

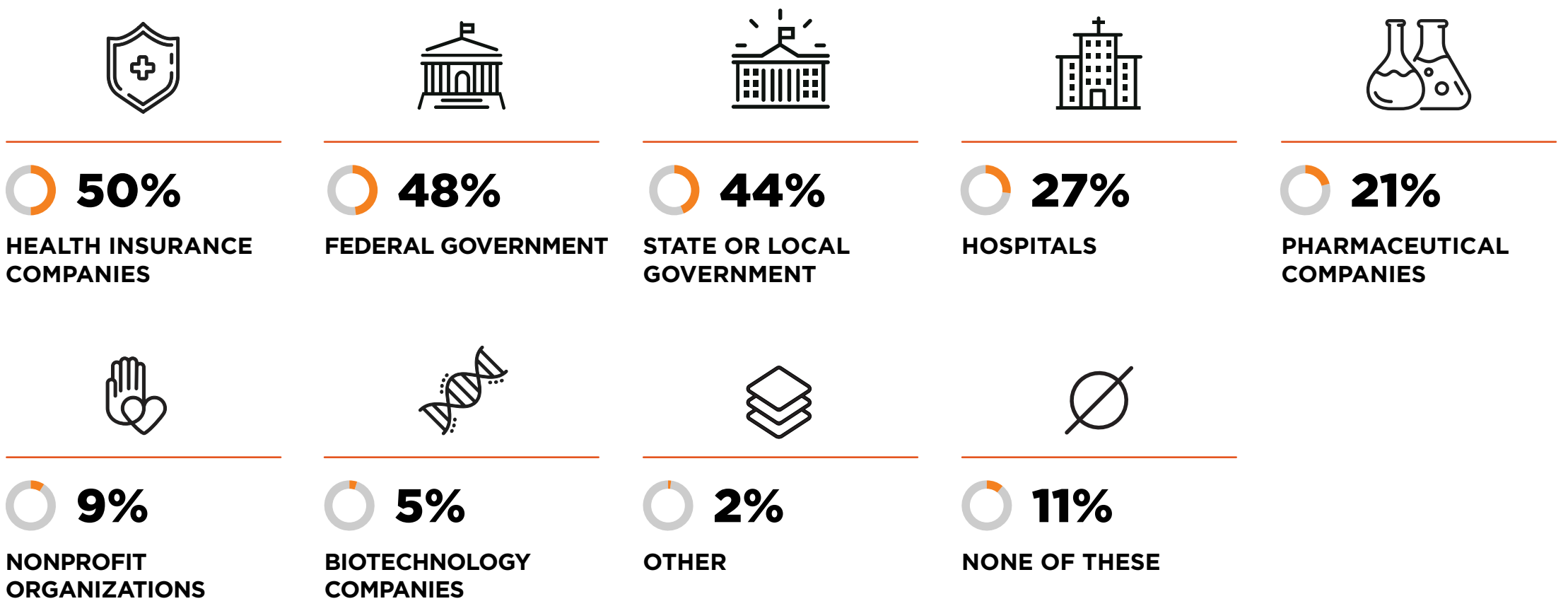


What is the health equity conversation centered on? According to the Centers for Disease Control, "Health equity is achieved when every person has the opportunity to attain his or her full health potential and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances. Health inequities are reflected in differences in length of life; quality of life; rates of disease, disability and death; severity of disease; and access to treatment."

WHERE DOES RESPONSIBILITY FOR HEALTH INEQUITIES LIE? INSURANCE COMPANIES AND GOVERNMENT ARE MOST ACCOUNTABLE

While most Americans feel that the responsibility to address inequities within the healthcare system falls to insurance companies and federal government, other entities like state or local government, hospitals and pharmaceutical companies must get involved as well.

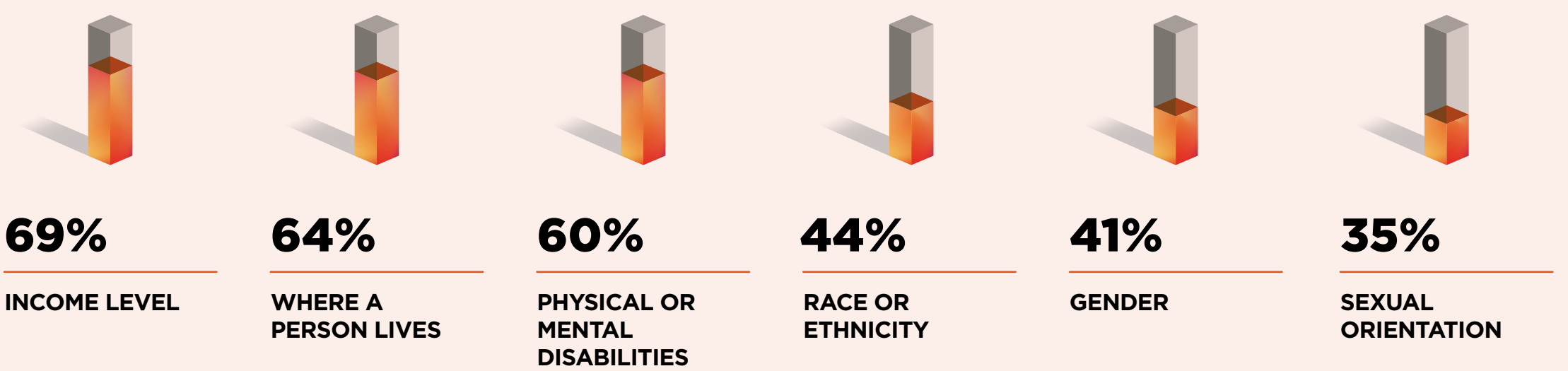
When asked which entities are most responsible for solving for inequities in the healthcare system, Americans cite:



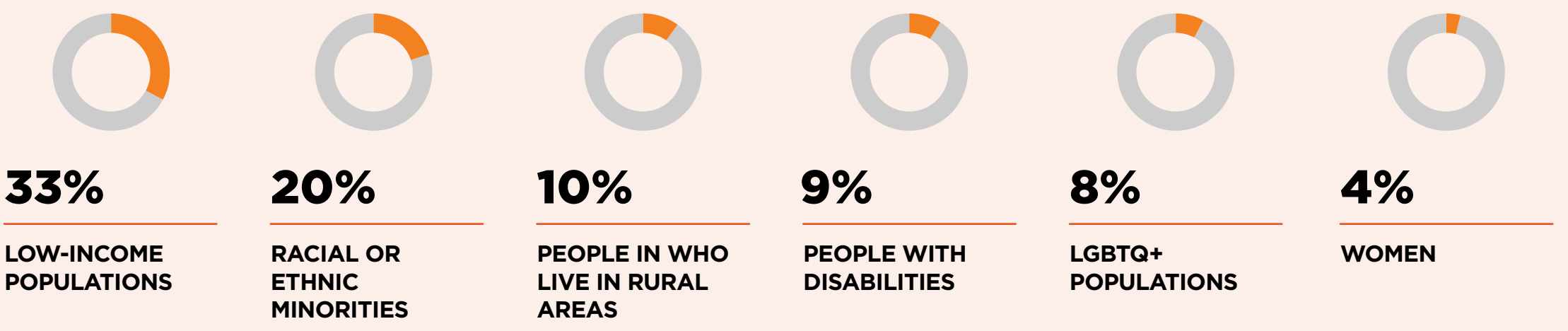
AMERICANS BELIEVE A NUMBER OF DETERMINANTS IMPACT THE TYPE OF HEALTHCARE AN INDIVIDUAL RECEIVES

Americans believe a number of determinants can impact the type of healthcare an individual receives — from where they live, to their race. However, when asked the number one group negatively affected by inequities, Americans cited low-income populations.

Americans list the following determinants that can impact the type of healthcare an individual receives:

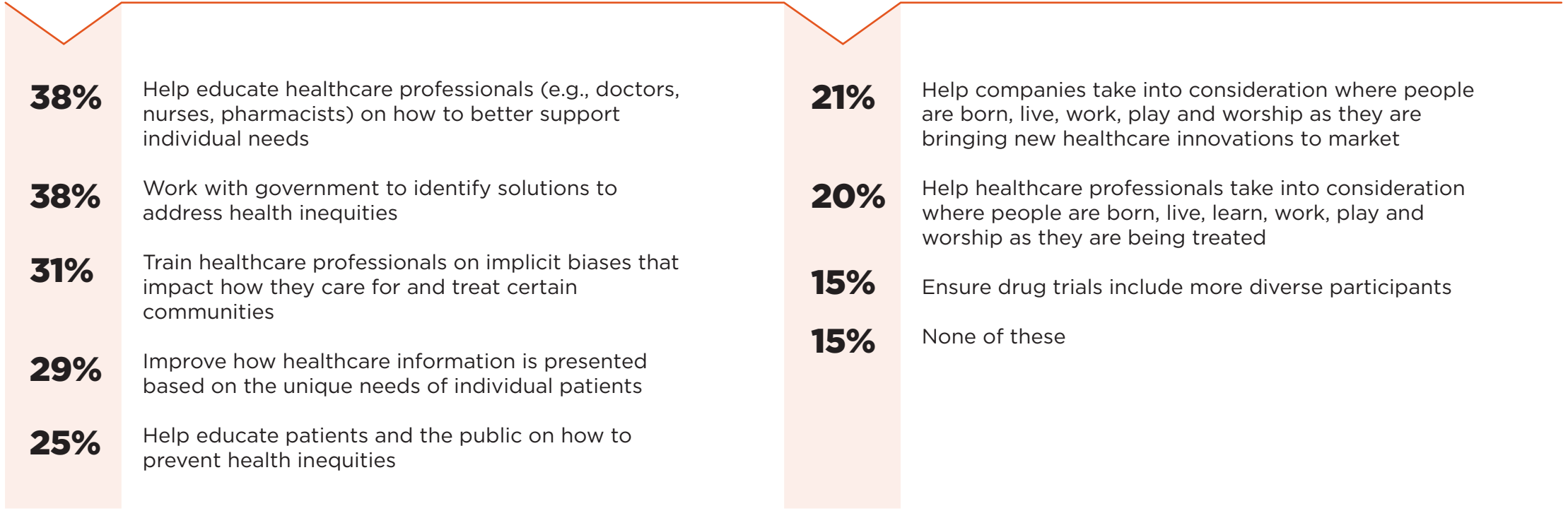


When asked to choose the group most negatively affected by healthcare inequities, Americans cite:



CREATING GREATER EQUITY AND ACCESS IN HEALTHCARE: TOP ACTIONS

Americans see education, identifying health inequity solutions and implicit bias training as the top ways organizations can improve health equity and access to healthcare.



WHAT DOES THIS RESEARCH TELL US?

The general public, the ultimate consumers of healthcare, have an expectation that healthcare companies will partner with the system to solve a variety of health equity challenges.

Specifically, the public believe health inequalities can be best reduced by:

- 1. Solving educational and knowledge gaps
- 2. Improving partnering with payors and regulators to solve financial and social inequities
- 3. Supporting professionals to understand the potential for implicit bias in consultation.

Healthcare companies have a new opportunity to explore, step into and lead in programs of shared value to solve health inequities at an enterprise, franchise and brand level.