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# 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**

October 3, 2019

**Kimberlydawn Wisdom, MD, MS  
Sr. Vice President, Community Health & Equity  
Chief Wellness & Diversity Officer**

# Innovative Program / Practice



## Sew Up the Safety Net for Women & Children

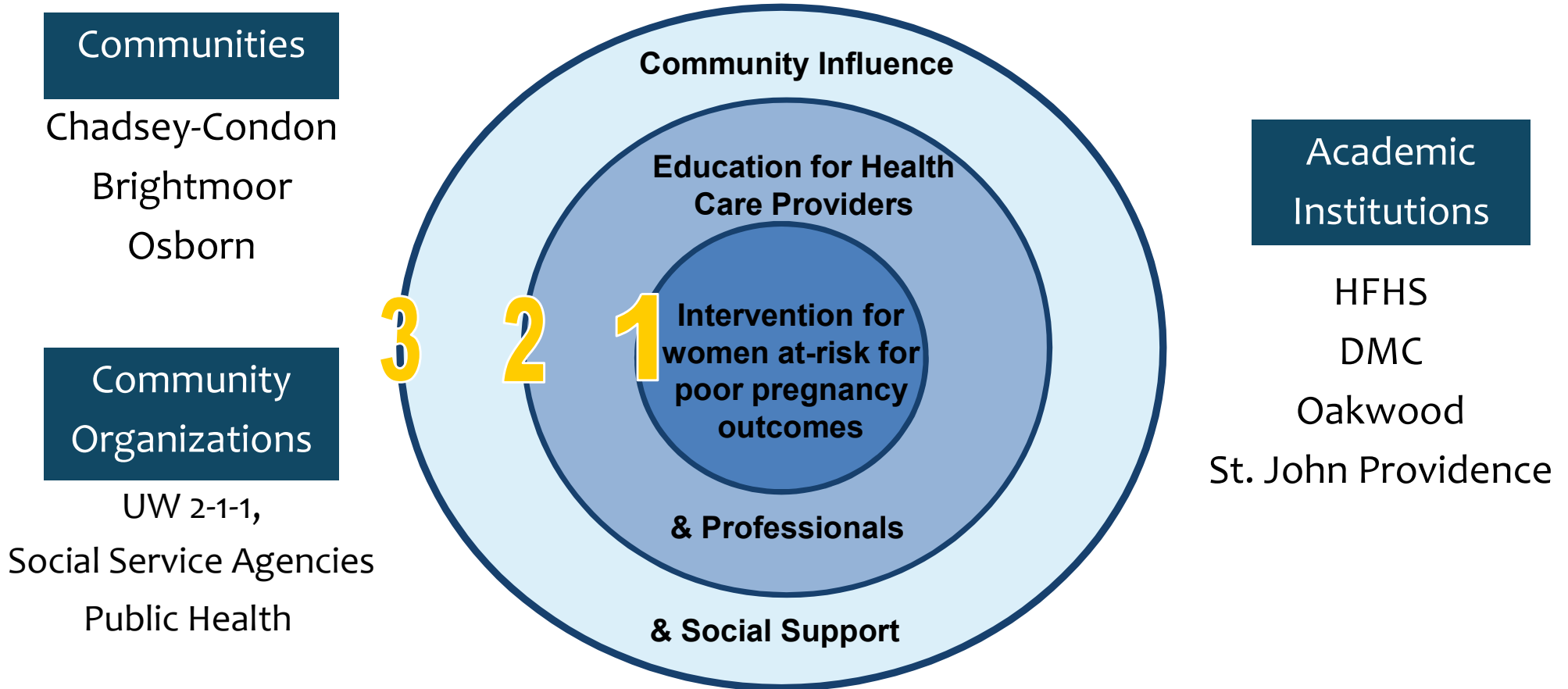
- \$2.6 million project, funded by Robert Wood Johnson Foundation, The Kresge Foundation, the W.K. Kellogg Foundation, Henry Ford Health System, Detroit Medical Center, Oakwood Healthcare System, St. John Providence Health System, U of Michigan School of Public Health, PNC Foundation
- More than 30 community 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

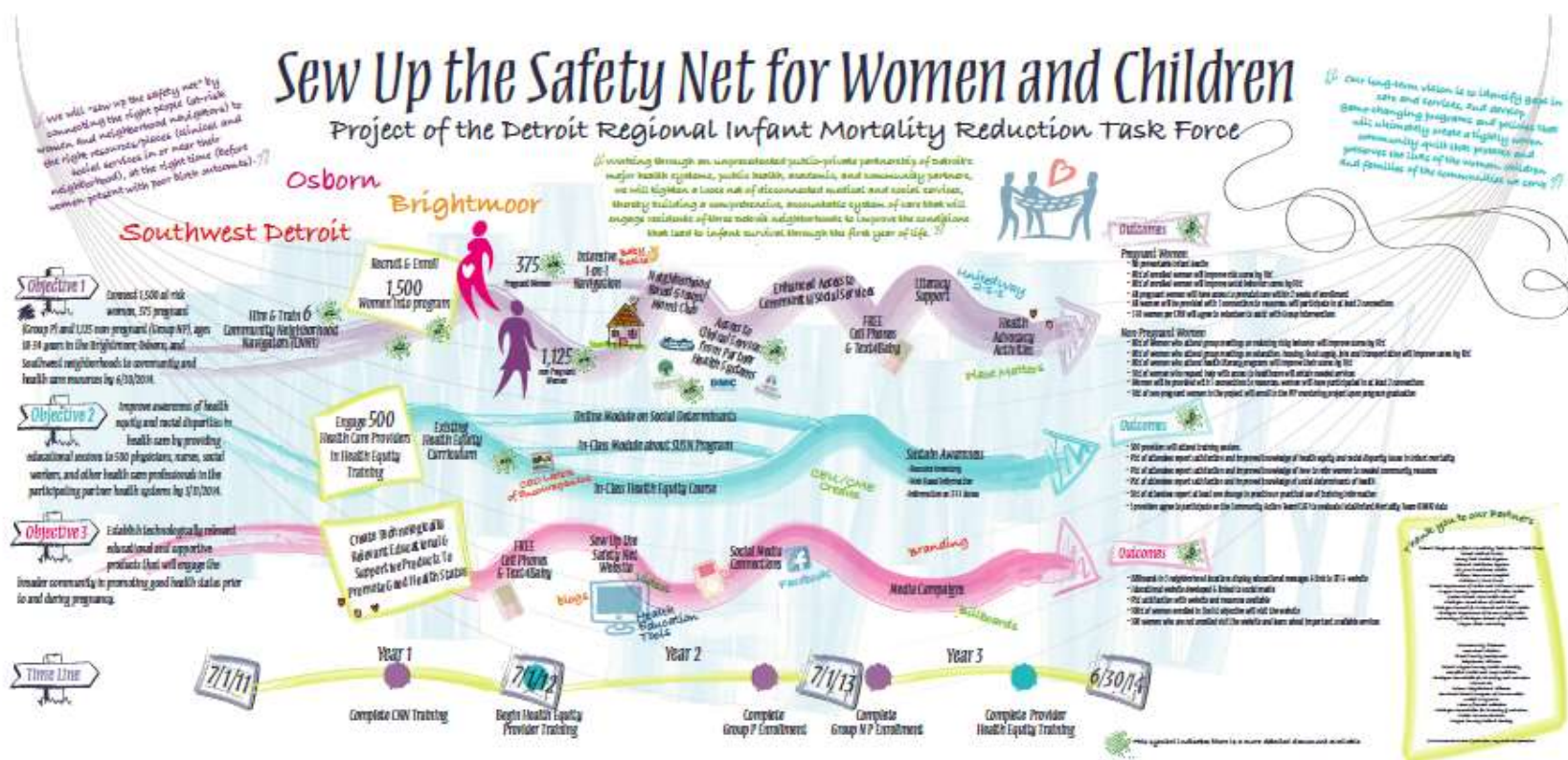


## The Concept



# Sew Up the Safety Net for Women & Children

## “The Big Picture”





**Sew Up  
the Safety Net**  
FOR WOMEN AND CHILDREN



# 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.

analysis of community



IT is  
the



Home Notifications Discover Me

Search Twitter

young women

pregnant women

WIN NETWORK

moms & babies

support team

TWEETS 1,250 PHOTOS 53 VIDEOS 310 FOLLOWING 209 FOLLOWERS 69 FAVORITES More v

Edit profile

**WIN Network Detroit**  
@WINNDetroit

If you're an African-American woman between the ages of 18-34, we're your back up for taking on anything that comes your way!

Detroit, MI  
[winnetworkdetroit.org](http://winnetworkdetroit.org)

53 Photos and videos

**Tweets** Tweets & replies

WIN Network Detroit retweeted **Kimberlydawn Wisdom** @DoctorWisdomMD · Sep 13

Oprah in Detroit - Discover the dream you hold for yourself #LifeYouWantTour

1 retweet

**WIN Network Detroit** @WINNDetroit · 3h

Love this photo of CNN Felicia Lane @Oprah's The Life You Want Weekend! How would you answer "I feel complete when..." [ow.ly/Byy9H](http://ow.ly/Byy9H)

**WIN Network Detroit** @WINNDetroit · 5h

Thousands of artworks from moms, families, CFOs, nurses, doctors, and

Who to follow · Refresh · View all

- Detroit Performs** @DetroitP...  
Followed by Breastfeeding...  
[Follow](#)
- HuffPost Parents** @Huff...  
Followed by U.S. CPSC and...  
[Follow](#)
- YouTube** @YouTube  
[Follow](#)

Popular accounts · Find friends

Trends · Change

- #FreeCoffee  
Promoted by McDonald's
- #5SOSSauceTastesLike
- #parchmentreg
- #TechonomyDetroit
- #PHE2014
- #INBOUND14
- Wynn
- Scotland
- Basel
- Ebola

TWITTER



# LIVE & LEARN



Women can share their story to inspire other women.

Read inspiring stories from other women learning from life and making things work.  
New stories are added regularly.

Instagram winndetroit

BLACK BREASTFEEDING WEEK

Oh, you didn't know breastfeeding helps protect my mother from breast cancer?

#BlackFamsRock #BBW14 #BlackFamsRock

@WINNDetroit

BLACK BREASTFEEDING WEEK

Oh, you didn't know breastfeeding helps protect my mother from breast cancer?

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#BBW14 #BlackFamsRock

@WINNDetroit

MAMA SAID...

#FLIPAGRAM

@WINNDetroit

FREE

@WINNDetroit

#DETROITWIN

@WINNDetroit

MAMA SAID...

@WINNDetroit

@WINNDetroit

WIN NETWORK

Edit Profile

**winndetroit**

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>

182 posts   121 followers   130 following

September 2014

FREE

@WINNDetroit

FREE

@WINNDetroit

FREE

@WINNDetroit

@WINNDetroit

FREE

@WINNDetroit

INSTAGRAM



**EXPECTING**  
WINnetworkDetroit.org



# WIN Network Detroit and Project S.N.A.P.



# WIN NETWORK: CLEVELAND



Original



Option 1



Option 2



## What is Fresh Prescription

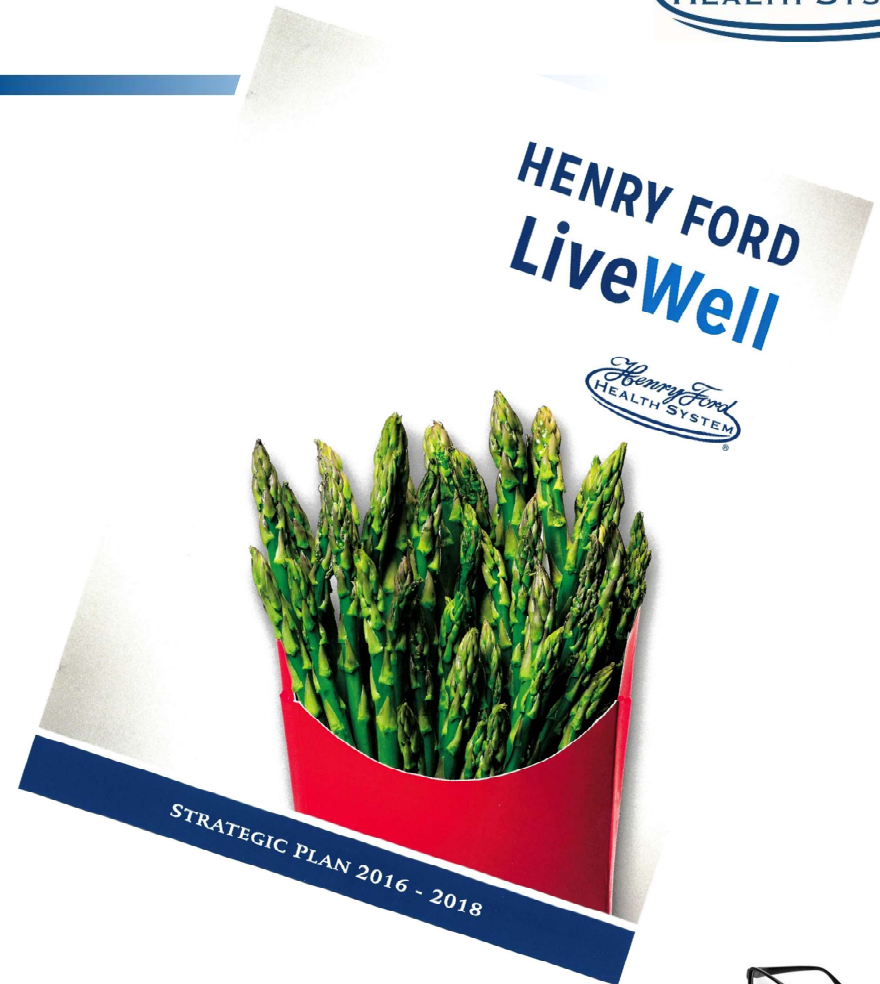
*A partnership of the Ecology Center, CHASS, American Indian Health and Family Services, HFHS, Joy-Southfield CDC, Mercy Primary Care/Samaritan Center, Peaches and Greens, and Eastern Market Corp.*

- 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

**Interoperability**



**HENRY FORD  
LIVEWELL**



**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—Team 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!

**DOWNLOAD 5-2-1-0 KIDS!**

DOWNLOAD 5-2-1-0 KIDS! POWERED BY HENRY FORD LIVEWELL FOR FREE! SCAN THE QR CODE OR SEARCH FOR 5-2-1-0 KIDS!

Available on the App Store | Get it on Google Play

**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

**HI-5** | **TWOEY**

**UNO** | **ZIP**

HENRY FORD LIVEWELL | [henryfordlivewell.com/5210](http://henryfordlivewell.com/5210)

**Rx**

HENRY FORD LIVEWELL  
[henryfordlivewell.com/5210Kids](http://henryfordlivewell.com/5210Kids)

Instructions: **DOWNLOAD 5-2-1-0 KIDS!**

**5-2-1-0 MEANS:**

- 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

**Every Day**



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

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## 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



Michigan Leadership Education in  
Neurodevelopmental Disabilities

WAYNE STATE  
UNIVERSITY

# 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

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# 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



# Improving Community Health through Hospital – Public Health Collaboration

Insights and Lessons Learned from Successful Partnerships

Lawrence Prybil, PhD  
F. Douglas Scutchfield, MD  
Rex Killian, JD  
Ann Kelly, MHA  
Glen Mays, PhD  
Angela Carman, DrPH  
Samuel Levey, PhD  
Anne McGeorge, MS, CPA  
David W. Fardo, PhD

Commonwealth Center for Governance Studies, Inc.  
with grant support from:  
Grant Thornton LLP  
Hospira, Inc.  
Robert Wood Johnson Foundation

November 2014

**Detroit Regional Infant  
Mortality Reduction Task Force  
featured in national study of  
exemplary partnerships.**



Henry Ford

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.



**#123forEquity Campaign**

**Take the Pledge**

# 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

# 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



Pursuing Equity



**#123forEquity Campaign**

**Take the Pledge**



# Collaborators

## *Detroit PistonsFit Clinics*

**Henry Ford LiveWell promoted the 5-2-1-0 message:**

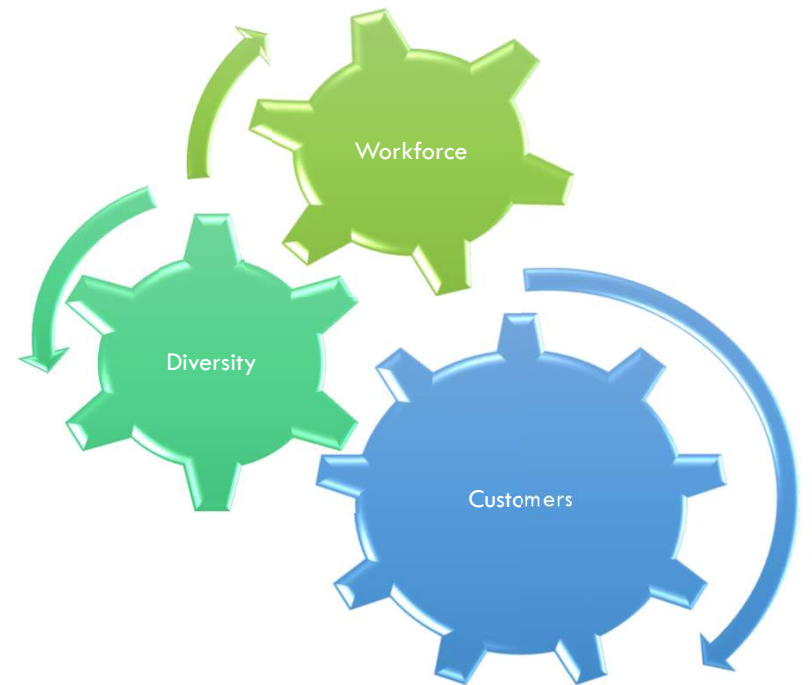
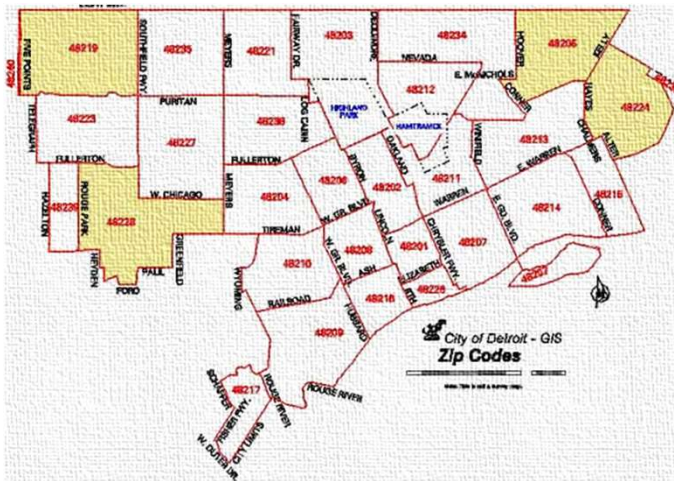
- At several FitClinic events at local schools
- On the Palace concourse during games
- At Hooper's birthday party/last home game
- At a Cook Off held at OFP



# Healthcare Anchor Network

## Leveraging

## HFHS Role as an Anchor Institution

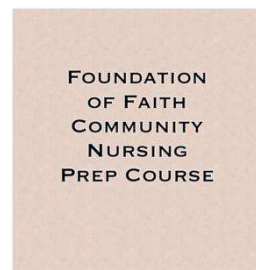




# Faith-based Efforts

## 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

EDITION US

THE HUFFINGTON POST  
INFORM • INSPIRE • ENTERTAIN • EMPOWER

NEWS POLITICS ENTERTAINMENT WELLNESS WHAT'S WORKING VOICES VIDEO ALL SECTI

**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 Gail 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 1987 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-HI) 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 book chapters and 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," meaning 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 directing cross-sector population health improvement efforts may be beneficial to states in this new 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 experiences of four states that implemented a SSG prior to passage of the ACA highlight new opportunities and challenges for the model at this juncture in time.

This brief reflects the themes and considerations that emerged from a September 2015 meeting convened by the National Academy for State Health Policy (NASHP) with support from the Gail and Lois Warden Endowment Chair on Multicultural Health at Henry Ford Health System. A variety of public and

# On the Horizon . . .

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## Henry Ford Health System Putting IT in

Equi**ITY**

Initiative

10 years Top Health System in Diversity and Inclusion by DiversityInc Magazine



## Special Recognitions



2019

American Hospital Association  
NOVA AWARD 2019

American Hospital Association  
Equity of Care Award  
Finalist, 2014 / Winner, 2015

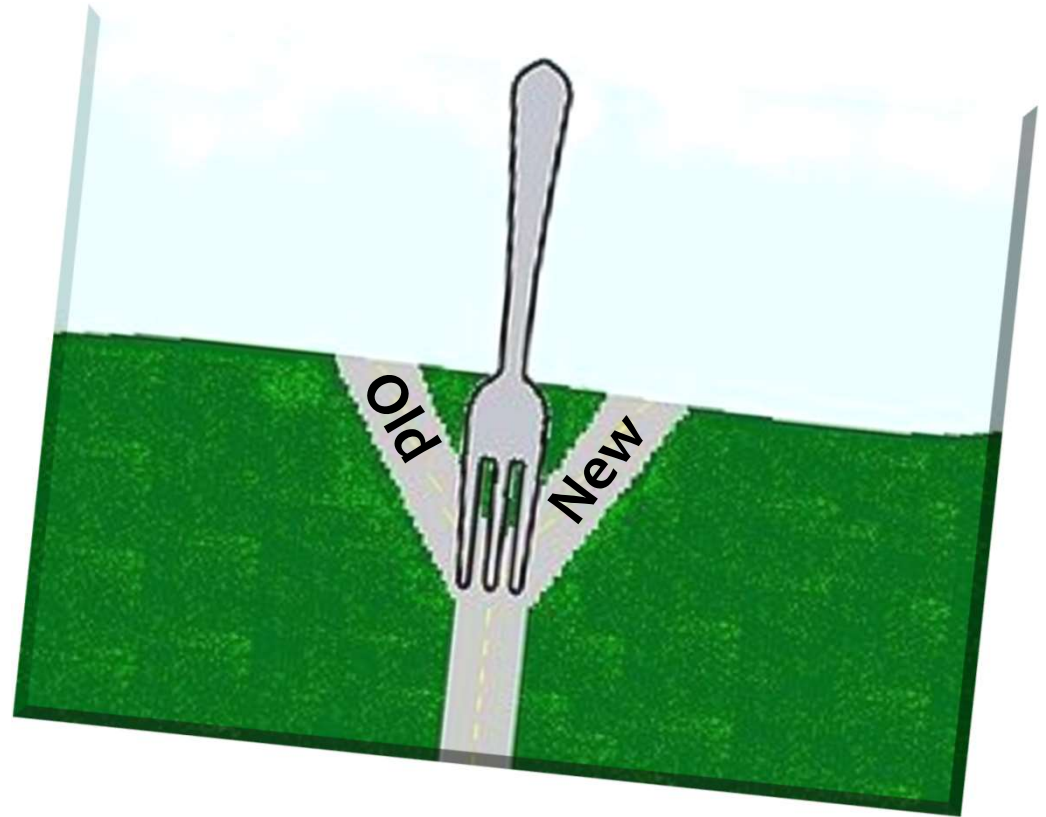


2019

... Are a great vehicle but not the destination

# CALL TO ACTION

If you come  
to a FORK in  
the road...  
**TAKE IT**  
Yogi Berra



A photograph of the Mackinac Island Bridge, a large suspension bridge with two tall white towers and a green bridge deck, spanning across a blue body of water. The foreground is filled with out-of-focus pink flowers. The sky is clear and blue.

**Kimberlydawn Wisdom MD, MS  
Sr. Vice President of Community Health &  
Equity and Chief Wellness & Diversity Officer  
Henry Ford Health System**

**Twitter: @DoctorWisdomMD**

***Thank you!***