

# Addressing Health Equity and Meeting the Needs of Diverse Populations

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# Objectives

- To frame an understanding health equity as it relates to potential interventions for mitigating health disparities.
- To understand the principles of community health and population health and their overlap through community engagement.
- To discuss the urgency in health equity healthcare system actions

# *What is a disparity?*

How do we assure the findings between two or more groups are NOT due to chance?

# *What is a disparity?*

How do we assure the findings between two or more groups are NOT a disparity?

# *What is a disparity?*

Geographic:

*In Italy, persons of the majority religion have more blood transfusions than a specific minority religion when both are faced with hemorrhagic shock.*

# *What is a disparity?*

Age:

*Older persons have a higher prevalence of diabetes than younger persons.*

# *What is a disparity?*

Gender:

*More women have breast cancer than men.*

# But....is this a difference or a disparity?

- Difference
- Disparity



# But....is this a difference or a disparity?

## Disparity

*Health disparities represent differences across socially privileged versus socially marginalized groups that society considers inequitable, avoidable, and unjust.*

*Interventions that address disparities usually affect risk factors that are overrepresented among marginalized groups.*

# A health disparity

Differences

*Across privileged versus marginalized groups*

AND

*Society's view on it*

# A health disparity

## Differences

*Across privileged versus marginalized groups*

AND

*Society's view on it:*

*Avoidable*

*Unjust*

*Unfair*

# How to identify a disparity

Evidence is drawn from studies that measure the disparities before and after adjustment for a risk factor

# How to identify a disparity

Disparity measures should reflect **judgments** on equity

# Health Disparity Definition

Institute of Medicine

*Differences in healthcare services that are NOT due to differences in underlying health needs or preferences*

# Community Health

**Community health** rooted in collective efforts of individuals or organization working to promote health within their defined group.

***Key: Culturally appropriate;  
Self-identified vulnerabilities***

# Community Health

## **Community Health**

*Collaborative*

*Empowerment*

*Culturally and/or*

*Geographically Defined*

*Measurement: Overall*

*health & community efforts*



# Population Health

**Population health** uses an outcome-driven approach to “manage” health for a specific group of individuals, typically defined by attribution.

***Key: Outcome-Driven;***

***Assigned to a group, but not by the group***

# Population Health

**Population Health**

*Outcomes*

*Accountability*

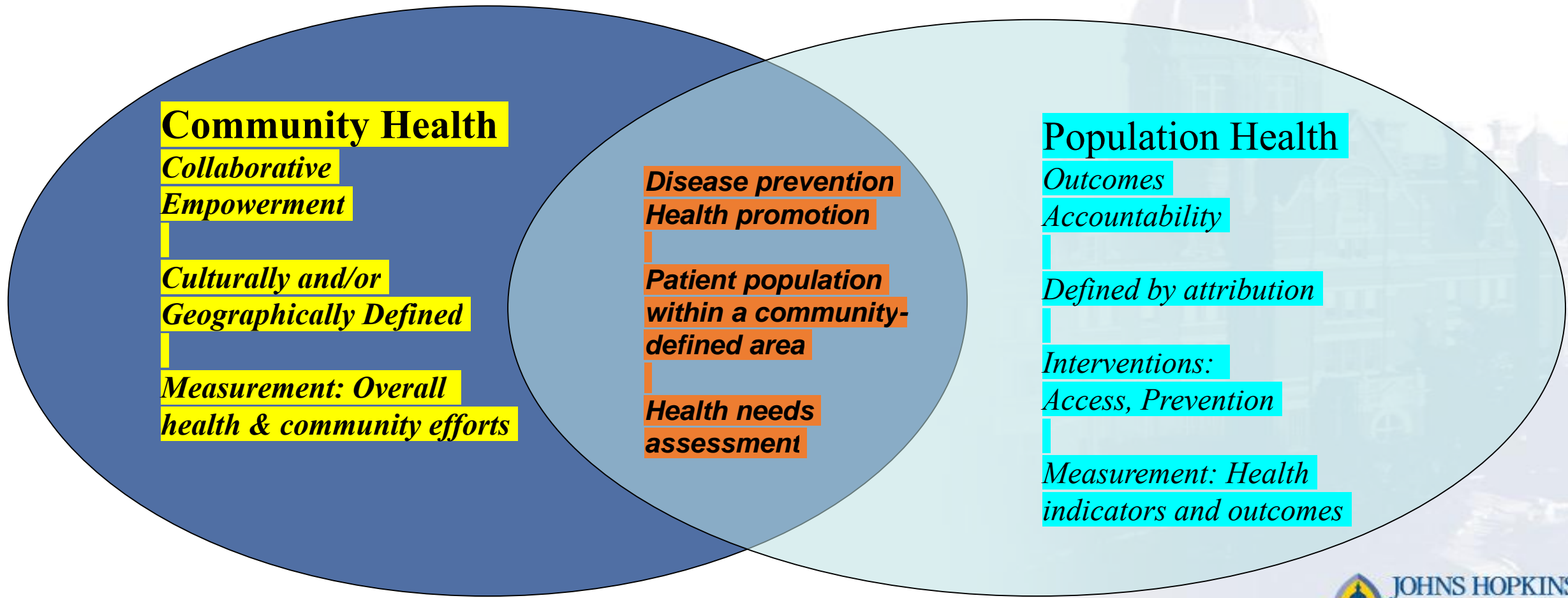
*Defined by attribution*

*Interventions:*

*Access, Prevention*

*Measurement: Health indicators and outcomes*

# Overlap = Community Engagement



## Community Health

*Collaborative  
Empowerment*

*Culturally and/or  
Geographically Defined*

*Measurement: Overall  
health & community efforts*

*Disease prevention  
Health promotion*

*Patient population  
within a community-  
defined area*

*Health needs  
assessment*

## Population Health

*Outcomes  
Accountability*

*Defined by attribution*

*Interventions:  
Access, Prevention*

*Measurement: Health  
indicators and outcomes*

# Overlap Strategies

- Medical Messaging
- Identifying Communities

# *Medical Messaging*

The media of health communications are never neutral, and they are inflected by the living history of prior lapses of trust, each felt in a different way by different local communities.

Communicating effectively should take into account social networks and key principles

# Overlap Strategies

- **Medical Messaging**
  - Transitivity
  - Homophily
  - Hierarchy
- Identifying Communities

# Messaging

- Transitivity
  - A relation between elements, that if the relation holds between the first and second, it will hold for the second and third, etc.

# Messaging

- Homophily
  - Tendency of individuals to associate and bond with others who are similar
    - Similarity Examples: beliefs, culture, race, ethnicity



# Messaging

- Hierarchy, Formal
  - Networks in which individuals can be classified through a relation of precedence

# Overlap Strategies

- Medical Messaging
  - Transitivity
  - Homophily
  - Hierarchy
- Identifying Communities

# Social Networks

- Set of relations between people or organizations, allowing a flow of ideas, friendship, identity, and even health issues (e.g. diseases)

# Examples of Socio-centric Networks

- Schools
- Faith-based organizations
- Housing units
- Neighborhoods
- Non-profits

# Overlap Strategies for Community and Population Health

- Medical Messaging
- Identifying Communities

*Both are important in order to understand how you will culturally translate the medical information, resources needed to assure it disseminates efficiently, and surrogates to reaffirm desired outcomes are achieved*

# Healthcare System Accountabilities

- 2023: SDOH, Health Equity, and Health Disparities will be vital to healthcare system's reputations, economics, and investments

# Healthcare System Accountabilities

- Health Equity External Metrics
  - Joint Commission
    - Demonstrate actionable response to unmet goal(s)

# Healthcare System Accountabilities

- Health Equity External Metrics
  - Leapfrog
    - Emphasis on accurate individual sociodemographic representation



# Healthcare System Accountabilities

- Collect specified patient self-identified demographics directly from the patient
- Use multi-modal methods to collect patient demographics
- Prepare registration staff (to collect demographics in-person or over the phone) through initial and annual training
- Able to extract self-identified demographic data in a usable format
- Systems in place to ensure accuracy of patient self-identified demographic data
- Stratify quality measures using patient data to identify health care disparities

# Healthcare System Accountabilities

- Health Equity External Metrics
  - US News and World Report
    - **Preventive Care for Black Residents in the Community**

# Healthcare System Accountabilities

- Health Equity External Metrics
  - Health Services Cost Review Commission (HSCRC)
    - Stratify quality measure outcomes by social demographic variables of interest such as race, geography, SES, etc. to glean disparities

# Key Steps

- Metrics to identify differences
  - Are these differences disparities? Gaps between the “haves” and the “have nots”
- Population Health Strategies need Community Health connections
  - Sophisticated community engagement personnel
- Timelines needed for equity strategies
  - What short-term impacts are more of surrogates for long-term equitable outcomes

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# The “How To” Guide on Community Engagement QUESTIONS?

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