



# *Making the Business Case for Measuring & Addressing Disparities*

Charting a Course for Quality Improvement:  
Addressing Health Care Disparities

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# The Perfect Storm

- **Organizational Impetus**
  - Mission, Vision and Values
  - Changing demographics of our patient populations
  - Patient-centered care
  - Evidence of local health disparities
  - Compliance
  - Better Outcomes

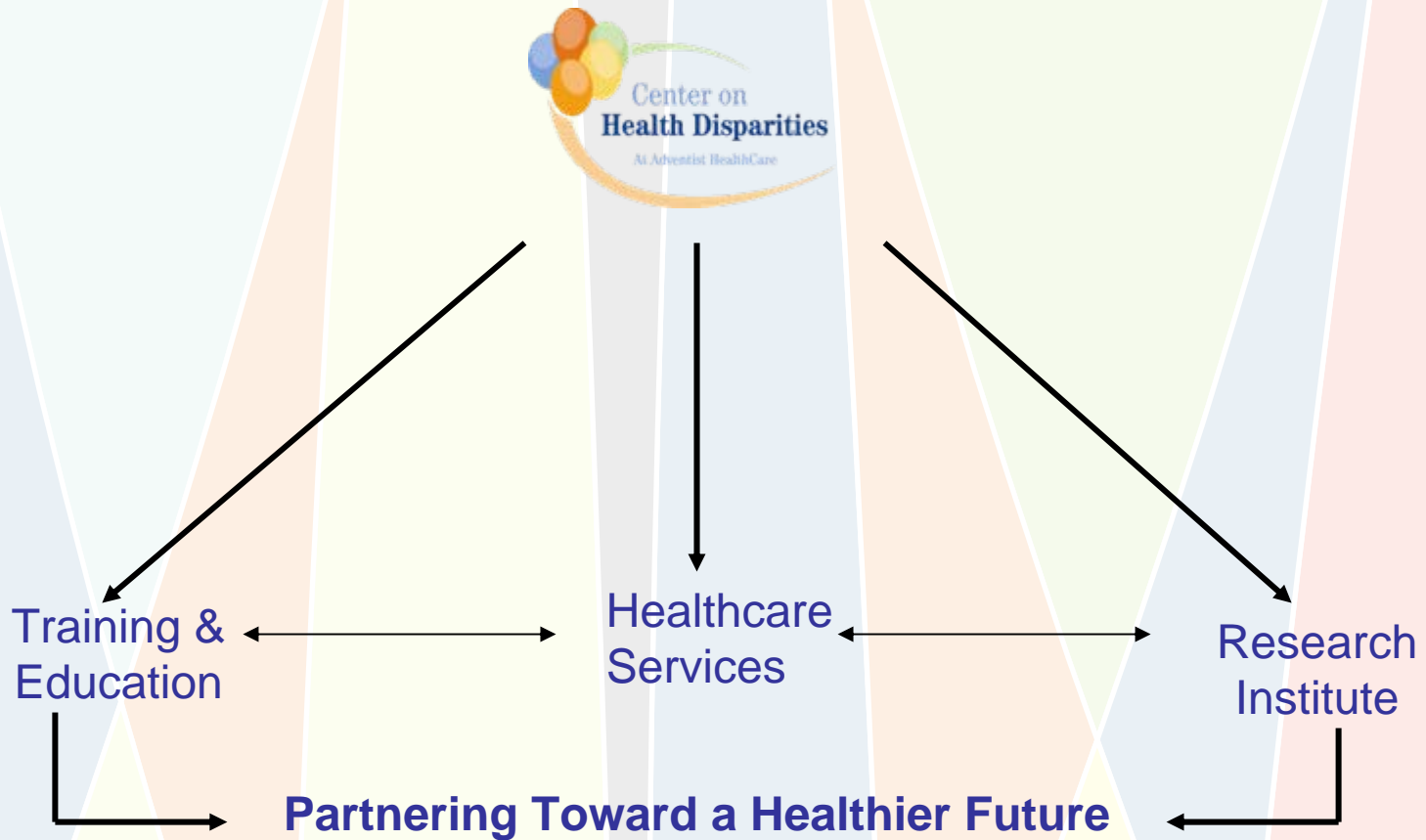


# Business Case

- **Necessary Elements for Developing the Business Case**
  - Community Engagement
  - Relevant & Responsive Organization
  - Integration into Mission, Vision, Values
  - Top of Mind Awareness
  - Financial Viability/ Cost Avoidance
  - Patient Loyalty
  - Quality
  - Compliance



# Outcomes





### Community Outcomes

- Qualified Bilingual Staff Program
- Culturally Competent Care Provider Training
  - Sinai Hospital of Baltimore
  - Montgomery County Correctional Facilities
  - Johns Hopkins Priority Partners
  - DHHS Partnerships
- Montgomery County Hospital Care Equity Initiative
- Primary Care & Maternal and Child County Partnerships
- Community Outreach - Breast Cancer, Prostate Cancer, Cardiovascular Screenings, Flu/H1N1 Vaccinations
- Physician Engagement



# Summary

## **Importance In Addressing Health Disparities**

- Building community trust
- True to Mission
- Re-invest in the community
- Building partnerships
- Patient Loyalty
- Top of Mind Awareness
- Financial Viability/ Cost Avoidance
- Patient Loyalty
- Quality
- Compliance

**Providing the right care, at the right place, at the right time**

Join us as we  
***Partner Toward a Healthier Future.***



[www.adventisthealthcare.com/disparities](http://www.adventisthealthcare.com/disparities)