




XAVIER UNIVERSITY OF LOUISIANA COLLEGE OF PHARMACY
SIXTH HEALTH DISPARITIES CONFERENCE
IMPROVING MEDICAL EFFECTIVENESS AND HEALTH OUTCOMES TO ACHIEVE HEALTH EQUITY THROUGH INTERPROFESSIONAL COLLABORATIONS
NEW ORLEANS, LOUISIANA MARCH 7-9, 2013

Workshop 2

A Moderated Panel Discussion on Public Health and Health Policy:
Where are We Now?



XAVIER UNIVERSITY OF LOUISIANA COLLEGE OF PHARMACY
SIXTH HEALTH DISPARITIES CONFERENCE
IMPROVING MEDICAL EFFECTIVENESS AND HEALTH OUTCOMES TO ACHIEVE HEALTH EQUITY THROUGH INTERPROFESSIONAL COLLABORATIONS
NEW ORLEANS, LOUISIANA MARCH 7-9, 2013


At the completion of this activity, participants will be able to:

- Discuss access to medical care in relation to public health.
- Discuss the integration of health policy and the healthcare delivery system.



XAVIER UNIVERSITY OF LOUISIANA COLLEGE OF PHARMACY
SIXTH HEALTH DISPARITIES CONFERENCE
IMPROVING MEDICAL EFFECTIVENESS AND HEALTH OUTCOMES TO ACHIEVE HEALTH EQUITY THROUGH INTERPROFESSIONAL COLLABORATIONS
NEW ORLEANS, LOUISIANA MARCH 7-9, 2013

Sybil M. Richard, JD, MHA, RPh
OPENING REMARKS / PANELIST




XAVIER UNIVERSITY OF LOUISIANA COLLEGE OF PHARMACY
SIXTH HEALTH DISPARITIES CONFERENCE
IMPROVING MEDICAL EFFECTIVENESS AND HEALTH OUTCOMES TO ACHIEVE HEALTH EQUITY THROUGH INTERPROFESSIONAL COLLABORATIONS
NEW ORLEANS, LOUISIANA MARCH 7-9, 2013

Marie L. Cameron, MHA, FACHE
PANELIST

Xavier University of Louisiana
Sixth Health Disparities Conference

Policy Focus: Addressing Health Disparities

Marie Cameron, FACHE
Executive-in-Residence and Lecturer




Georgia State University
J. Mack Robinson
COLLEGE OF BUSINESS

Learning Objectives

At completion of this session, participants should be able to:

- Explain strategies used by healthcare leaders and executive teams to reduce disparities
- Describe the approaches a leader would employ to eliminate health disparities and enhance the health of the community served



Georgia State University
J. Mack Robinson
COLLEGE OF BUSINESS

Why It Matters

- “Addressing disparities is no longer just about morality, ethics and social justice, it is essential for performance excellence and improved community health” ¹
- “It is time to refocus, reinforce and repeat the message that health disparities exist and that health equity benefits everyone.” ²

GeorgiaStateUniversity
J.Mack Robinson
COLLEGE OF BUSINESS

Approaches For Adoption

Approaches for leaders and executive teams to apply when addressing health disparities:

- Orientation to community and organization
- Awareness of race, ethnicity and linguistic differences (REAL) in community
- Define community needs
- Identify gaps in service and access
- Develop a plan of action

GeorgiaStateUniversity
J.Mack Robinson
COLLEGE OF BUSINESS

Strategies To Address Disparities

Strategies healthcare leaders and executive teams use:

- Build coalitions with community physicians and other health practitioners
- Conduct educational outreach to community groups
- Implement care coordination and transition processes
- Increase diversity in governance and management levels of organizations
- Collaborate with government entities on disparity initiatives

GeorgiaStateUniversity
J.Mack Robinson
COLLEGE OF BUSINESS

Challenges for Healthcare Leaders

What healthcare leaders face when providing services in minority communities:

- Organizational Culture
- Employee benefits
- Cultural competency
- Evidence based clinical practices
- Demographic data collection tools
- Community awareness

GeorgiaStateUniversity
J.Mack Robinson
COLLEGE OF BUSINESS

Why These Actions Are Important

- Executive teams will facilitate health disparity decision making in the community
- Healthcare leaders are highly equipped to address and measure health disparities
- Organizations must show an improved bottom line, quality improvements and a supportive role in the community
- ACA heightens awareness of health disparities through its initiatives on wellness, cultural competency, public health, quality and data collection

GeorgiaStateUniversity
J.Mack Robinson
COLLEGE OF BUSINESS

Lessons Learned

To influence the elimination of disparities we can:

- Share knowledge within our community
- Provide cultural competent training and care
- Introduce students to diverse communities and organizations
- Use information technology for reliable data collection
- Participate in forums on health disparities
- Embrace diverse stakeholders

GeorgiaStateUniversity
J.Mack Robinson
COLLEGE OF BUSINESS

References

- 1. Umbdenstock, R. and Lofon, K.; Eliminating Disparities: Why it is Essential and How to Get It Done; [Online Information] www.ahrq.gov/evidence/2009/; retrieved 10/3/2012
- 2. Sibelius, K.; [Online Information] www.hhs.gov 2/2013
- 3. HHS Action Plan to Reduce Health Disparities; 2011; [Online Information] www.hhs.gov retrieved 1/9/2013
- 4. Barr, D.; Introduction to U.S. Health Policy, 3rd edition. 2011
- 5. Longest, B.; Health Policymaking in the U.S., 5th edition, 2009
- 6. Eliminating Healthcare Disparities: The National Call to Action; 2012; [Online Information] www.hpsc.org; retrieved 1/10/2013
- Witt/Kieffer. "When Healthcare Organizations Cultivate Diversity, Outcomes Improve." [Online Information] www.wittkieffer.com


Georgia State University
J. Mack Robinson
COLLEGE OF BUSINESS



1. Does Public Health play a role within the healthcare system?
2. Describe the role of public health and the services which are required for improving health access.
3. What is the process for making connections, developing strategies, and creating solutions?



Melba R. Moore, MS, CPHA
PANELIST



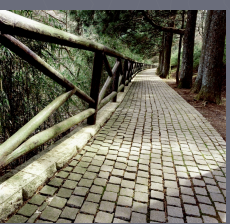
Public Health: The Path to Better Health

Sixth Health Disparities Conference
"Improving Medical Effectiveness and Health Outcomes to Achieve Health Equity Through Interprofessional Collaborations"

Melba R. Moore, MS, CPHA
Commissioner of Health

The Path to Medical Access

- Public Health monitors health status to identify community health problems.
- Inform, educate and empower the people about health issues.
- Mobilize Community partners to identify and solve health problems.
- Develop policies and plans that support individual and community health efforts.
- Evaluate effectiveness, accessibility and quality of personal and population based health services.
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable.



Making Connections, Developing Strategies and Creating Solutions



The diagram includes the following entities:

- UNIVERSITIES
- DEPT. HEALTH SENIOR SERVICES
- MCFH
- HEAT UP STL
- DEPT OF HEALTH
- HOSPITALS
- RED CROSS
- UNITED WAY
- SLPS
- INTEGRATED HEALTH NETWORK
- PHARMACIES
- PRIVATE PAROCHIAL SCHOOLS
- BUSINESSES
- CASA DE SALLID
- RHC
- ASTHMA ALLERGY FOUNDATION
- BUILDING DIVISION
- SLAAA
- CHURCHES
- SAL ARMY
- DPS
- CBOs
- DMH
- COLLEGE OF PHARMACY
- REALTORS ASSOCIATION
- URGENT CARE
- SLATE
- FQHCs

03/08/13



Thank You

Melba R. Moore, MS, CPHA
Commissioner of Health
City of St. Louis Department of Health
1520 Market Street
St. Louis, MO 63103
(314) 657-1528
MooreME@stlouis-mo.gov

SIXTH HEALTH DISPARITIES CONFERENCE
IMPROVING MEDICAL EFFECTIVENESS AND HEALTH OUTCOMES TO ACHIEVE HEALTH EQUITY THROUGH INTERPROFESSIONAL COLLABORATIONS
NEW ORLEANS, LOUISIANA MARCH 7-9, 2013

Panel Discussion

SIXTH HEALTH DISPARITIES CONFERENCE
IMPROVING MEDICAL EFFECTIVENESS AND HEALTH OUTCOMES TO ACHIEVE HEALTH EQUITY THROUGH INTERPROFESSIONAL COLLABORATIONS
NEW ORLEANS, LOUISIANA MARCH 7-9, 2013

Closing Remarks