Health Equity

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:











50% HEALTH INSURANCE COMPANIES

48% **FEDERAL GOVERNMENT** 44%

STATE OR LOCAL

GOVERNMENT

27% HOSPITALS



PHARMACEUTICAL

COMPANIES





NONPROFIT **ORGANIZATIONS**

BIOTECHNOLOGY COMPANIES

OTHER

NONE OF THESE

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

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 believe a number of determinants can

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



69%

INCOME LEVEL

WHERE A

PERSON LIVES

64%

PHYSICAL OR MENTAL **DISABILITIES**

60%



RACE OR ETHNICITY

44%



GENDER

41%



SEXUAL ORIENTATION

35%

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



33%

LOW-INCOME **POPULATIONS**



20%

RACIAL OR ETHNIC MINORITIES



10%

PEOPLE IN WHO LIVE IN RURAL **AREAS**



9% **PEOPLE WITH**

DISABILITIES



LGBTQ+ **POPULATIONS**



4% **WOMEN**

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.

38%

Help educate healthcare professionals (e.g., doctors, nurses, pharmacists) on how to better support individual needs

38%

Work with government to identify solutions to address health inequities

31%

impact how they care for and treat certain communities

Improve how healthcare information is presented

based on the unique needs of individual patients

Train healthcare professionals on implicit biases that

25%

29%

Help educate patients and the public on how to prevent health inequities

21%

are born, live, work, play and worship as they are bringing new healthcare innovations to market

Help companies take into consideration where people

20%

where people are born, live, learn, work, play and worship as they are being treated

Help healthcare professionals take into consideration

15%

15%

None of these

Ensure drug trials include more diverse participants

WHAT DOES THIS RESEARCH TELL US?

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

The general public, the ultimate

health inequalities can be best reduced by:

Specifically, the public believe

- 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.

