

Standing for Equity Eliminating Disparities and Promoting Wellness

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Kaiser Permanente's History and Mission

 To provide high-quality, affordable health care services and to improve the health of our members and the communities we serve.



Noon-hour loudspeaker health education program in Kaiser Shipyard, Richmond. Staff physician talking on the common cold

From Industrial Medicine, 14:4, April 1945



Kaiser Permanente's Strategic Vision is...

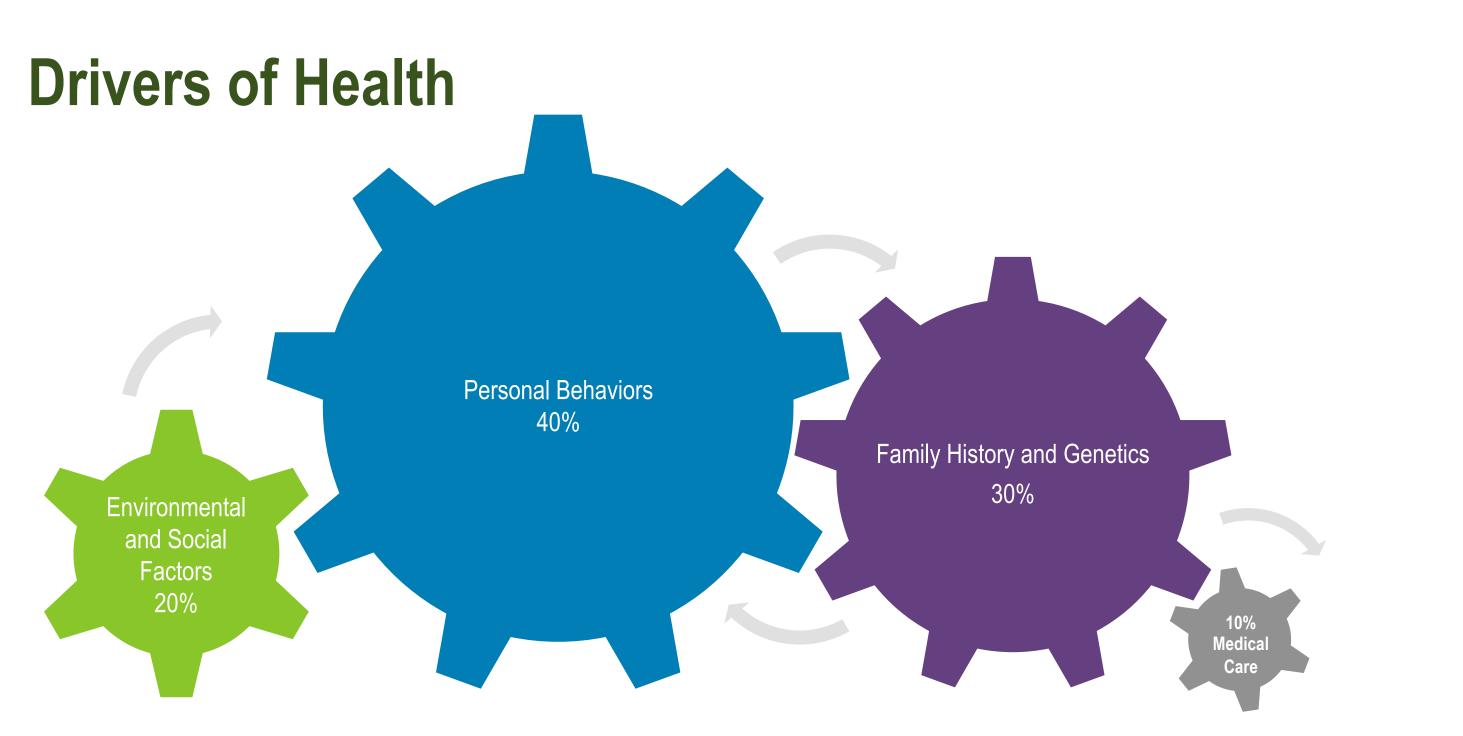
...to be a Leader in **Total Health** by making lives better.

We define Total Health as a state of complete physical, mental and social well-being for all people.

We are committed to helping our members, our workforce, their families, and our communities achieve **Total Health** through the services we provide and by promoting clinical, educational, environmental, and social actions that improve the health of all people.



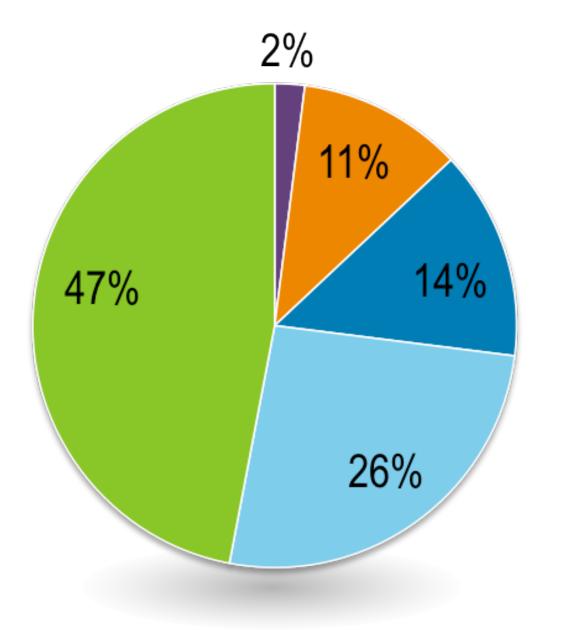




Source: Determinants of Health and Their Contribution to Premature Death, JAMA 1993



Reflecting the Members and Communities We Serve



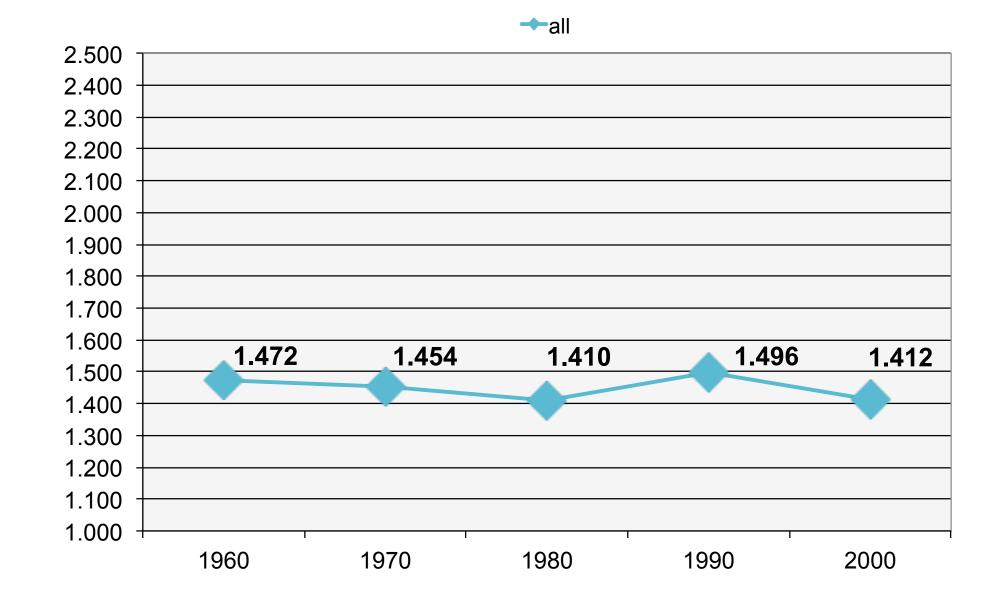
Membership

- Other
- African American
- Asian
- Hispanic
- White





Black-White Standardized Mortality Ratios, 1960-2000



Source: Health Affairs March 2005 vol. 24 no. 2 459-464



Diversity & Inclusion Strategy

CARE

Provide best care and service for all populations to eliminate disparities and create equity in our communities

WORKFORCE

Optimize diversity at every level and create inclusive environments

MARKETPLACE

Provide the most compelling value for our diverse populations and communities

SUPPLIER DIVERSITY & COMMUNITY PARTNERSHIP

Build equity through businesses and jobs, and promote diverse and thriving communities



"Billion Dollar Roundtable"

Personalized **Communications for All**

Zero Gaps in Representation

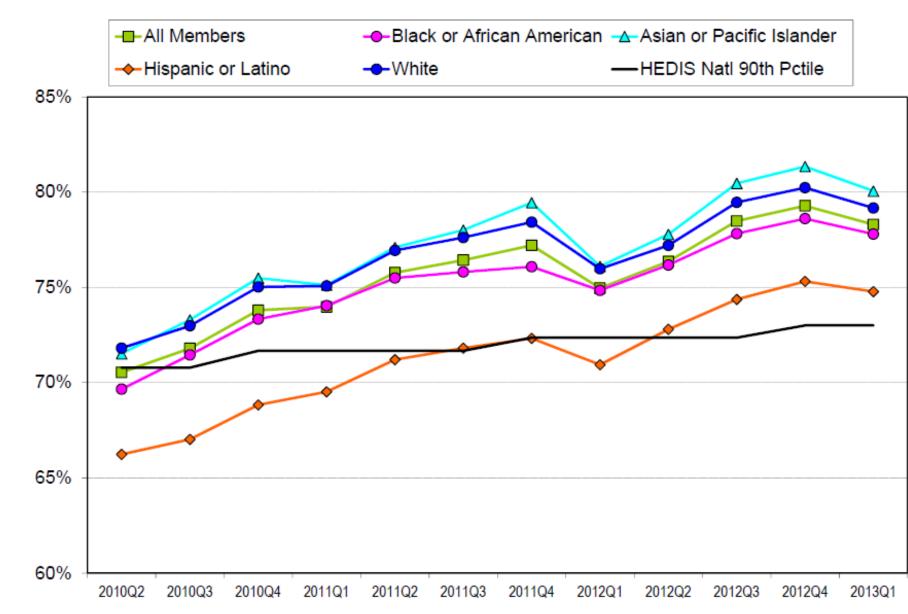
Zero Disparities

KP Health Disparities Vision

Kaiser Permanente (KP) will be a leader in eliminating disparities in health and health care. We will do this by providing equitable care to our members, targeting resources to areas of need in the communities we serve, and identifying and implementing strategies and policies that support equity in health nationwide, including universal health coverage.



Colorectal Cancer Screening, by Race/Ethnicity Kaiser Permanente Programwide

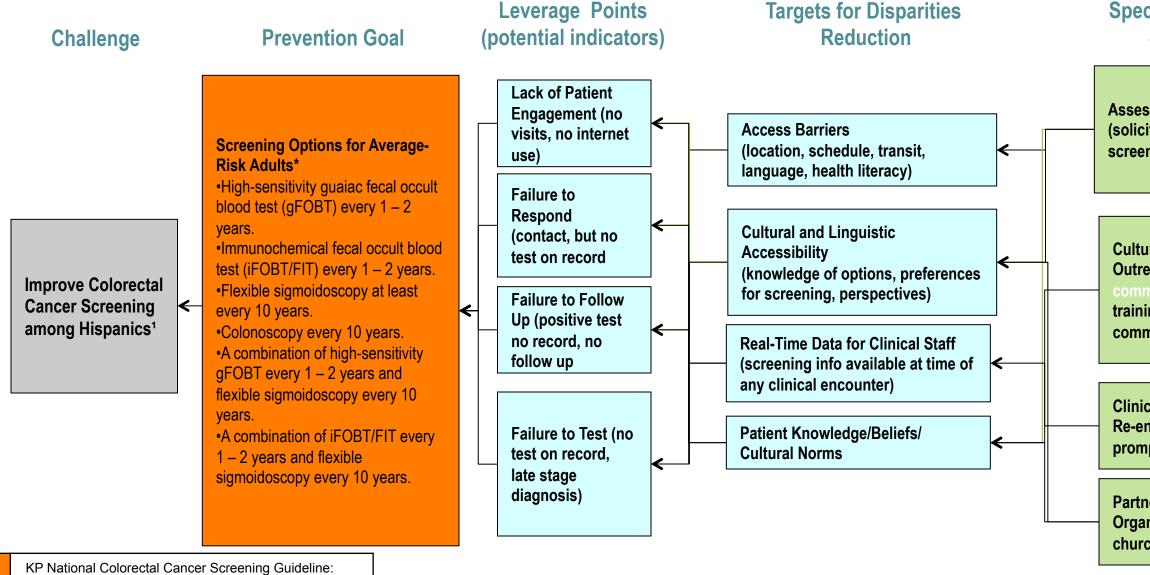


Source: Halvorson, G. Ending Racial, Ethnic and Cultural Disparities in American Health Care (2013)





Improving Colorectal Cancer Screening Among Hispanics



Link

Colorectal Cancer Screening/Disparities Literature

*Choice of test may be subject to regional and practice-level variation and may be related to patient screening rates.



Specific Disparities Reduction Strategies (examples)

Assessment of Patient Barriers (solicit preferences/beliefs, customize screening options)

Culturally & Linguistically Appropriate Outreach and Education (e-telenovelas,

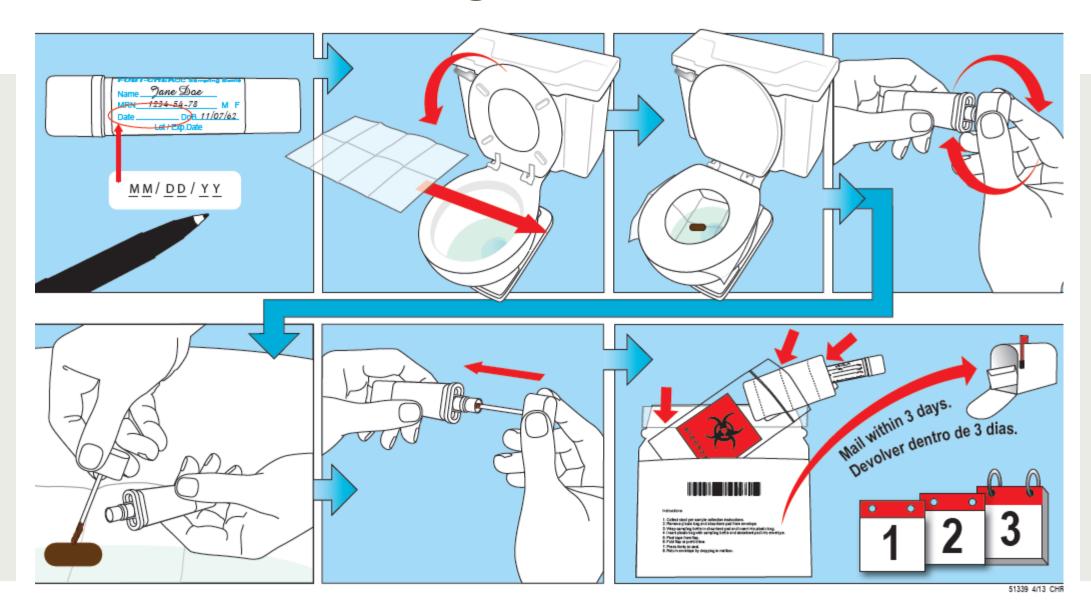
training through promatoras/ community health workers)

Clinical Staff Recommendation/ Re-enforcement (Health Connect prompts during check in for any visit)

Partner with Community Providers and Organizations (barber shops, churches)

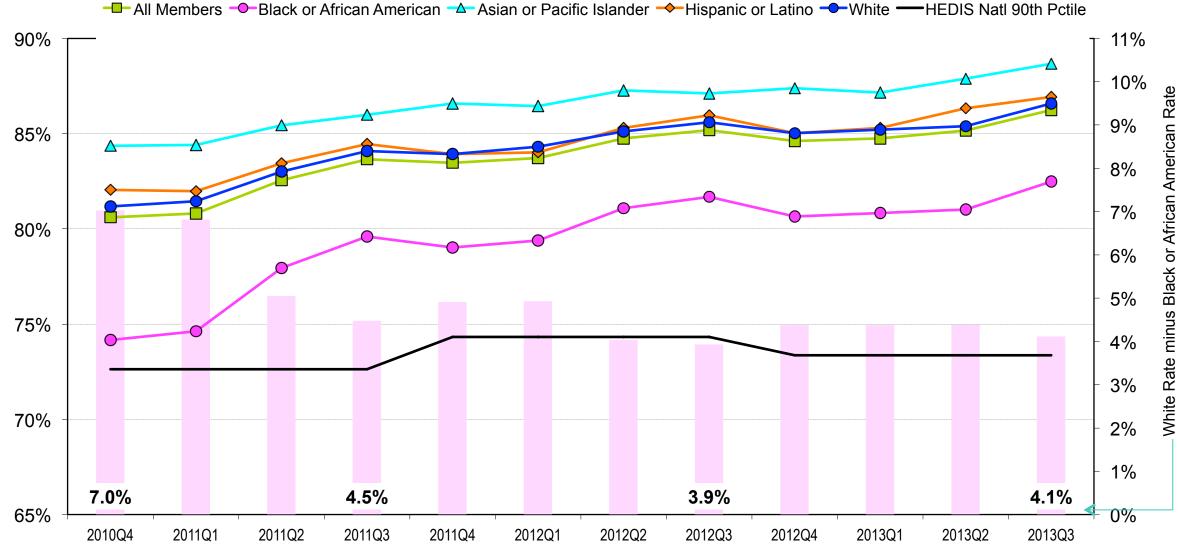


Colon Cancer Screening



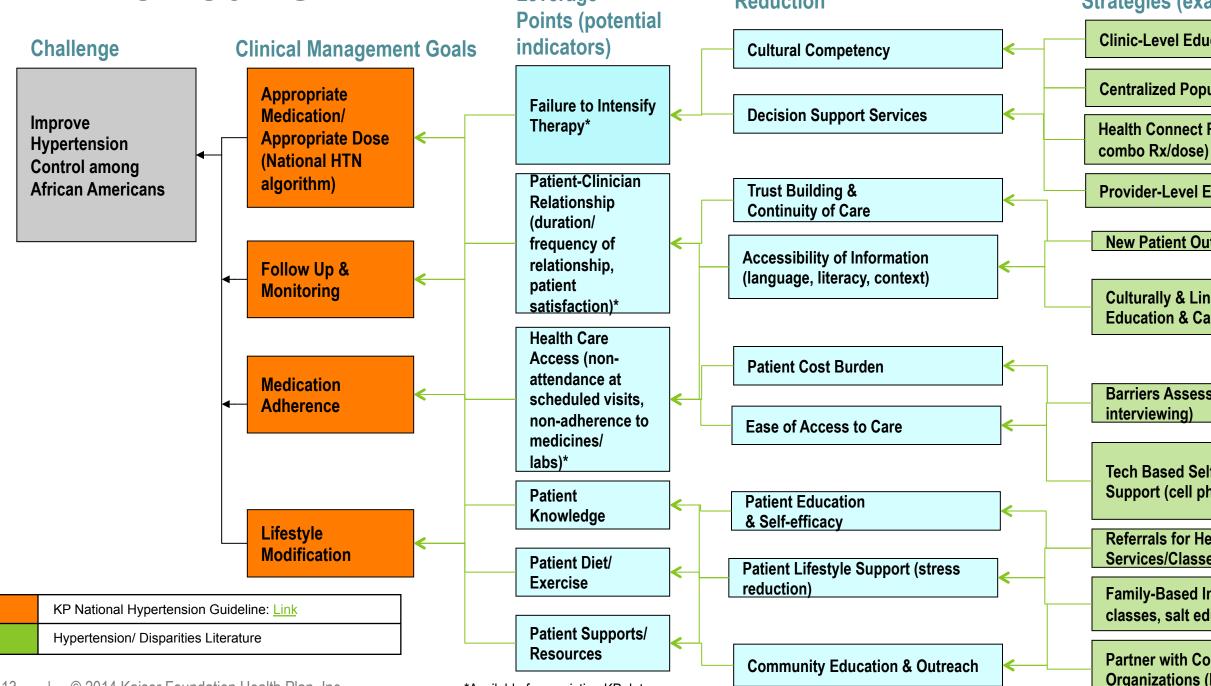


Controlling High Blood Pressure, by Race/Ethnicity and Disparity between White and Black/African American Rates Kaiser Permanente Programwide





Improving Hypertension Control Among African Americans **Targets for Disparities Proposed Disparities Reduction** Leverage **Strategies (examples)** Reduction



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*Available from existing KP data sources

Clinic-Level Education/Feedback

Centralized Population Care

Health Connect Reminders (consolidate Rx/

Provider-Level Education/ Feedback

New Patient Outreach Calls

Culturally & Linguistically Appropriate Education & Case Management

Barriers Assessment (motivational

Tech Based Self-Management Support (cell phones, internet)

Referrals for Health System Specialty Services/Classes

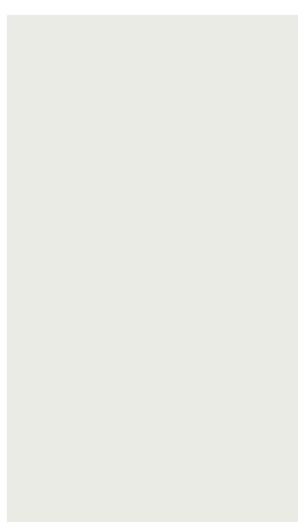
Family-Based Interventions (cooking classes, salt education)

Partner with Community Providers and **Organizations (barber shops, churches)**

AIDET – Building Trusting Relationships with African-American Members and Patients









Community to Clinic / Clinic to Community Innovation Project





GOAL: 65% of participants will improve blood pressure control to 140/90 or better.



I have had high blood pressure since my forties. I used to stop at pharmacies and stick my arm in the machines, but I just don't see how they can be accurate. Having my pressure measured on a regular basis at Wally's keeps the information steady. And it has made me think more seriously about it.







The Journey We Are On ...

Total Health Assessment

×30	Do a Total Health Assessment 30 minutes to a healthier you
20	30 minutes to a healthier you

Health Education



Walking Promotion



Community Benefit



CAMPAIGN

KAISER PERMANENTE.

THRIVING SCHOOLS a partnership for healthy students, staff & teachers

Healthy Eating



Workplace Safety







