Prioritizing Health Equity in the Boardroom

Playbook Preview

2021

Prepared by Black Directors Health Equity Agenda (BDHEA) and Deloitte Consulting LLP
Provide a preview of the content within the Board Director’s Health Equity Playbook

Spark thinking on how you can engage with this powerful product
The Black Directors Health Equity Agenda (BDHEA) is a group of Black Board Directors and senior thought leaders across our nation’s health and wellness institutions, dedicated to eliminating health disparities that disproportionately impact Black communities and ultimately advancing health equity for all.

Deloitte is pleased to have donated its professional services — via the Deloitte Health Equity Institute — to develop this Playbook in collaboration with BDHEA.

The Board Director’s Health Equity Playbook aims to help Board Directors bring a health equity lens into their governance roles and encourage Directors to more directly influence conversations regarding health equity. BDHEA and Deloitte are grounded in the belief that Board Directors have a meaningful role to play in helping reach equitable health outcomes both within and outside the organizations they serve.
The Playbook is divided into **five sections** and aims to help Board Directors understand health equity, explore the business imperative, and learn how to take meaningful action.

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THE ROLE OF THE BOARD AND DOMAINS OF ACTION

Learn how Board Directors’ evolving roles position them to govern and influence health equity.

Understand opportunities for Board Director action, from the organization to the ecosystem level.
KEY BOARD COMMITTEES, STAKEHOLDERS, AND CONSIDERATIONS FOR C-SUITE ENGAGEMENT

Explore key stakeholder groups for your Board committee to partner with on health equity

Consider suggestions for effectively engaging with various C-suite members to activate health equity
THE BUSINESS IMPERATIVE FOR HEALTH EQUITY

Review data on the magnitude of health disparities affecting Black communities

Uncover the business imperative for health equity

There are many reasons for Board Directors to prioritize health equity

1. Consumer Preference
   Board Directors can help steer organizations in the direction that the market demands. Changing the healthcare landscape by addressing health equity is a powerful way to improve the value of a company.

2. Financial Responsibility and Sustainability
   Board Directors can guide organizations toward health equity to enhance their financial stability. In the long run, addressing equity leads to better health outcomes and reduced overall costs.

3. Public Policy
   Board Directors can influence organizations to become better community partners and corporate citizens. Many initiatives are using public policy tools to push for community health equity.

4. Regulatory and Legal Compliance
   Board Directors are positioned to monitor data and hold their organizations accountable for achieving the quality metric goals. Regulatory bodies of federal, state, and municipal levels are increasing or amending those in the health ecosystem/finance, ensuring quality and leadership provide health outcomes.

As a proponent of equity and health, Board Directors should think holistically about the need to prioritize health equity. Potential benefits and considerations of doing so for various types of organizations can be found on the following three pages.
BENEFITS AND CONSIDERATIONS BY ORGANIZATION TYPE

Explore a detailed breakdown of benefits and considerations of health equity action by organization type.
Familiarize yourself with a helpful frame of reference: **the health equity journey**

Find **strategic questions to spark action** for each committee, domain, and health equity journey phase.
Learn from the health equity experiences of others and apply lessons learned to inspire action within your own organization.

STORIES TO AMPLIFY HEALTH EQUITY LEARNINGS

1. Assessing Readiness & Beginning the Learning Journey

**Context**
As part of an ongoing work to enhance health equity, a leadership team was brought in to conduct an equity audit to assess the organization’s health equity readiness and develop an action plan.

**Approach**
- The team conducted an in-depth review of systems and processes, identifying areas for improvement.
- Improved communication and engagement among board members.
- Increased awareness and understanding of DEI issues.
- Developed an action plan for addressing identified gaps.

**Impact**
- Increased awareness and engagement among board members.
- Improved communication and understanding of DEI issues.
- Developed an action plan for addressing identified gaps.

**Key Takeaways**
- As your organization’s commitment to health equity evolves, encourage your Board to evolve its commitments to DEI-related learning in parallel.
- Designate dedicated resources to tracking and maintaining accountability for DEI actions at the Board level.

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