

Onward Sustainability Program

Health Equity

Presented by

Johnson & Johnson

RUTGERS
Institute for Corporate
Social Innovation

Onward Sustainability Program

Hosted by



Mike Hewer

Director Supplier Sustainability

Johnson & Johnson



**Jeana Wirtenberg
Ph.D.**

Executive Director

RUTGERS

Institute for Corporate
Social Innovation



Deborah Flamengo

Program Coordinator

RUTGERS

Institute for Corporate
Social Innovation

Onward

Community of Johnson & Johnson's global suppliers.

Brings together **Johnson & Johnson and RICS** subject matter experts to engage our suppliers on **best practices in sustainability.**

Feel free to ask us questions!

Rutgers Institute for Corporate Social Innovation

Our purpose is to develop the next generation of Corporate Social Innovation leaders and become a leading academic partner in addressing society's most pressing issues.



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Educate



Collaborate



Inspire

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Corporate Social Innovation (CSI)

We recognize that today's societal needs are profound, & believe business has untapped potential to address them.

At the RICSI, we have developed an integrated four-pillar business model:



Onward Sustainability Program

Today's Session



Maria Thompson,
CPC

Associate Director, US HEMA
Provider Team

Johnson & Johnson



Gloria Bachmann

Professor, Department of Obstetrics,
Gynecology, and Reproductive Sciences,
Robert Wood Johnson Medical School

Associate Dean of Women's Health, Robert
Wood Johnson Medical School

Director, Women's Health Institute

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Health Equity

- What is health equity?
- What are the impacts in the US and globally?
- **J&J's Expectations**
- Johnson & Johnson's Our Race to Health Equity
- The Opportunities

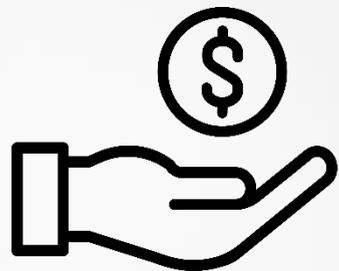
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Health Equity: The Social Determinants of Health & How Business Can Help



Centers for Disease Control and Prevention (CDC) Definition



Health equity is the state in which everyone has a fair and just opportunity to attain their highest level of health.



Equity versus Equality

Equality



Equity



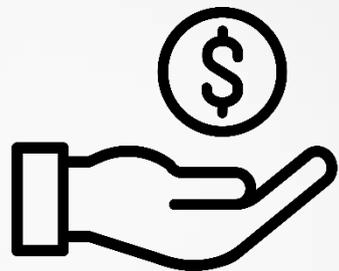
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Equality means each individual or group of people is given the same resources or opportunities.

Equity recognizes that each person has different circumstances and allocates the exact resources and opportunities needed to reach an equal outcome.

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Centers for Disease Control and Prevention (CDC) Definition



Social Determinants of Health: Outline of Major Categories

- Preventative Care
- Access & Affordability (**in line with J&J's position on Equitable Access**)
- Privacy
- Stigma
- Compliance



Social Determinants of Health

Some Examples of What I Hear from Patients

Social, Physical, and Economic conditions in society impact our health



Economic Stability/Income

I CAN'T AFFORD MY RX!



Social and Community Context

THERE ISN'T A PHARMACY IN MY COMMUNITY



Education Access and Quality

I DON'T NEED MY RX! I'M STRONG!



Food Stability and Access

WE HAD TO PAY THE RENT-THERE'S NO \$ LEFT FOR FOOD



Health Care Access and Quality

I DON'T HAVE HEALTH INSURANCE. I USE THE EMERGENCY ROOM WHEN THINGS GET BAD!



Neighborhood, Housing, Transportation, and Built Environment

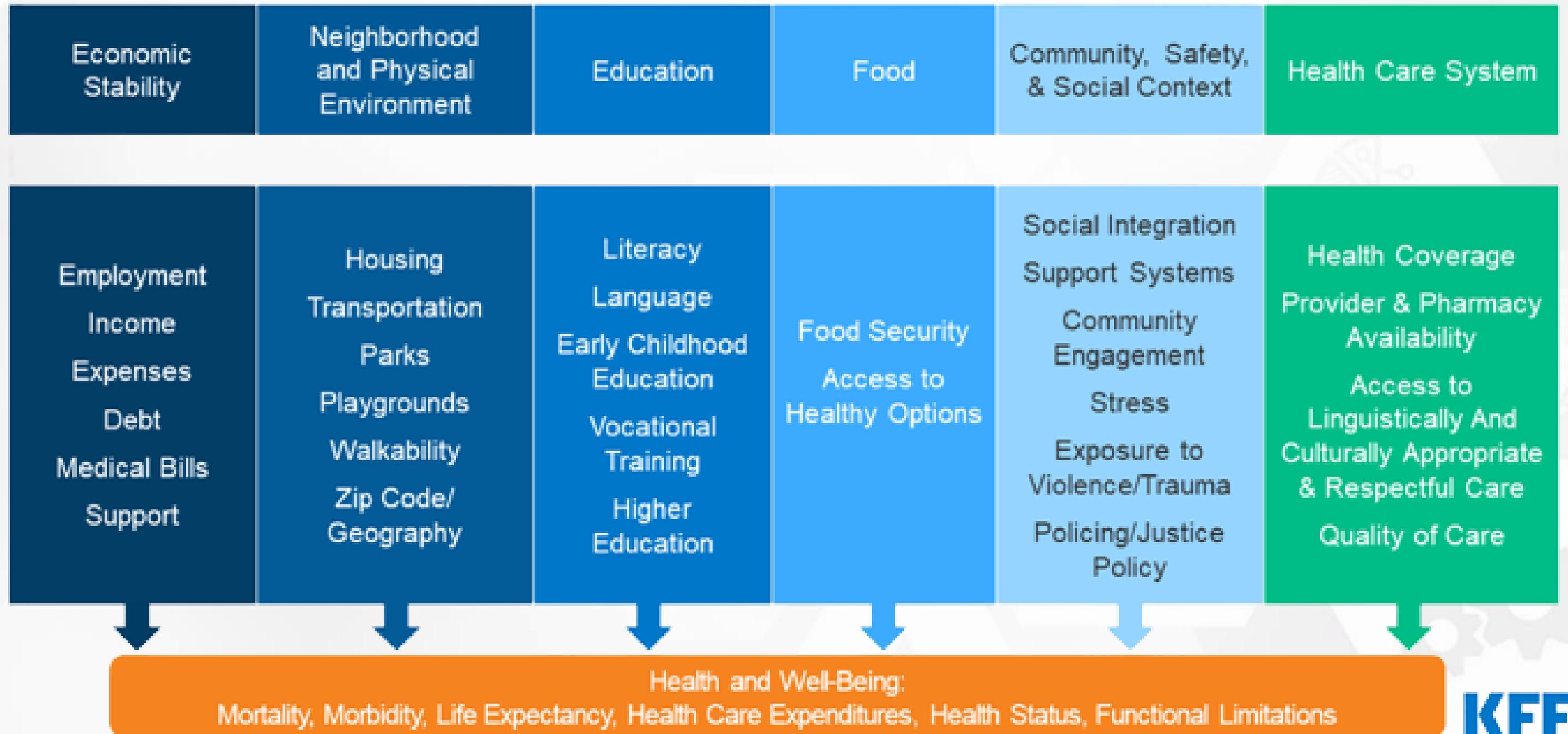
I DON'T HAVE A CAR OR BABYSITTER. I CAN'T GO FOR MEDICAL CARE!



Race, Ethnicity, Gender and Sexuality, Age, Accessibility, and Religion

I DIDN'T GO FOR CARE AS SOON AS I SHOULD HAVE! MY LAST DOCTOR ALWAYS REFERRED TO ME AS 'HE' WHEN I'M A 'SHE'.

Social Determinants of Health: Specific Aspects

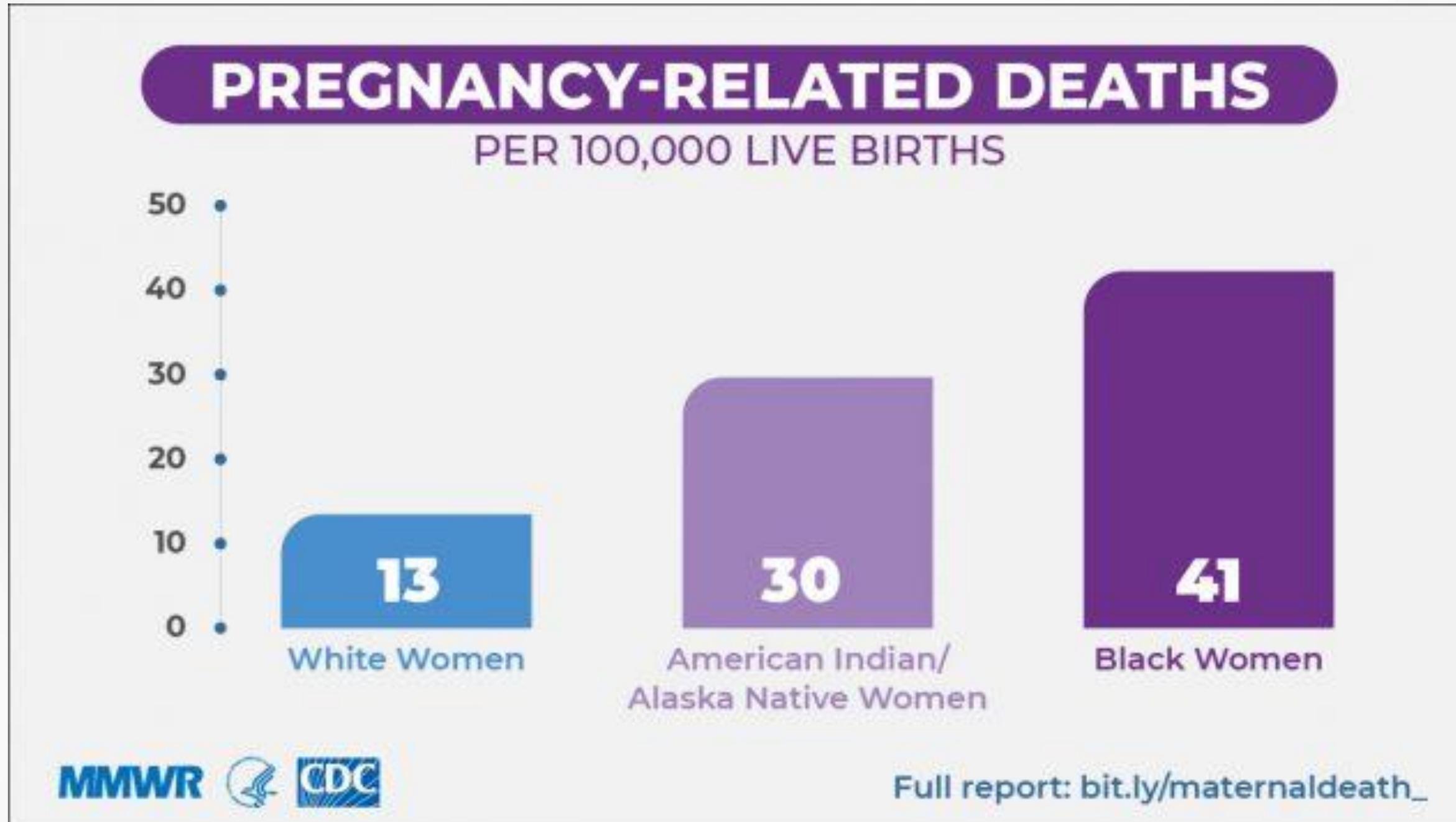


KFF

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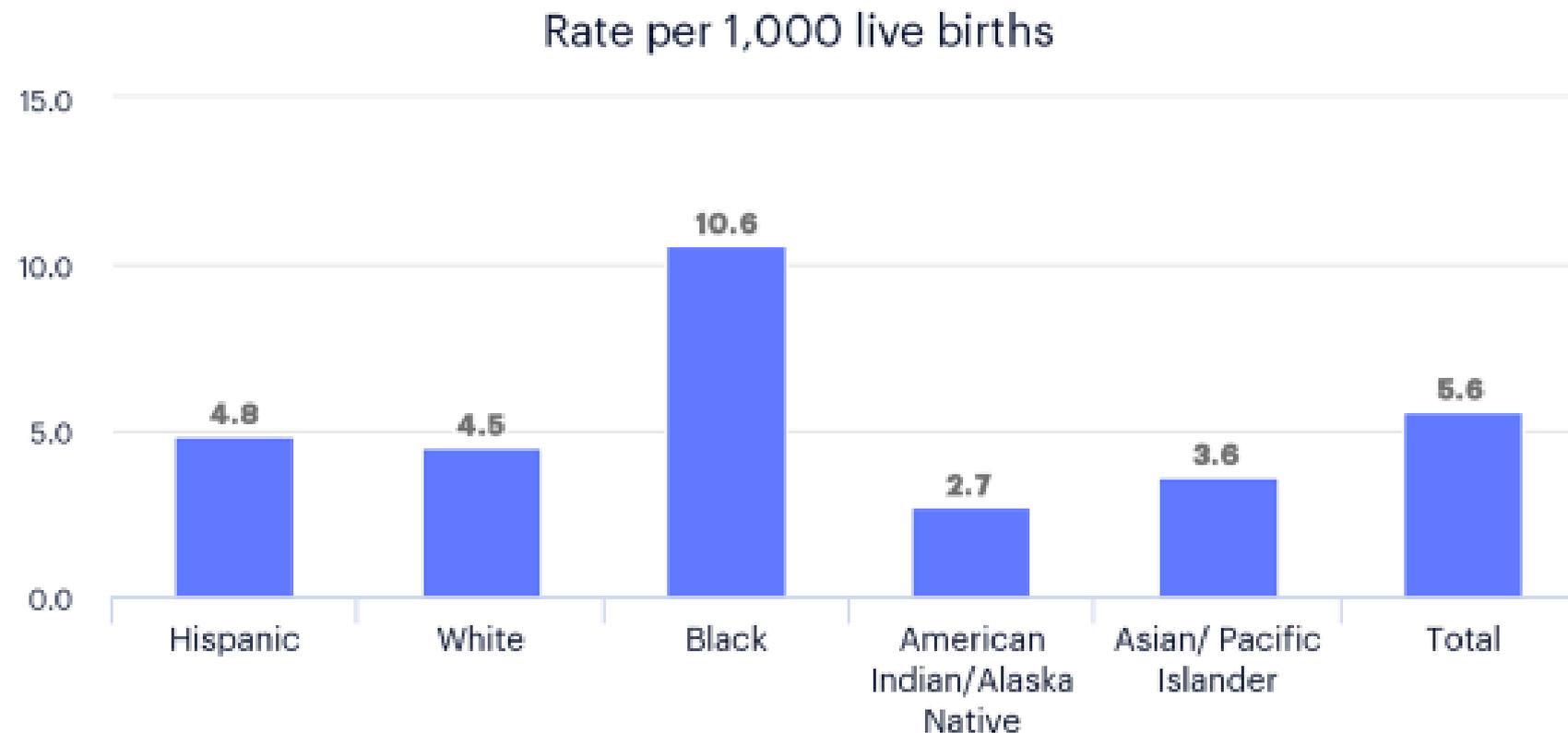
Health Inequity Translates to: High Pregnancy Related Death in Underserved Populations



Health Inequity translates to: High Infant Mortality in Black Underserved Population

INFANT MORTALITY RATES BY RACE/ETHNICITY

United States, 2018-2020 Average



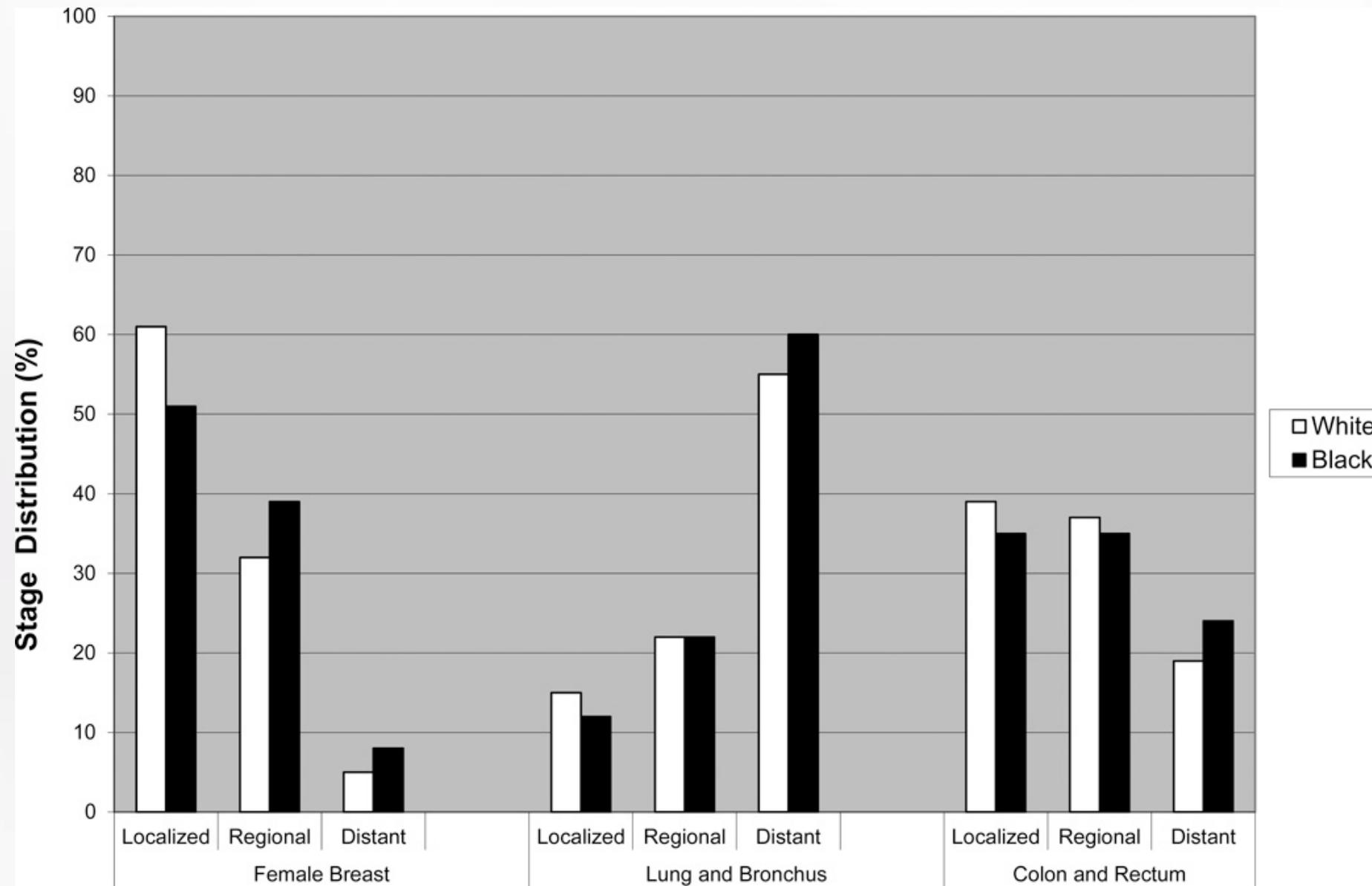
© 2023 March of Dimes Foundation. All rights reserved.

All race categories exclude Hispanics. An infant death occurs within the first year of life.

National Center for Health Statistics, period linked birth/infant death data. Retrieved November 7, 2023 from www.marchofdimes.org/peristats



Health Inequity Must Address: Later Diagnosis of Cancer in Black Underserved Populations

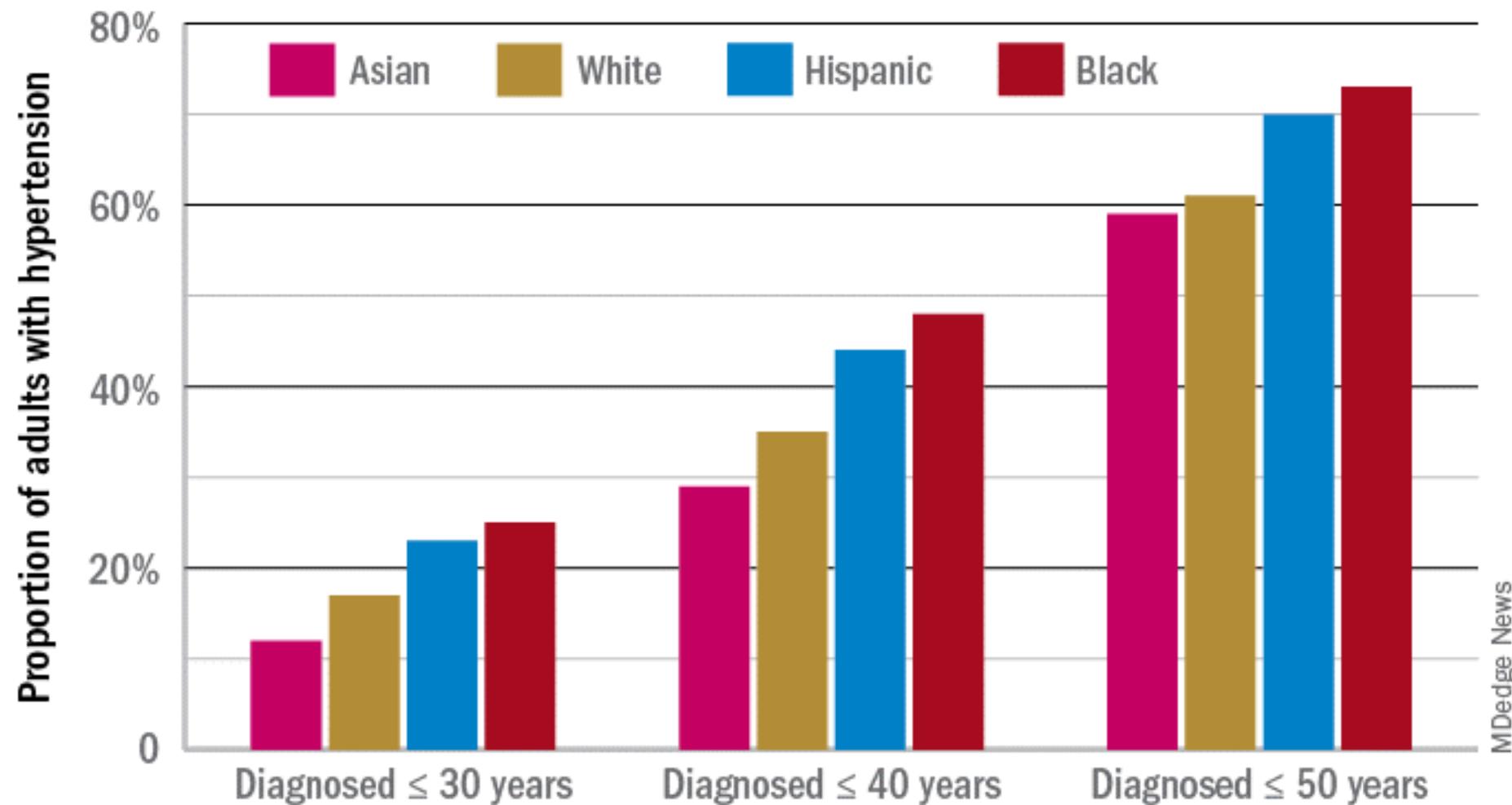


- *Black people have the highest death rate for cancer overall.
- *Black people have a lower overall 5-year cancer survival rate than White people.
- *Black people are more likely than White people to be diagnosed with female breast, lung, and colorectal cancers at a late stage.

Health Inequity Must Address: Hypertension More Prevalent in Black Populations

(and this translates to)

Age at diagnosis of hypertension by race and ethnicity

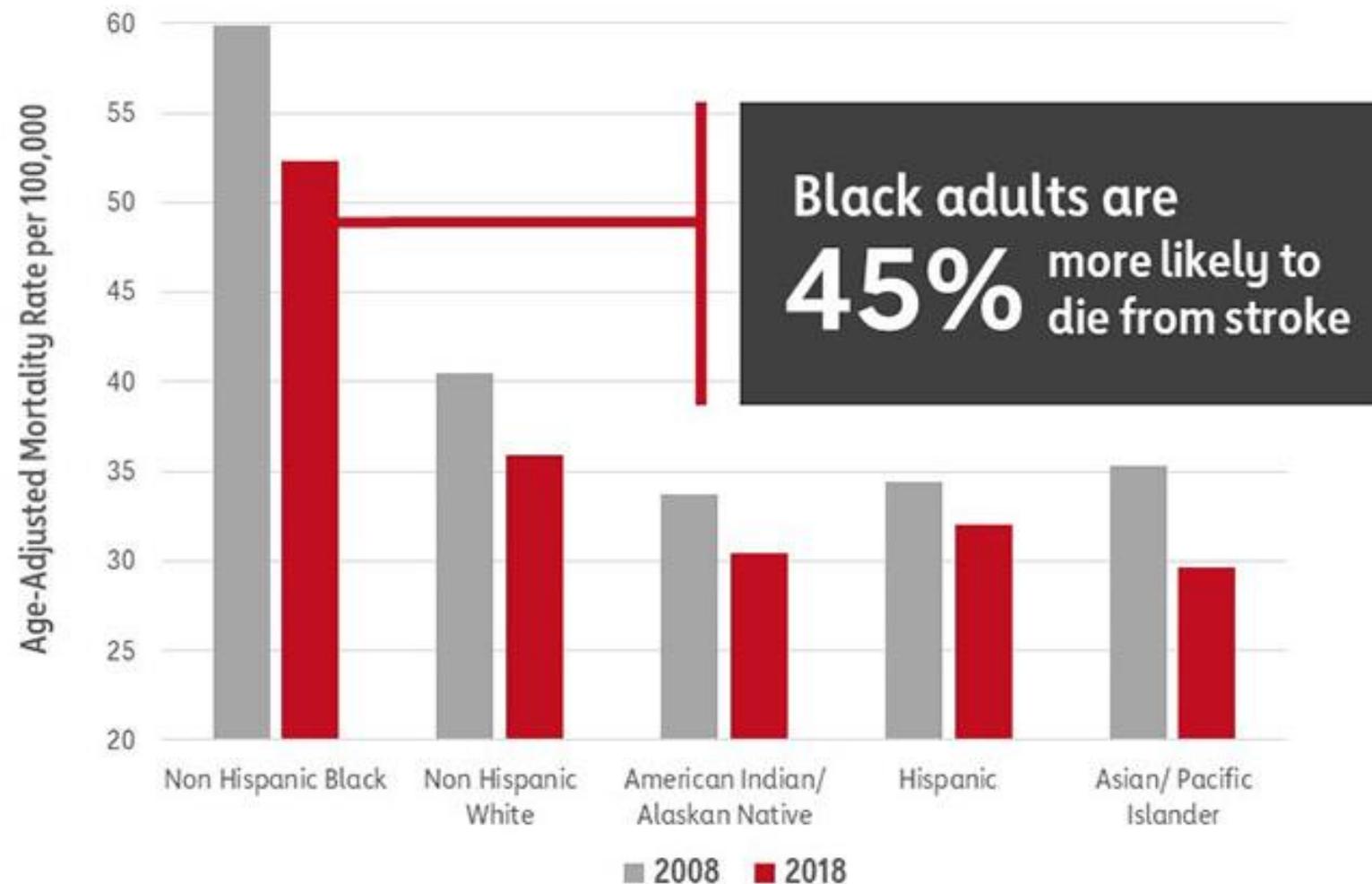


Note: Based on data from the 2011-2020 National Health and Nutrition Examination Surveys.

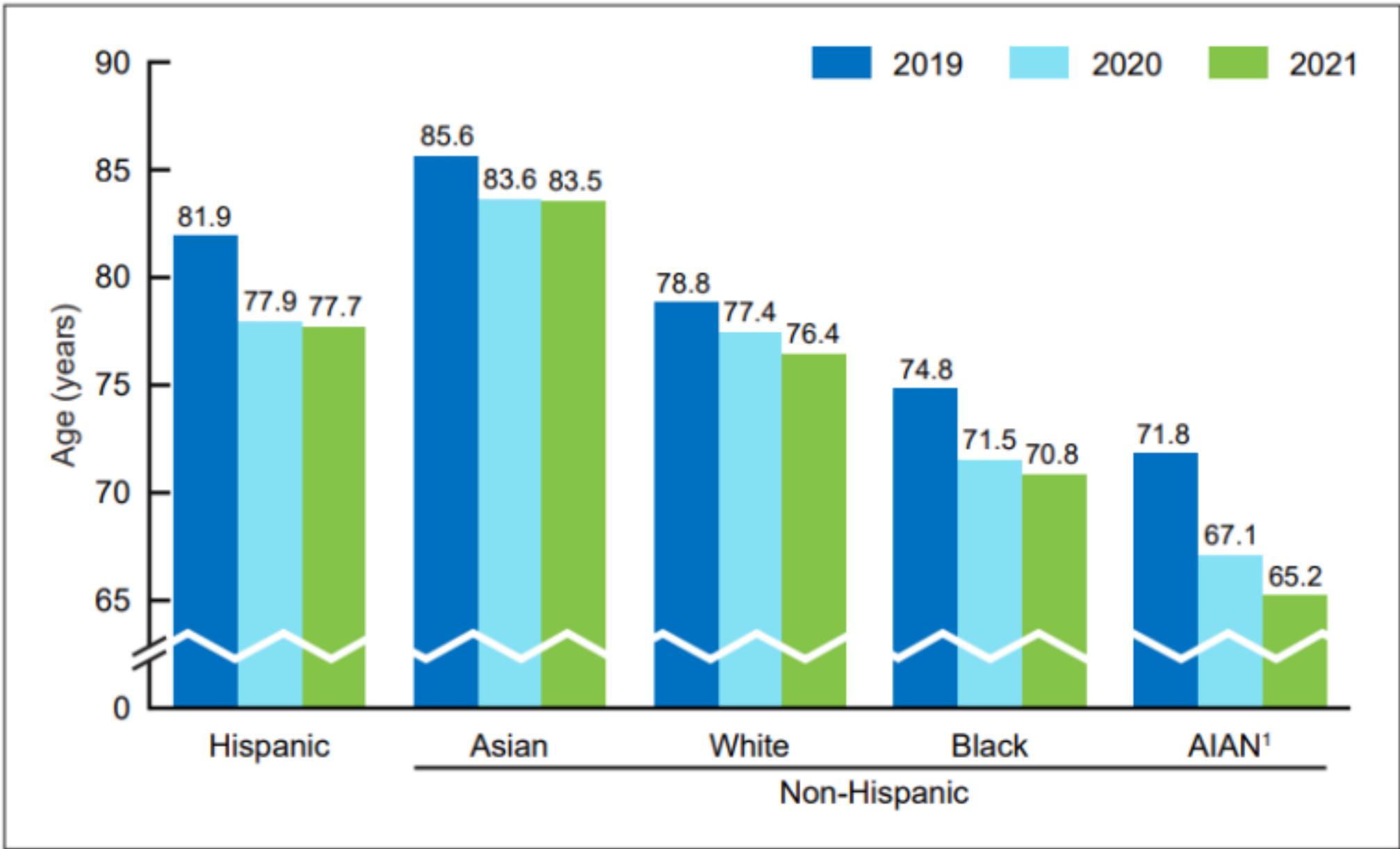
Source: JAMA Cardiol. 2022 Aug 3. doi: 10.1001/jamacardio.2022.2345

Health Inequity Must Address: Higher Stroke Mortality in Black Underserved Populations

AGE-ADJUSTED TOTAL STROKE MORTALITY RATES by Race/Ethnicity



Health Inequity Must Address: Lower Life Expectancy of Black & American Indian/Alaskan Native Populations



<https://www.cdc.gov/nchs/data/vsrr/vsrr023.pdf>

The Role of the Private Sector



Community health and business success are closely related. Companies depend on communities to provide healthy employees, consumers, and business partners, while communities depend on companies to offer jobs, stability, and opportunities to create wealth.



Good Health Is Good Business

The Value Proposition of Partnerships Between Businesses and Governmental Public Health Agencies to Improve Community Health

JUNE 2019



de Beaumont
YOUR SOLUTIONS FOR HEALTHIER COMMUNITIES

The Intersection of Health Equity in Communities & Business Strategy: A Call-to-Action

Survey provides trends and inputs based on a 6,001 four country study including US, UK, Spain, and Germany.

Data came from an online survey fielded Feb–March 2023 conducted by **Atlantic Insights** (the marketing insights division of The Atlantic), reviewed by **Omnicom PR Group (OPRG)** and its key stakeholder networks including the Rutgers Institute for Corporate Social Innovation as its Academic Advisor.

Data unearthed five Key Themes:

1. Discrimination
2. Broken trust and not feeling safe
3. Community engagement
4. Digital divide
5. Lack of emotional intelligence and connection

Moving forward, we seek to build on this body of research, by meaningfully addressing the findings.

The Atlantic

OPRG

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OPRG | Atlantic Insights

The Intersection of Health Equity in Communities & Business Strategy: A Call-to-Action

Trends and insights based on a 6,001-person, four-country study,
co-created and co-led by health equity experts closest to communities



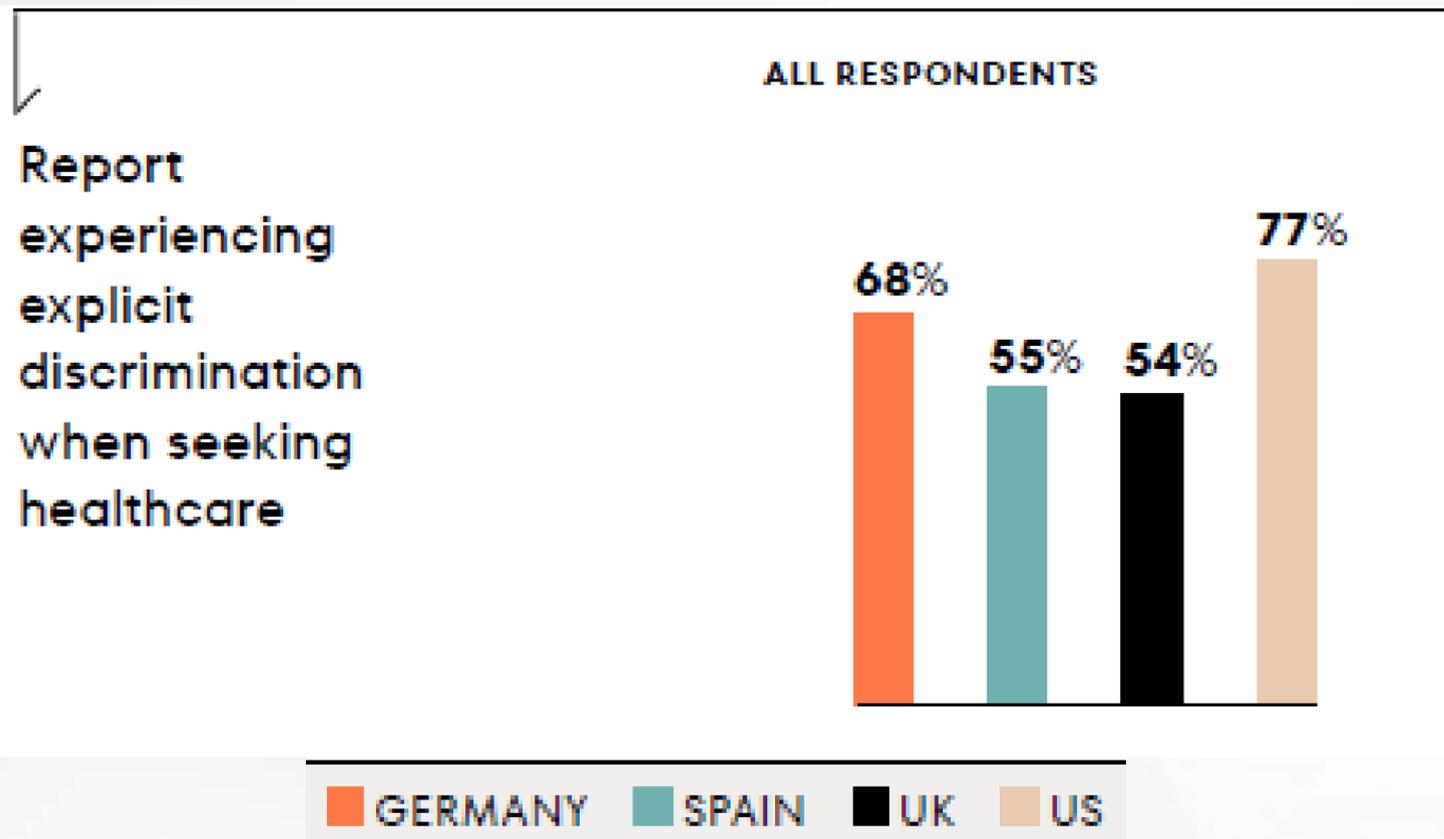
*Health equity is the state in which
everyone has a fair and just opportunity
to attain their highest level of health*

September 2023

Centers for Disease Control and Prevention

Theme 1: Discrimination

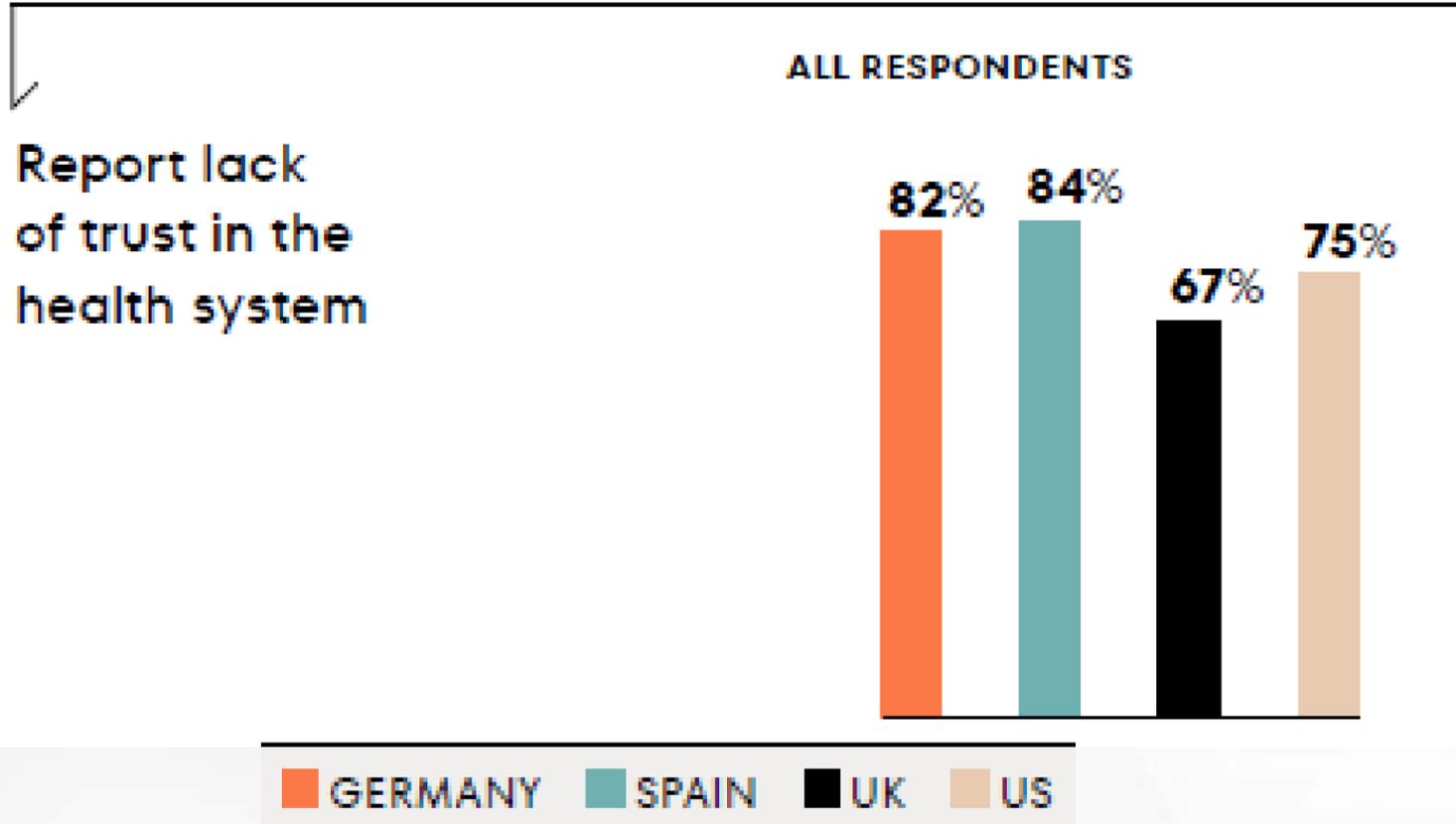
Discrimination remains a pervasive issue in healthcare systems globally, with many respondents reporting experiences of discrimination based on their age, weight, race or ethnicity, gender, finances, religion or faith, and sexual orientation or identity.



“Doctors need to be empathetic towards all patients.” – UK respondent

Theme 2: Broken Trust

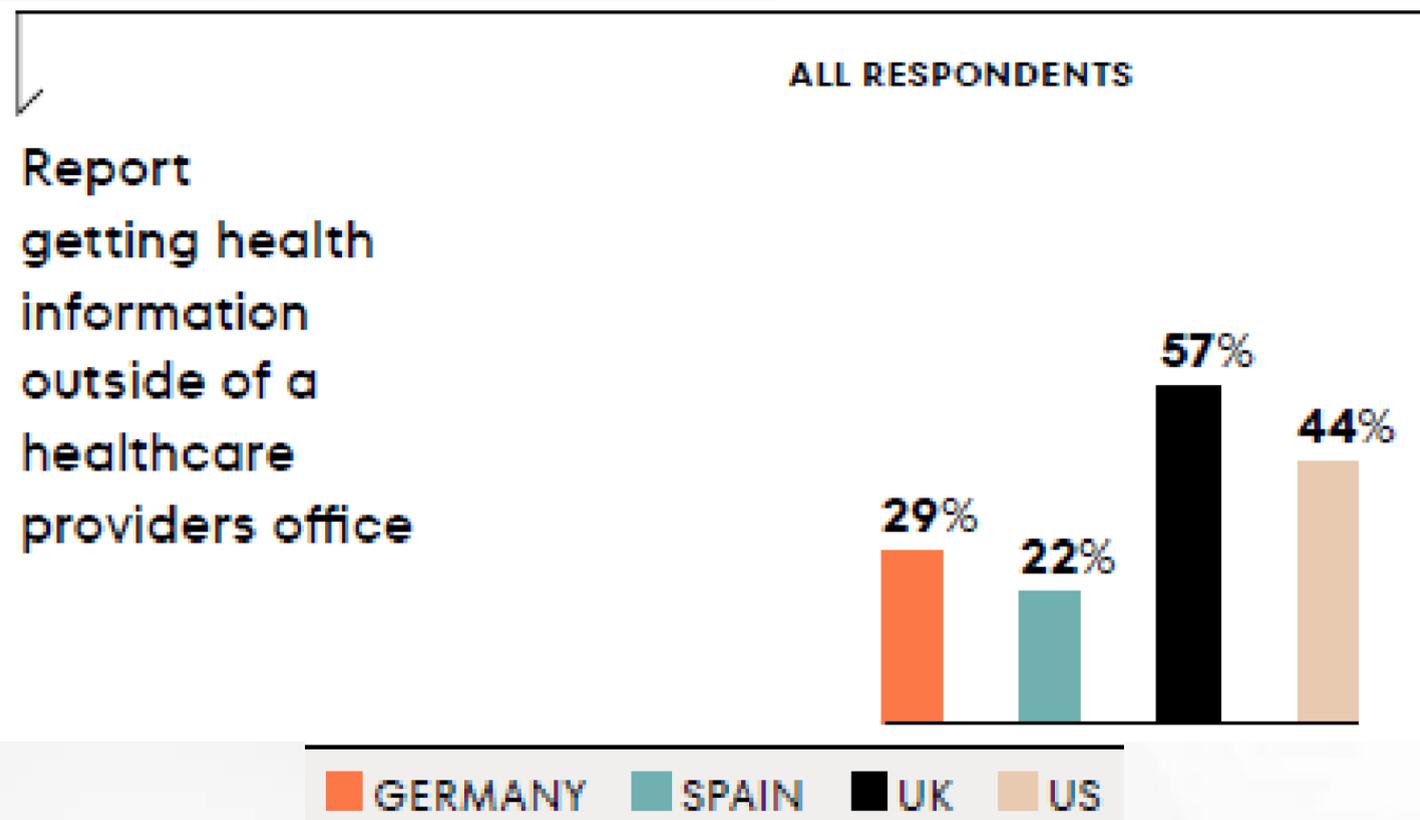
Broken trust is more pronounced among non-White, LGBTQAI+, and immigrant communities. In Germany, Immigrants and refugee respondents were nearly twice as likely to have lost trust in a healthcare provider.



“Trust is built and maintained by many small actions over time. Investing in and committing to a true partnership over time gives the community the authority to speak on your behalf. That is the ultimate sign of trust—when someone else can speak on your trustworthiness and authenticity without you having to say anything.” – BlackDoctors.org, a community advisor

Theme 3: Civil Society & Community Engagement

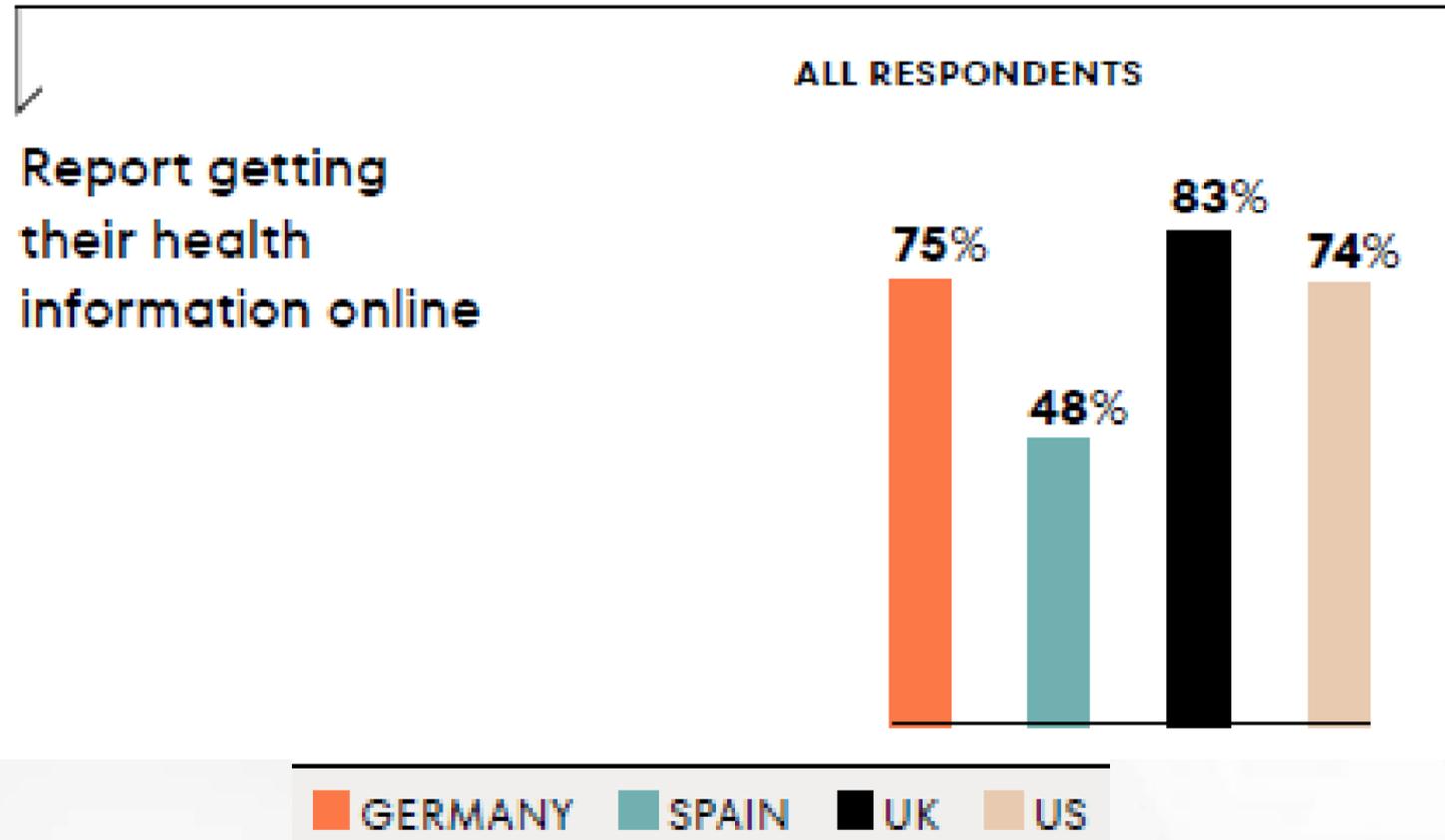
Civil society and community engagement is essential to healing broken trust and promoting health seeking behavior via trusted leaders, such as the faith-based community and community healers.



“We need to let the community be more aware of services and allow them to keep asking questions in order to get the information we need.” – US respondent

Theme 4: Digital Health

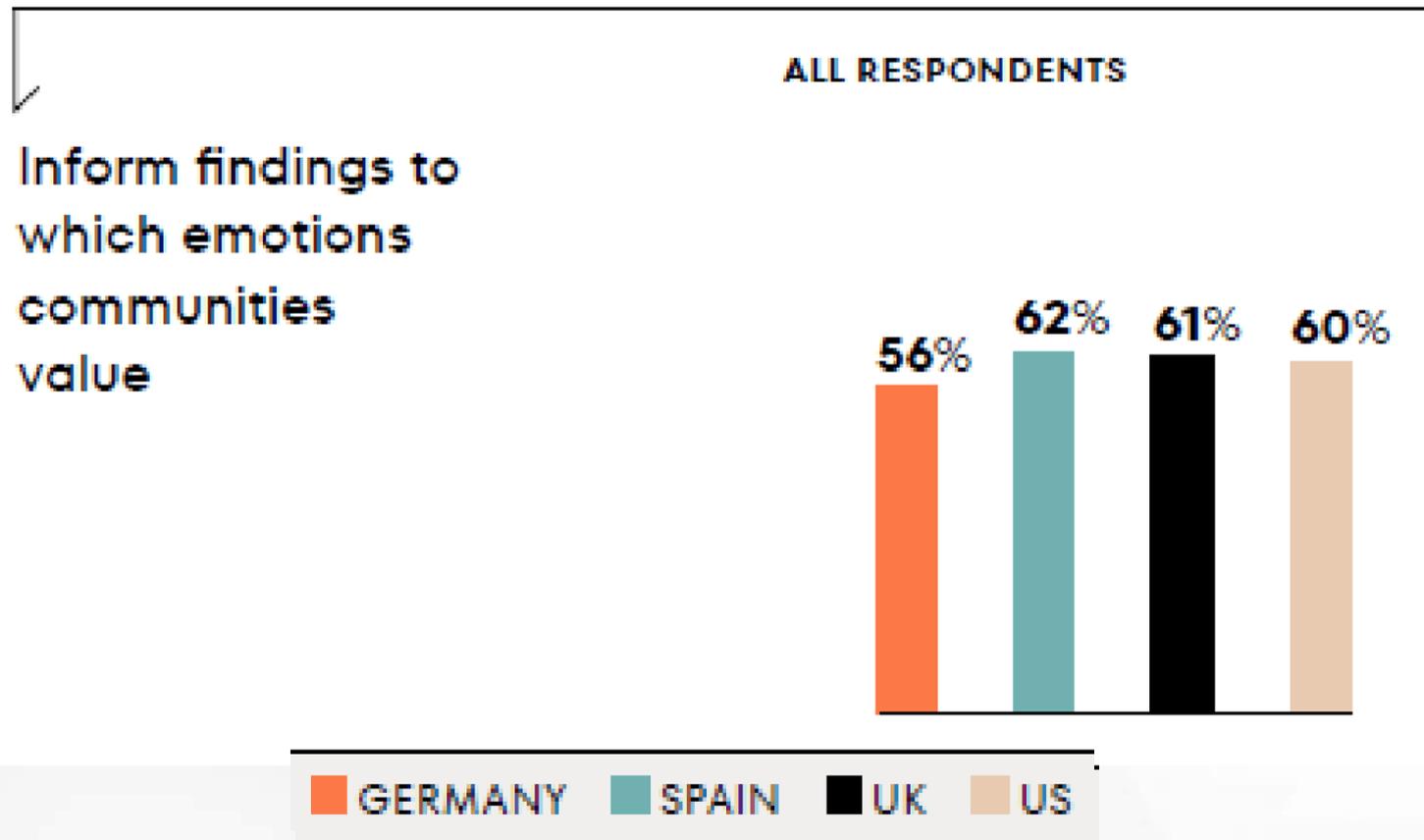
Digital health is a global trend – as the internet and social media are the two most frequently used methods for obtaining health information. The digital divide is more pronounced among non-White, LGBTQAI+, and immigrant communities.



“The missing piece of social determinants of health is information. People connect but also information connects...if you have better information, you’re going to have better health.” – Dr. John Whyte, Chief Medical Officer, WebMD

Theme 5: Emotional Intelligence & Connection

Emotional intelligence and connection are top of mind globally when looking for healthcare providers, people look for values such as trust, understanding, respect, competency, and empathy.



“What would it look like if practicing medicine was grounded in self-love instead of self-sacrifice?” – Dr. Omolara Thomas Uwemedimo, MD, MPH

Findings Across Geographies



US communities experience discrimination in healthcare more profoundly than any other surveyed country—

+13% versus the next closest country (Germany), and as much as **+43%** versus their UK counterparts.



UK non-white communities indicated notably different emotional needs when engaging with their healthcare providers—

2x more likely to rank “feeling safe” and “fairness” as their top emotional needs when seeing an HCP.



German immigrant & refugee communities want to see practitioners who resemble themselves and can relate to their backgrounds—

Nearly **2x** more likely to have lost trust in an HCP because of a lack of cultural understanding.



While some groups noted more reliance on the internet for healthcare information, the Spanish Romani community remain a notable exception—

6x more likely to report lack of internet access as a primary barrier to accessing proper healthcare.

RICSI and Johnson & Johnson

- Johnson & Johnson is a leader & role model for both businesses & clinical practitioners in the space of health equity.
- We are grateful for the opportunity to collaborate and partner on such timely and important topics and share our knowledge.
- It has been our honor to assist Johnson & Johnson in educating others on how they are addressing health equity and other key issues on this journey to corporate social innovation from a clinical to a practical business perspective.

Onward Sustainability Program

Your Questions Answered



**Maria Thompson,
CPC**

Associate Director, US HEMA
Provider Team

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Gloria Bachmann

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Gynecology, and Reproductive Sciences,
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Many thanks!

**Please reach out to Johnson & Johnson with
further questions**

supplier**sustainability****@its.jnj.com**

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