We are thrilled to share the incredible progress achieved in 2024 and the exciting plans shaping the future of the Black Directors Health Equity Agenda (BDHEA). As we enter our fifth year of operation, we are eager to highlight how your contributions are transforming our vision into impactful action.

BDHEA Board and staff (*left to right*): John Daniels, Jr., Shamika Mazyck, Nygel Vaughn, Michele Richardson, Michael Robinson, Caretha Coleman, Deborah Phillips, Dr. Regina Benjamin, Michele Hooper, Gilbert Bland, Tracey Bell, Sana Imam. *Not pictured*: Alfreda Bradley-Coar and Joe Wilkins.

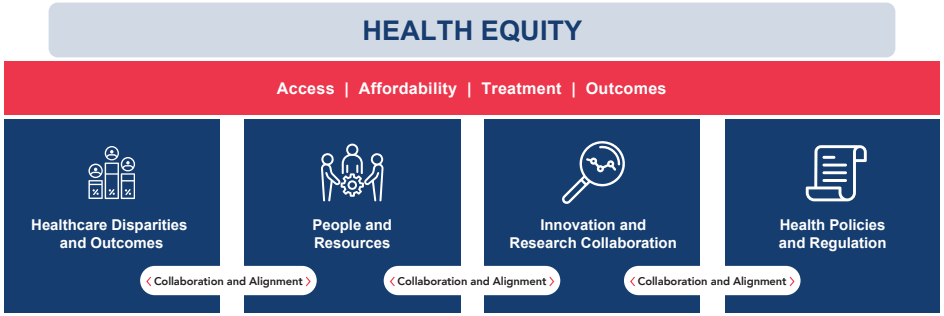
ACKNOWLEDGMENTS

Our journey at the BDHEA would not have been possible without the vision and commitment of our founding members and supporters. Your unwavering dedication has laid the foundation for impactful progress in health equity. Thank you for being the guiding force behind our mission.

STRATEGIC PILLARS – BDHEA FOCUS

The BDHEA unites a distinguished group of healthcare leaders, board directors, and educators from across the United States with a shared mission: to transform healthcare by addressing disparities in care, talent, research, and policies affecting the Black community, thereby enhancing outcomes and driving innovation across the nation.

BDHEA aims to implement sustained, impactful action to eliminate persistent disparities impacting Black communities, addressing these issues comprehensively despite significant prior efforts. As a trusted convener, educator, and data translator, BDHEA seeks a holistic national strategy to mitigate health disparities. Its approach is grounded in four strategic pillars:



ACHIEVEMENTS

Signature Programming Highlights

BDHEA Health Equity Toolkit

The BDHEA Health Equity Toolkit was conceived as a resource to Board Directors and Senior leaders in Health. From the original **Directors Playbook** to the **ESG Action Guide** and the **Decarbonization Guide**, these resources provide invaluable tools and resources for the Boardrooms and Senior leaders to actualize strong Health Equity programs and initiatives within their organizations.

$1.5M
3-YEAR GRANT SUPPORT

The Toolkit is being expanded with the development of a **Directors Playbook for Community Health Centers and Public Hospitals**. This will greatly expand the reach of the Playbook to more than 4,200 hospitals and community health centers (CHCs) and support its usage. The Toolkit's development, supported in part by the 3-year 1.5 Million Dollar Grant provided by the East Bay Community Fund | KP Community Foundation, continues to align with our mission to drive health equity. Deloitte continues as a major strategic alliance partner to the BDHEA. This work on the Toolkit's creation and development is progressing strongly, with enthusiastic feedback and expanded collaboration through assessment interviews. The Assessment Report will be published in April.

Board Diversification

BDHEA's Board Diversification and Inclusion Project seeks to increase diversity on healthcare boards, as well as increase participation on enterprise, public hospital and CHC boards and in new leadership roles.

Phase 1 of the Board Diversity and Inclusion Project was successfully launched, in partnership with EY, in 2024, and delivered the report "**Racial/Ethnic Diversity in US Healthcare Boards: The Case for Change.**"

"In Health Care Boardrooms, Diversity Still Short of Demand" – *US News & World Report* notes progress in boosting Black representation on healthcare governing boards, but says "critical mass" still needs to be achieved.

Phase 2 of this Initiative will convene a task force of Board Directors and Senior leaders in health. This initiative seeks to define and develop strategies and actions which will champion and support increased participation of Black board directors who represent the heart of their communities.

In partnership with EY, the task force will begin its work in February 2025, ensuring we maintain a focused lens on diversity and inclusion at the highest levels. We have successfully launched this critical initiative with nine senior leaders confirmed.

BDHEA 2024 National Summit

The Black Directors Health Equity Agenda's 2024 National Summit **"Health Equity Now: Charting our Course"** in Washington, DC, marked a great achievement, setting a precedent for collaborative efforts in addressing health disparities. Our third flagship event drew over 250 attendees, featuring panels and keynotes from leaders in technology, healthcare, and community advocacy. This Summit convened experts and stakeholders from diverse healthcare sectors poised to create impactful initiatives for a powerful year of action. Our group had robust participation and a heightened readiness to develop transformative solutions addressing pressing health equity challenges.

2024 BDHEA Summit Brief Recap

Clinical Steering Council

We are thrilled to preannounce the launch of the BDHEA's Clinical Steering Council (CSC). The CSC will leverage the expertise of subject matter professionals to advance our Healthcare Disparities and Outcomes Pillar, with a focus on reducing health disparities and improving the health of the Black community. Dr. Reed Tuckson has been appointed by the BDHEA Board to serve as the Chair of CSC.

With Deloitte as a strategic advisor and BDHEA providing direct project management, the Council is set to launch with invitations being extended to inaugural members. A press release will follow once confirmations are finalized.

Collaborations

In 2024, the BDHEA continued our role as a collaborator with aligned organizations.

- Sana Imam, on behalf of the BDHEA, conducted training for **The Leverage Network's Healthcare Board Initiative (HcBI) CoHort VII Program**. The HcBI is a premier executive development program that enhances Black executives' preparedness for governance roles in the healthcare industry.
- The BDHEA, in collaboration with leaders from the American Hospital Association and The Health Management Academy, delivered a new report which captures the critical strategies and initiatives that drive meaningful change in health equity. The team interviewed executives and board members from health systems across the country, highlighting how organizations prioritize diversity, health equity, and inclusion.

  Building a Governing Board Strategy on Diversity and Health Equity: Case Studies from the Field

Financial Health and Fund Development Success

- **Major Gift: Kaiser Permanente Grant**

  BDHEA Awarded $1.5 Million to Advance Health Equity Mission

The Black Directors Health Equity Agenda has secured a transformative $1.5 million grant to develop a strategic playbook addressing health equity disparities in public hospitals and community health centers. This grant, generously funded by Kaiser Permanente National Community Benefit Fund at the East Bay Community Foundation, will propel our mission forward by fostering education and engagement of board directors and executive leadership. Additionally, it will support our Board Diversification and Inclusion Project, which seeks to increase the diversity and inclusion on healthcare boards. "Our duty as healthcare board members extends beyond oversight; it's a commitment to the heart of care," stated BDHEA leadership.

- **2025 Budget:** A comprehensive budget, aligned with our 2025 programmatic priorities and projected revenues, has been approved.
- **Audit Results:** Our 2022 audit is complete with a positive outcome, affirming our financial stewardship and operational integrity.
- **Fundraising Milestones:** With the guidance of Barber and Associates, the BDHEA has raised over $5 million and identified future major gift prospects. As we transition fund development leadership to Elizabeth Dale of Chillmark Philanthropic LLC, we are confident in her expertise to elevate our efforts further.

Strategic Communications and Visibility

We are receiving growing recognition in the media, reinforcing BDHEA as a leader in health equity. Purpose Brand has been an instrumental partner in elevating the BDHEA's national profile and amplifying our critical mission through strategic communications and targeted media relations.

>3B
TOTAL EARNED MEDIA IMPRESSIONS

The BDHEA secured over three billion (3,530,067,883) total earned media impressions, including healthcare trade and national publications, podcasts and syndications, and press release announcements. We secured prominent placements for our key initiatives—including the 2024 BDHEA Summit, Kaiser Permanente Grant and AHA Report—in prestigious outlets such as *Forbes*, *Becker's Hospital Review*, *Modern Healthcare*, *Medtech Insight* and more. These results ultimately reinforce our crucial role in advancing Black health equity as a fundamental social and business imperative. Additionally, we worked to develop and enhance BDHEA's partnership with *US News & World Report*.

The BDHEA social channels realized tremendous growth and engagement in 2024, a positive indicator that our content is effectively resonating with our target audiences. Remarkable statistics include 215% growth in followers, over 500K impressions, and more than 500 comments. We received noteworthy engagement from Howard University, CommonSpirit Health, Morgan Health, Dr. Ericka Betts, Director of Health Equity at Humana, James Richardson, Chief Medical Director at Centene and many more.

Social media statistics include:

215%
GROWTH IN FOLLOWERS

12,295
FOLLOWERS

>500K
IMPRESSIONS

STRATEGIC ALLIANCES

BDHEA's impact is amplified through collaborations with key strategic partners. These alliances have provided invaluable resources, expertise, and support:

- **Deloitte:** Deloitte's commitment to health equity is reflected in their active participation in BDHEA's strategic initiatives and advisory projects. Members from the Deloitte team have participated as Interviewees for the Needs Assessment for the newest Playbook for Community Health Centers and Public Hospitals.
- **EY:** EY has contributed significantly to BDHEA's strategic planning and expertise in developing the baseline for our Board Diversification Initiative and will guide the task force in developing strategies for success. Their operational alignment ensures our initiatives are both impactful and sustainable.
- ***US News and World Report:*** *US News* is partnering with BDHEA to highlight critical issues in digital health equity and amplify the voices of underserved communities.
- **UnitedHealth Group:** BDHEA is fortunate to have received pro bono support from UnitedHealth Group to support the Kaiser Permanente grant effort. Their loaned executive team has quickly become an integral part of our efforts, contributing significantly by analyzing trends from the interviews, updating and refining the literature review, and drafting key sections of the final report. UHG executives include: Catherine Anderson, Lauren Montwill, Julie Tomaska, and Jesse Goodsell.

LOOKING AHEAD IN 2025

The BDHEA will continue work on our Signature Programs in support of our mission. We invite your participation to engage and support our work.

2025 National Summit:

CLOSING

To all of our supporters, your dedication and passion have been the cornerstone of our success. As we close 2024 and look toward a promising future, we honor your contributions and look forward to continued collaboration. Together, we will drive transformative change in health equity.

For more details and to get involved, contact Deborah Phillips (deborah.phillips@bdhea.org) or visit www.bdhea.org.

Deborah Phillips	Caretha Coleman
Executive Director	Chair, Board of Directors