



**American Hospital
Association™**

Advancing Health in America

Custom Health Equity Innovation Summit Overview

Agenda

- Introduction (All)
- Overview of state-level innovation summits (AHA Team)
 - Description
 - Sample agenda
 - Health Equity Roadmap overview
 - Design-thinking facilitation process
 - Pricing models
 - Example of One-Page Summary
 - Example of Solutions Brief
- Request Details (All)

What are Innovation Summits?

- In 2023, AHA's Institute for Diversity and Health Equity (IFDHE) traveled across the nation to host regional Health Equity Summits. IFDHE is now rolling out a format that is suitable for the state-level.
- Summits are a one-day, interactive innovation workshop to co-design solutions for health equity within attendees' organizations and regions.
- Using the AHA's Health Equity Roadmap as a framework, attendees are guided through an innovation design thinking session to tackle pertinent challenges in health equity, resulting in the creation of transformative health equity strategies.

Sample Agenda

Time	Action
9:30 am	Registration and Continental Breakfast
10:00 am	Welcome and Opening Comments
10:30 am	Fireside Chat
11:15 am	Break
11:30 am – 1:00 pm	Introduction to Health Equity Transformation Through Human-Centered Design Attendees will learn how to accelerate health equity transformation through various domains within health care organizational structures. We'll introduce the AHA's Equity Roadmap and organizational assessment tool and share various resources to support organizational change. Attendees will choose one of the available levers they would like to focus on. AHA staff will facilitate conversations for each present lever.
1:00 pm – 1:45 pm	Lunch
1:45 pm – 3:00 pm	Gallery Walk Discussion and Report-Out
3:00pm – 3:30 pm	Closing Comments, Next Steps, and Takeaways
3:30 pm	Adjourn

AHA Health Equity Roadmap

The Health Equity Roadmap

A national initiative to drive improvement in health care outcomes, health equity, diversity and inclusion.



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.



Design-Thinking Facilitation



How might we support and create opportunities for staff to increase their DEI knowledge and experience?



How might we support culturally appropriate care for patients?



How might we provide training to staff needed to create an equitable, diverse and inclusive environment?

Breakers
(What would hold us back from moving forward with this solution?)

Bold Steps
(What big steps will move us toward this solution/vision)

Accelerators
(What can help move this solution forward?)

1. _____
2. _____
3. _____
4. _____
5. _____



Payment Models

PROGRAM CONSIDERATIONS

ROLES & RESPONSIBILITIES

1

2

	PARTNER-REV SHARE	TURNKEY SESSION
LOGISTICS		
Venue	Host	Host
Food & Beverage	Host	Host
AV	Host	Host
COMMUNICATIONS		
Registration	Host	Host
Sponsor Sales	Shared: Host (lead)	
Recruitment (member)	Shared: Host (lead)	Host
Marketing	Shared: Host (lead)	Host
PROGRAMMING		
Pre-event review of HETA engagement	AHA-IFDHE	AHA-IFDHE
Session Planning (agenda)	Shared: AHA (lead)	Shared: AHA (lead)
Sponsor coordination (if applicable)	AHA-IFDHE	
Event/Session Executive (3-Levers)	AHA-IFDHE	AHA-IFDHE



Base Price includes:

- Facilitation of 3 tables (per lever)
- Travel costs for 3 AHA facilitators
- Printing/Shipping of facilitation meetings
- Planning and programmatic design support
- Meeting summary

Add-on options available:

- Addition of facilitation tables (per lever)
- In-depth Solutions Brief
- Onsite AHA Communications Resource

Sample of a One-Page Write- Up



  **HEALTH EQUITY INNOVATION SUMMIT**
REGION # 7 March 6, 2023

How can health care systems and the communities they serve use this reformative time as a period of social innovation? That is the lens through which AHA and our Institute for Diversity and Health Equity (IFDHE) have undertaken a series of meetings with stakeholders in the diversity, equity and inclusion space.

Our most recent Health Equity Innovation Summit took place March 6 in AHA's Region 7, which includes members from Texas, Arkansas, Oklahoma and Louisiana.

This one-day event was designed to bring together C-suite hospital leaders, community members and patient advocates to explore regional challenges and co-develop potential solutions to accelerate actions to advance health equity. The session was interactive and inclusive of diverse perspectives.

Fireside Chat





A fireside chat, moderated by Leon Caldwell, IFDHE's senior director, health equity strategies and innovation, addressed the innovative ways technology can break down barriers to health care access, and how health systems might achieve trust in communities through inquiry and shared exploration of a needs assessment.

Fireside speakers included Roberta Schwartz, executive vice president and chief innovation officer of Houston Methodist Hospital; Terry Scoggin, chief executive officer at Titus Regional Medical Center; and Bettina M. Beech, chief population health officer and clinical professor at the University of Houston.







Here's what was discussed:

- Vulnerability is necessary to have equity discussions — especially interpersonal, one on one conversations to understand what matters to each individual.
- Technology and virtual care are innovative methods to bring health care into communities, but many rural and historically underserved communities lack access to broadband service. This is an area that still needs improvement.
- Communities are not a monolith and to achieve health equity, it's important to understand individual, lived experiences — rather than using collective approaches to determine solutions.

  **HEALTH EQUITY INNOVATION SUMMIT**
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Attendees were guided through an interactive session to accelerate health equity, using each of the six levers as a framework.

Top Takeaway from Each Lever:

 <p>Culturally Appropriate Patient Care</p>	 <p>Equitable and Inclusive Organizational Policies</p>	 <p>Collection and Use of Data to Drive Action</p>
Lever 1	Lever 2	Lever 3
Culturally appropriate patient care needs to be embedded as a strategic priority across all levels and at each stage of the patient's healthcare journey.	Hospitals should develop multidisciplinary internal review committees to identify policies that are inequitable and engage local and state government officials to advocate for systemic policy change that eliminate health disparities.	Community input and representation is crucial to accurately capture data and identify gaps in health.
 <p>Diverse Representation in Leadership and Governance</p>	 <p>Community Collaboration for Solutions</p>	 <p>Systemic and Shared Accountability</p>
Lever 4	Lever 5	Lever 6
Hospital c-suite and governance boards can be diversified through a variety of strategies such as: enforcing term limits for board members; unconscious bias training; and detailed succession planning and training workshops.	Establishing community partnerships requires intentional listening, meeting the community where they are, building trust and working to create policies to make community engagement sustainable.	To achieve systemic and shared accountability, hospitals and health systems have to find what DEI metrics are within their control, and then tie these metrics to system wide goals and incentive plans.

Sample of a Full Solution Brief



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6



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8



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10



11



12



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14



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18



Closer Look at Full Solution Brief

THREE THEMES

At the Region 7 Innovation Summit in Houston, 50+ solutions were discussed over the course of the day. Three themes emerged that represented opportunities for action.

- 1 Prioritizing and Incentivizing Health Equity**
Ways to adopt a proactive stance and accelerate the health equity journey
- 2 Deep Community and Patient Collaboration**
Ways to engage in true community partnership and work beyond the four walls of hospitals and health systems
- 3 Becoming a Health Equity Learning Organization**
Ways for hospitals and health systems to become learning organizations in advancing health equity

THEME ONE

Prioritizing and Incentivizing Health Equity

Prioritizing and Incentivizing Health Equity

Hospitals and health systems have no shortage of work to accomplish or goals to achieve. The first major theme from the Region 7 Innovation Summit centered around how hospitals and health systems can prioritize health equity work but do so in a way that is strategic and leverages existing infrastructure and processes.

Summit participants discussed what it would look like to take action with a sense of urgency, acknowledging the tension between what hospitals and health systems can control and change today vs. what they can work toward impacting tomorrow.

SOLUTION SPACES:

- How might we measure and incentivize health equity now (and not wait for reimbursement to drive action)?
- How might we proactively develop diverse leadership that mirrors the diversity of the communities we serve?
- How might we create enabling structures and governance for taking action to advance health equity?

SOLUTION SPACE 1

How might we measure and incentivize health equity now (and not wait for reimbursement to drive action)?

- Establish benchmarks for top health care equity measures for outcomes health systems can control and develop SMART goals to achieve them. **LEVELS 4, 6**
- Align benchmarks for health care equity measures with common metrics and incentives (e.g., service excellence measures). Align measures across service lines and settings to create organization-wide accountability. **LEVEL 5**
- Develop strong financial rationale/ analytics that tie health care equity measures to cost savings (similar to the way ESG initiatives, employee well-being and voluntary turnover currently are tied to cost savings). **LEVEL 4**
- Drive outcomes by tying/aligning C-Suite, provider and staff compensation and incentive plans to specific health care equity metrics and specified goals. **LEVELS 3, 4, 6**
- Work with organizations (e.g., the AHA) to develop sets of standard performance benchmarks that reflect the range of health care equity measures hospitals and health systems can control. **LEVEL 6**

- Includes full analysis and identification of main themes from design-thinking session, addresses solution spaces within those themes, and provides specific examples taken directly from participant contributions.

Questions for Consideration

1. When and where would you like to have this summit?
 - a. Would you like this summit to be a stand-alone or a part of another existing event?
2. How many attendees do you envision coming to this summit?
3. Which levers would you like to feature at this summit? How many tables per lever?
4. Which payment model are you interested in – partner (revenue share) or turnkey session?
5. Is there anything unique to your hospital association that you would like to be considered in programming?
6. When planning this event, who from your organization will be involved?
 - a. Planning team
 - b. Identifying panelists
 - c. Identifying sponsors
 - d. Logistics (before and during the event)