

# Equity Matters Everywhere in Health Care

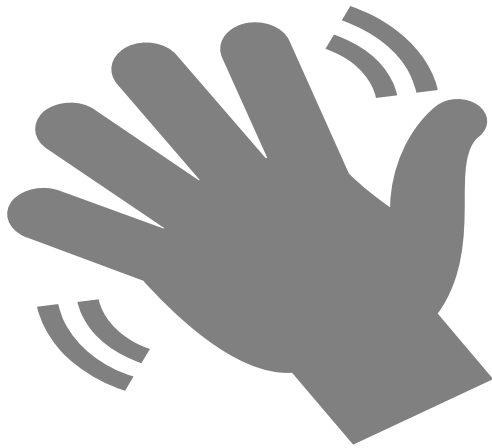


Friday, April 12, 2024

*Please take a minute to introduce yourself and what organization you're with in the chat box.*

*Today's webinar is being recorded.*

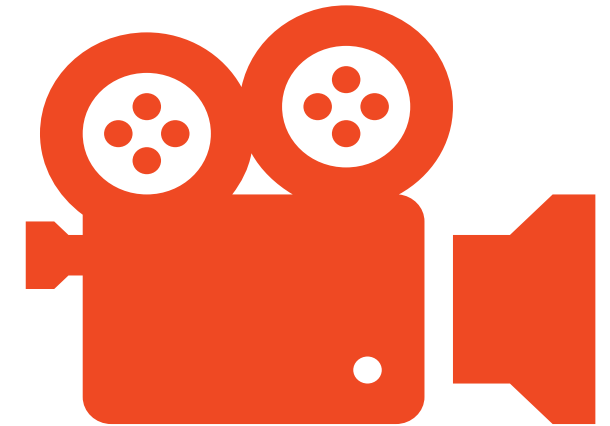
# Before We Get Started



Introduce yourself in the chat box and tell us what organization you're with



Message Nick Davis for any technical issues



We're recording and you'll get the link within a week

# Today's Speakers

**Michael Garrett, MS, CCM**  
Health Equity and Clinical Management  
Consultant

Member, URAC Health Equity Committee



**Lawrence Haynes, MA**  
Program Manager for Racial Equity  
American Public Health Association

Member, URAC Health Equity Committee



**Lisa Silverman, MA**  
Client Education Specialist  
URAC



**Jenn Richards, PharmD, JD**  
Senior Director, Product Development  
URAC



**De'Anna Hardin**  
Business Development Executive  
URAC

# Who Is Here Today?

What type of organization do you represent?  
What is your organization's relationship to URAC?



# About URAC

Jenn Richards

# About URAC

We have *almost 35 years of experience* as an accreditor

We believe in growth through *education and quality improvement*

We understand that *excellence looks different* in every organization

We know *partnerships are the key* to our work



# Our Partners



Duke Cancer Institute



BlueCross  
BlueShield  
Association

AMERICAN  
PSYCHIATRIC  
ASSOCIATION



NYC  
HEALTH+  
HOSPITALS



# Health Equity Accreditation Committee



# Key Terms and Concepts

Michael Garrett



# Health Equity Key Terms and Concepts

Accessible

Bias

Diversity

Inclusion

Social  
Determinants  
of Health

# Minoritized

Used to describe *groups of people* who have been *intentionally and structurally excluded* from equitable access to economic, political and health systems due to *systemic barriers* such as historical discrimination and socio-economic inequalities.



Minoritized communities include, but are not limited to:

Communities of color

LGBTQIA+ communities

Women and girls

Older adults

Veterans

Individuals living in certain and/or disadvantaged geographic locations

People with disabilities

Those experiencing poverty and housing insecurity

People involved in the criminal justice system

People of higher weight

Those living with chronic illnesses

# Health Equity

The principle underlying the continual process of assuring that ***all individuals*** or populations have ***optimal opportunities to attain the best health possible.***

Applying the principle of health equity requires that ***barriers*** to promoting good health ***are removed*** and ***resources are allocated*** among populations and/or communities ***proportional to their need(s).***



# Health Equity Accreditation & Its Impact on Public Health

Lawrence Haynes, MA





Program Manager for Racial Equity at the  
American Public Health Association

Trained as a mental health counselor

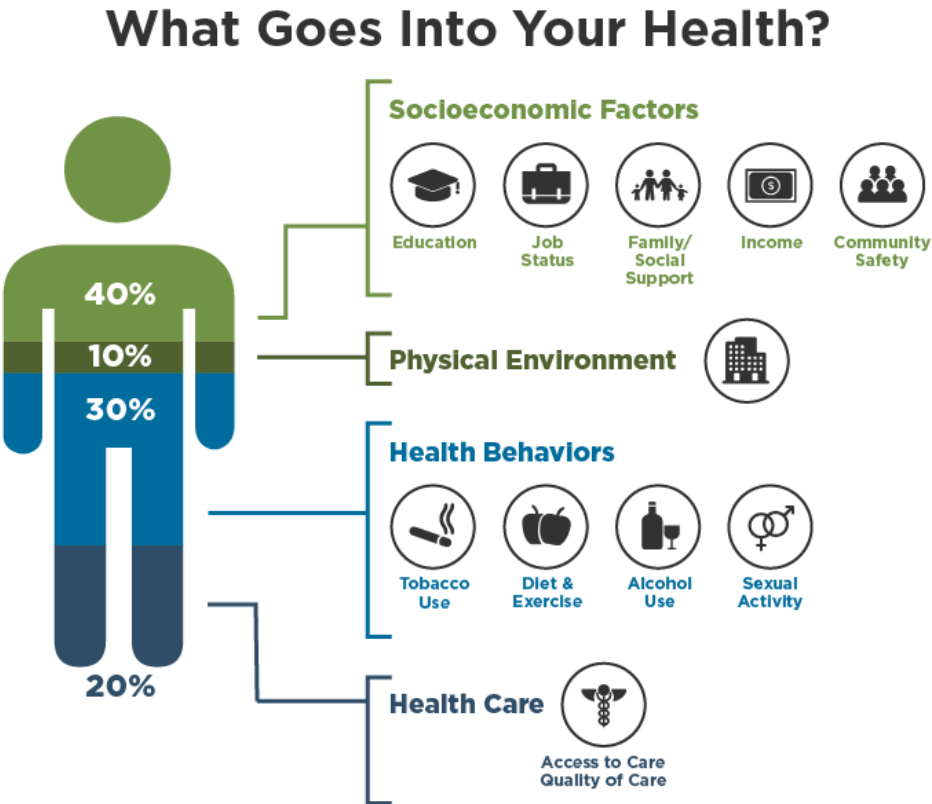
Member of the URAC Health Equity Committee

Ph.D. Student at Howard University

# *Why APHA believes in this accreditation*



# Determinants of Health



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Adapted from The Bridgespan Group

Figure 1  
Social Determinants of Health

Economic Stability	Neighborhood and Physical Environment	Education	Food	Community and Social Context	Health Care System
Employment	Housing	Literacy	Hunger	Social integration	Health coverage
Income	Transportation	Language	Access to healthy options	Support systems	Provider availability
Expenses	Safety	Early childhood education		Community engagement	Provider linguistic and cultural competency
Debt	Parks	Vocational training		Discrimination	Quality of care
Medical bills	Playgrounds	Higher education		Stress	
Support	Walkability				
	Zip code / geography				
Health Outcomes					
Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations					

HEALTH NEWS

## Exposure to police violence linked to poor sleep in Black adults, study finds

Black adults reported getting less sleep in the months following police-involved killings of unarmed Black people.

## Americans Without College Degrees Live Shorter Lives, Brookings Study Finds

HEALTH • PUBLIC HEALTH

## Your ZIP Code Might Determine How Long You Live—and the Difference Could Be Decades

## How ‘nature deprived’ neighborhoods impact the health of people of color

Green spaces make people healthier and happier, but decades of systemic racism have left many people of color living in areas without access to nature.

INVESTIGATIONS

## Oregon Hospitals Didn't Have Shortages. So Why Were Disabled People Denied Care?

## Why L.G.B.T.Q. Adults Are More Vulnerable to Heart Disease

Experts say that a leading cause of death often goes overlooked.

## Black Women Over Three Times More Likely to Die in Pregnancy, Postpartum Than White Women, New Research Finds

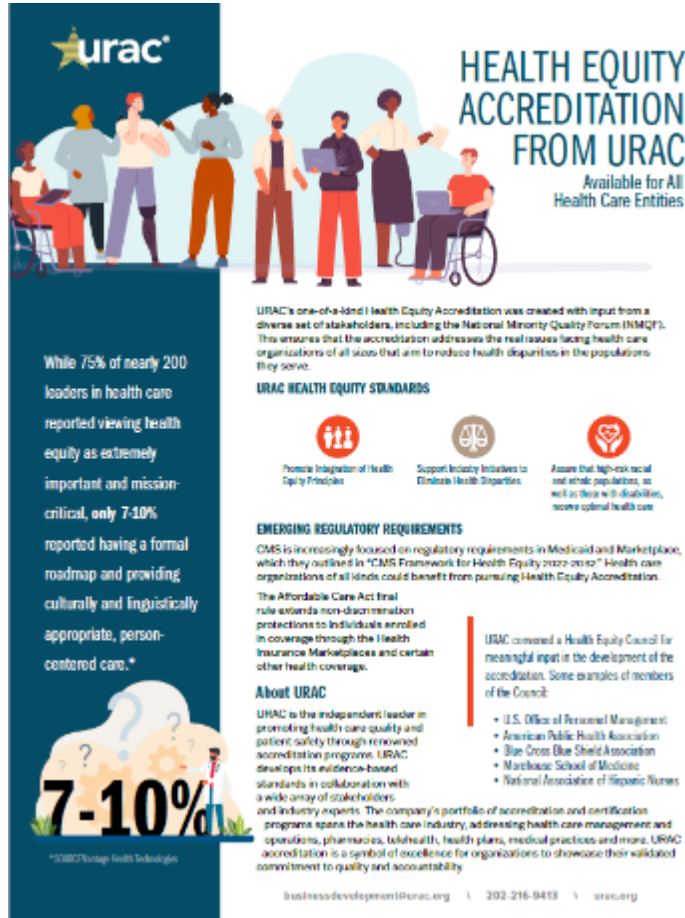
Stark racial disparities in U.S.

## For people in Clark County experiencing homelessness, health care can be out of reach

‘Lurching from crisis to crisis,’ homeless are in ‘perpetual cycle they can’t get out of’



# Health Equity can touch many different health care organizations...that is why accreditation is so important



**urac**

## HEALTH EQUITY ACCREDITATION FROM URAC

Available for All Health Care Entities

While 75% of nearly 200 leaders in health care reported viewing health equity as extremely important and mission-critical, **only 7-10%** reported having a formal roadmap and providing culturally and linguistically appropriate, person-centered care.\*

**7-10%**

\*Source: Change Health Strategies

URAC's one-of-a-kind Health Equity Accreditation was created with input from a diverse set of stakeholders, including the National Minority Quality Forum (NMQF). This ensures that the accreditation addresses the real issues facing health care organizations of all sizes that aim to reduce health disparities in the populations they serve.

### URAC HEALTH EQUITY STANDARDS

- Promote Integration of Health Equity Principles
- Support Industry Initiatives to Eliminate Health Disparities
- Assure that high-risk social and ethnic populations, as well as those with disabilities, receive optimal health care

### EMERGING REGULATORY REQUIREMENTS

CMS is increasingly focused on regulatory requirements in Medicaid and Marketplace, which they outlined in "CMS Framework for Health Equity 2020-2022." Health care organizations of all kinds could benefit from pursuing Health Equity Accreditation.

The Affordable Care Act final rule extends non-discrimination protections to individuals enrolled in coverage through the Health Insurance Marketplaces and certain other health coverage.

### About URAC

URAC is the independent leader in promoting health care quality and patient safety through renowned accreditation programs. URAC develops its evidence-based standards in collaboration with a wide array of stakeholders and industry experts. The company's portfolio of accreditation and certification programs spans the health care industry, addressing health care management and operations, pharmacies, telehealth, health plans, medical practices and more. URAC accreditation is a symbol of excellence for organizations to showcase their validated commitment to quality and accountability.

URAC convened a Health Equity Council for meaningful input in the development of the accreditation. Some examples of members of the Council:

- U.S. Office of Personnel Management
- American Public Health Association
- Blue Cross Blue Shield Association
- Marquette School of Medicine
- National Association of Hispanic Nurses

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- Economic issues
- Race/Ethnicity
- LGBTQIA
- Immigration
- Housing
- Criminal Justice
- Education

## **Another reason why Health Equity Accreditation is so important...**

**Alabama Gov. Kay Ivey signs sweeping law  
that prohibits diversity, equity, and inclusion at  
public schools and universities**

**Anti-DEI bill passes Ky. House  
committee with broad restrictions**

**DEI attacks pose threats to medical  
training, care**

**An Idaho bill prohibiting DEI in higher ed could  
have 'ripple effects' for the state**

Republicans in Congress push to ban DEI in medical schools

# Health Equity in Action

Michael Garrett



*Of all the forms of  
inequality, injustice in  
health is the most  
shocking and the  
most inhumane...*

-The Rev. Martin Luther King at the Second National Convention  
of the Medical Committee for Human Rights, Chicago, March  
25, 1966.



# Key Initiatives in Health Equity

Association of American  
Medical Colleges  
(AAMC) Center for  
Health Justice

Black Directors Health  
Equity Agenda (BDHEA)

Association of American  
Medical Colleges  
(AAMC) Center for  
Health Justice

American Medical Association (AMA) Center  
for Health Equity

America's Health  
Insurance Plans  
(AHIP) Health Equity

Centers for Medicare & Medicaid Services  
(CMS) Framework for Health Equity



## Organization (Macro)

*DEI strategy addressing representation, benefits, vendors, etc.*

## Team (Mezzo)

*DEI in recruitment, promotion/retention; continuous learning/development; mentorship/sponsorship programs*

## Individual (Micro)

*Respect for consumer preferences on care coordination, pronouns, communication methods, beliefs/values, support system, etc.*



*"It is not our differences that divide us.  
It is our inability to recognize, accept, and  
celebrate those differences."*

- Audre Lorde



# Health Equity Accreditation

Jenn Richards



# Highlights of URAC's Health Equity Accreditation

Available to  
any health care  
organization

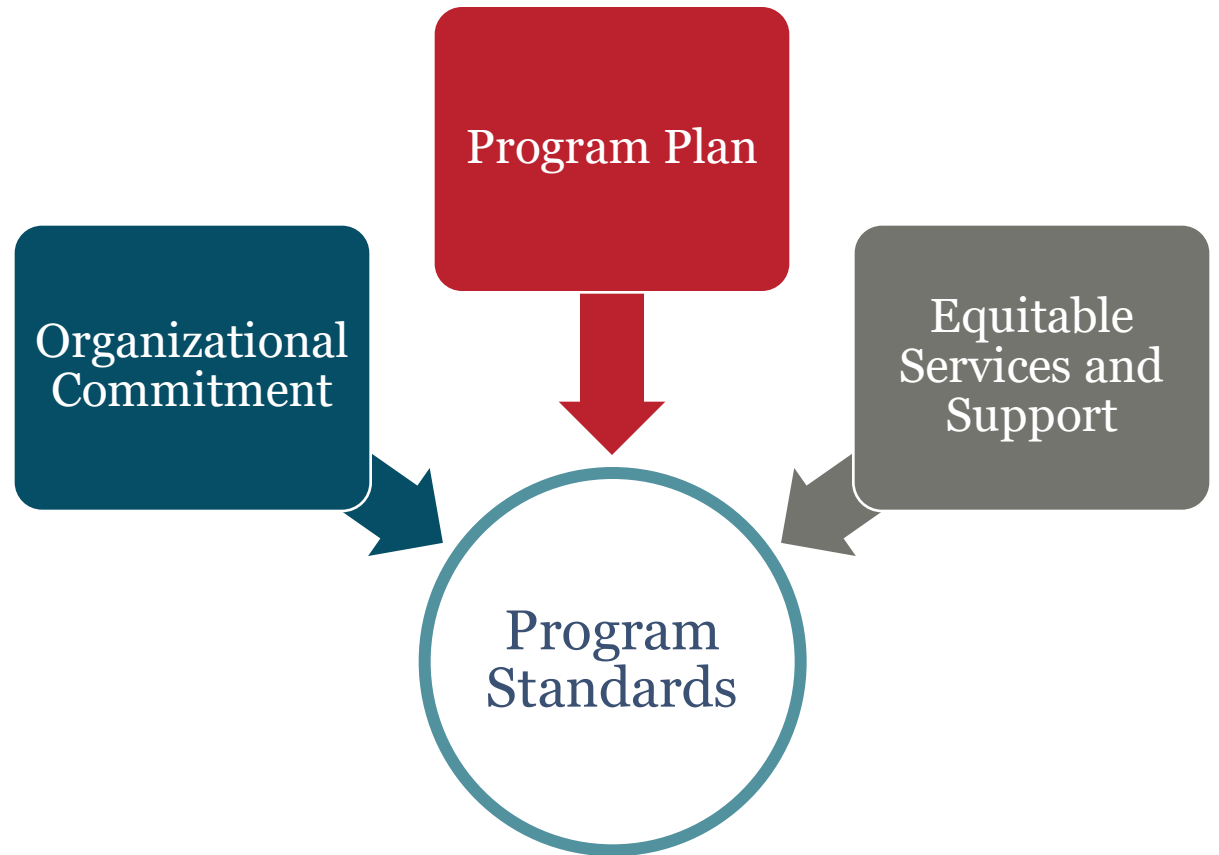
Six-month  
application

Three-year  
accreditation

Aligns with  
CLAS

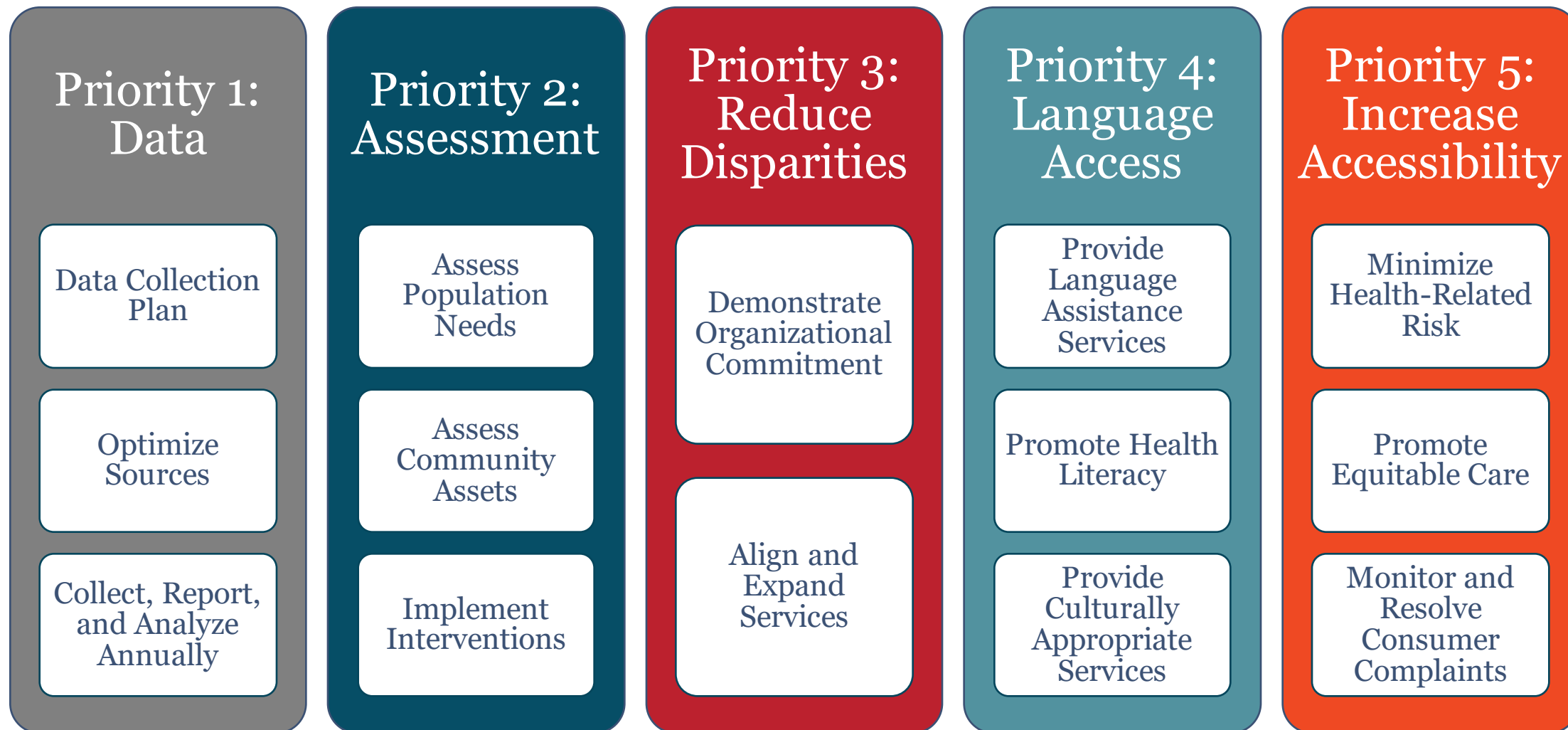
Initiatives to  
eliminate  
disparities

Aligns with  
CMS  
framework



*Equitable Care is Quality Care*

# URAC Standards Align w/ CMS Framework

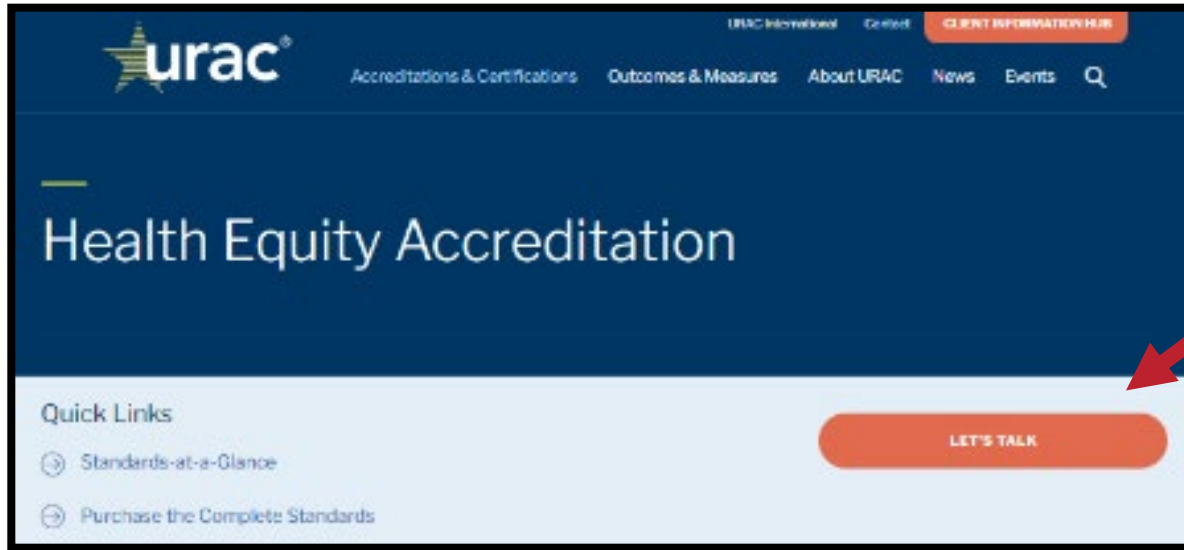


# Health Equity Accreditation Eligibility

- Health plans, case management organizations, pharmacy benefit management, etc., providing health services
- Must demonstrate integration of health equity principles
- Must have established self-monitoring practices emphasizing quality assurance and improvement



# Next Steps



[www.urac.org/equity](https://www.urac.org/equity)

## Contact

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*Recording and follow up materials will be shared early next week.*

