your organization's issues.

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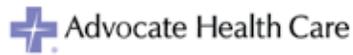
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