Information & Technology: What’s Equity Have to Do with IT Part 2

HIMSS Michigan Chapter

“Fix the Damn Roads!”
How Innovation, Interoperability & Emerging Initiatives are Paving Michigan’s Road to Health Equity and Access
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Chief Wellness & Diversity Officer
Innovative Program / Practice

Sew Up the Safety Net for Women & Children

• $2.6 million project, funded by Robert Wood Johnson Foundation, The Kresge Foundation, the W.K. Kellogg Foundation, Henry Ford Health System, Detroit Medical Center, Oakwood Healthcare System, St. John Providence Health System, U of Michigan School of Public Health, PNC Foundation

• More than 30 community partners

• 3-yr project to reduce infant mortality in 3 Detroit neighborhoods

• Community health workers (Community and Neighborhood Navigators – “CNNs”), provider education on health equity framework, social marketing, public policy change
Sew Up the Safety Net for Women & Children

The Concept

1. Intervention for women at-risk for poor pregnancy outcomes & Professionals
2. Education for Health Care Providers
3. Community Influence

Communities
- Chadsey-Condon
- Brightmoor
- Osborn

Community Organizations
- UW 2-1-1,
- Social Service Agencies
- Public Health

Academic Institutions
- HFHS
- DMC
- Oakwood
- St. John Providence

Public Health Agencies
- Academic Institutions
- Community Organizations
- Communities

Community Influence

Education for Health Care Providers & Professionals

Intervention for women at-risk for poor pregnancy outcomes & Social Support
Sew Up the Safety Net for Women & Children

“The Big Picture”
Sew Up the Safety Net
FOR WOMEN AND CHILDREN

WIN NETWORK
Women-Inspired Neighborhood Network, Detroit
Hardwiring the Safety Net

COHORT ONE:
WIN Network: Detroit, 2012-15
• 326 babies born, av. birthweight 6.79 lbs.
• 0 preventable infant deaths in cohort

COHORT TWO:
HFMG and WIN Network Group Prenatal Care, 2016-present
Neighborhoods without Connectivity

Sew Up the Safety Net
Community Kick-Offs

Participants and community representatives attend a resource fair during the Real Moms of Detroit Expo last year. The event—a collaboration between Henry Ford Health System, other area systems, local public health departments, area health agencies and two universities—was organized to address the city’s high infant mortality rate.

IT is the
LIVE & LEARN

Read inspiring stories from other women learning from life and making things work.

New stories are added regularly.

Women can share their story to inspire other women.
BLACK BREASTFEEDING WEEK
Oh, you didn’t know breastfeeding helps protect my mother from breast cancer?

WIN Network Detroit If you’re an African-American woman between the ages of 18-34, we’re your backup for taking on anything that comes your way! http://www.winnetworkdetroit.org
WIN Network Detroit and Project S.N.A.P.
WIN NETWORK: CLEVELAND
Patients are referred by a health care provider.

A clinician, nutritionist/health educator conducts an initial assessment.

Participants receive a prescription to “eat more fruits & vegetables” & set goals for healthy eating.

Participants receive $40-$60 over the course of several weeks or months to spend at participating farmers’ markets or to order boxes of fresh fruits & vegetables.

Participants engage in nutrition education, cooking events, & other activities at participating health care centers.

What is Fresh Prescription

A partnership of the Ecology Center, CHASS, American Indian Health and Family Services, HFHS, Joy-Southfield CDC, Mercy Primary Care/Samaritan Center, Peaches and Greens, and Eastern Market Corp.

Interoperability
Equity: cross cutting part of strategy
Generation With Promise
Youth Leadership Development
Generation With Promise

- 42 Cooking Matters™ (6-week, 2 hours/week provided at community partner sites)
- In partnership with Eastern Market, held 48 cooking demos at 10 markets (as of Oct. 1)
5-2-1-0 Kids!

Powered by Henry Ford LiveWell

THE FUN, HEALTHY GAME THAT IS JUST WHAT THE DOCTOR ORDERED.

Meet HI-5, Twoey, Uno and ZIP—learn 5-2-1-0! This fun-loving crew offers you exciting challenges that help you build healthy habits along the way. By playing cool, interactive games, your family will have fun and learn important lessons about eating right and getting active.

This free app is prescribed for kids, but also approved for adults! It’s simple to download and easy to play!

Get the app now and get started on endless family fun.

5-2-1-0 MEANS EVERY DAY:

- 5 or more fruits and vegetables
- 2 hours or less of recreational screen time
- 1 hour or more of physical activity
- 0 sugar-added drinks

Instructions: Download 5-2-1-0 Kids!

Every Day
USING TECHNOLOGY TO PREVENT
CHILDHOOD OBESITY IN LOW-INCOME
FAMILIES AND COMMUNITIES

HRSA MATERNAL & CHILD HEALTH
GRAND CHALLENGE

Stacey Leatherwood, M.D., Childhood Wellness Champion, Henry Ford Health System
Sharon Milberger, Sc.D., Director, Michigan Leadership Education in Neurodevelopmental Disabilities (LEND), Wayne State University

IT is the
Youth in Community

Two programs featured in cover story for June 2016 issue of *Modern Healthcare:*
Generation With Promise & Women-Inspired Neighborhood (WIN) Network: Detroit
Partnerships
A Standout Collaboration

Competing health systems come together as:

- leaders
- funders
- strategists
- communicators
- implementers ...

with public health, community & academic partners

Michael Duggan (DMC), Brian Connolly (Oakwood), Patrick McGuire (St. John Providence), Nancy Schlichting (HFHS), April 2011
Detroit Regional Infant Mortality Reduction Task Force featured in national study of exemplary partnerships.
Coming together is a beginning; keeping together is progress; working together is success.
Stakeholder Health Collaborative
AHA’s #123forEquity Pledge
to *Eliminate* Health Care Disparities

**Goal 1**
Increase the collection and use of race, ethnicity, language preference and other patient characteristic data, such as socio-economic status, LGBTQ, veteran status, disabilities, etc.

**Goal 2**
Increase cultural competency training.

**Goal 3**
Increase diversity in leadership and governance.
Results from Course

• Course was assigned with the AME courses in October 2017 and the due date of course was December 8, 2017
  • Employees that have not completed the course are still able to access and complete it

• A completion rate of the course to-date is 91.3% with a total of 26,416 employees were assigned to take the course, and a total of 24,114 completed it as of to-date
  • These numbers are continuously ongoing and therefore are susceptible to change
**IHI’s PURSUING EQUITY**

Within the Institute for Healthcare Improvement (IHI) Prospectus Report (2016) that has been shared with each of the 9 participating health systems, they have given us five pillars to strive towards:

1. Make health **equity a strategic priority**
2. Develop structure and processes to support **health equity** work
3. Deploy specific strategies to address the multiple **determinants of health** on which the health care organization can have direct impact
4. **Decrease Institutional Racism** within the organization
5. Develop **partnerships** with community organizations

HFHS is partnering with the Institute for Healthcare Improvement and a select group of health systems nationwide in an intensive two-year pursuing equity initiative.
Pursuing Equity Initiative Projects Overview

- **Diabetes Management**: Control improvements for Black patients by using personalized phone and direct mail communications encouraging follow-up lab and doctors’ visits to address high HGBA1C

- **Reducing Readmissions**: Reduce rate among patients with end stage renal disease (ESRD) at Henry Ford Hospital. Next pilot will focus on additional evidenced-based interventions addressing root causes

- **Transportation**: Decrease missed appointments for patients with ESRD addressed in pilot testing with SPLT/Lyft and Signature Transportation to transport patients to their vascular access appointment

- **HFHS My Chart**: To focus on engaging caregivers of older adults as a proxy users to help improve access to care outcomes

- **Employee Engagement**: To analyze Gallup 2017 results to identify and understand correlates of engagement to racial/ethnic, social, job status and other measures
Equity as a Strategic Priority

- Linking equity and quality as two sides of the same coin
- IHI Pursuing Equity
- Achieving CLAS Standards
- Board reportable goals in equity and community
- Employee engagement question on diversity (Q12)
- HF Medical Group commitment to professionalism statement
- Equity Dashboard
- American Hospital Association #123forEquity Initiative
- Winner of AHA Equity of Care Award, 2015
  - Finalist, 2014
- Healthcare Equity Scholars Program
Henry Ford LiveWell promoted the 5-2-1-0 message:

• At several FitClinic events at local schools
• On the Palace concourse during games
• At Hooper’s birthday party/last home game
• At a Cook Off held at OFP
Healthcare Anchor Network

Leveraging

HFHS Role as an Anchor Institution
Faith-based Efforts

Faith Community Nursing and Health Ministry Network

• 27 Covenant Member Churches serving 7,225 members

• 8 FCN/HM members completed the training to become a Certified Application Counselor for the federally-facilitated Marketplace
Innovative Leadership Post
Huffington Post Blogs on
The Flint Water Crisis and Call for
New Leadership

Kimberlydawn Wisdom, MD, MS
Senior VP, Community Health & Equity and Chief Wellness and Diversity Officer, Henry Ford Health System. Board of Public Health Institute

Kimberlydawn Wisdom, MD, MS is the Senior Vice President of Community Health & Equity and Chief Wellness and Diversity Officer at Henry Ford Health System. She is a board-certified Emergency Medicine physician, the Chair of the Gill and Lois Warden Endowment on Multicultural Health, and Michigan’s and the nation’s First State-level Surgeon General. In 2012 she was appointed by President Obama to serve on the Advisory Group on Prevention, Health Promotion and Integrative and Public Health. Since 1997 she has been on the faculty of University of Michigan (UM) Medical School’s Department of Medical Education and adjunct professor in the UM School of Public Health. Dr. Wisdom focuses on health disparities/health care equity, infant mortality/maternal and child health, chronic disease, unintended pregnancy, physical inactivity, unhealthy eating habits, and tobacco use. She has worked collaboratively with school districts, faith-based organizations and the business community.

Dr. Wisdom provides strong leadership in community benefit/population health, and improving the health of those disproportionately affected by poor health outcomes. She founded the award-winning African American Initiative for Male Health Improvement (AIM – II) and most recently, the Women Inspired Neighborhood (WIN) Network which aims to improve access to healthcare and reduce infant mortality in neighborhoods in Detroit. Since 2008, she has chaired the Detroit Infant Mortality Reduction Task Force. In 2007, she founded a youth leadership development effort – Generation With Promise (GWP) – designed to equip youth to drive policy, environmental and behavioral change in their school and community. GWP youth were featured on the cover of Modern Healthcare in June 2014. Dr. Wisdom is the recipient of numerous awards, has authored several peer-reviewed publications and has appeared on national television – including State Surgeon General Issue Brief

Advancing Healthcare Transformation Through a State Surgeon General Model: Opportunities and Challenges
Felicia Heider and Kimberlydawn Wisdom M.D., M.S.

Introduction
Implementation of the Affordable Care Act (ACA) has opened the door to new opportunities for health policymakers to address the nation’s growing chronic disease epidemic through integrated solutions that begin to bridge the health care, public health, and social services sectors. To take advantage of these opportunities, state policymakers have incorporated a greater focus on advancing ‘population health’ by directing the health outcomes of groups of individuals and the determinants and policies impacting their health in delivery system reform initiatives. A leadership position located within or aligned with the state public health agency that is charged with developing cross-sector population health improvement efforts may be beneficial to states in this era. Among possible models for such leadership is a concept for a State Surgeon General (SSG), a position with responsibilities largely mirroring those of the U.S. Surgeon General, to provide executive-level physician leadership and contribute to the development and implementation of effective population health policies. The experience of four states that implemented a SSG prior to passage of the ACA highlight new opportunities and challenges for the model at this juncture.

This brief reflects the themes and considerations that emerged from a September 2010 meeting convened by the National Academy for State Health Policy (NASHP) with support from the Gill and Lois Warden Endowment Chair on Multicultural Health at Henry Ford Health System. A variety of public-
On the Horizon . . .

Henry Ford Health System Putting IT in Equity Initiative
Special Recognitions

... Are a great vehicle but not the destination
CALL TO ACTION

If you come to a FORK in the road... TAKE IT
Yogi Berra
Kimberlydawn Wisdom MD, MS
Sr. Vice President of Community Health & Equity and Chief Wellness & Diversity Officer
Henry Ford Health System

Twitter: @DoctorWisdomMD

Thank you!