HOW UCLA HEALTH DEFINED AND ELEVATED HEALTH EQUITY, DIVERSITY AND INCLUSION FOR A BETTER TOMORROW:

To communicate the importance and urgency of our values to our community, we dedicated a digital landing page to center Health Equity, Diversity and Inclusion at UCLA Health and the David Geffen School of Medicine (DGSOM).

PROBLEM

In response to the murder of George Floyd and a growing recognition of the urgent need to confront structural inequities and racism across society and within healthcare, UCLA Health launched an office for health equity, diversity and inclusion and appointed its first ever chief to guide our organization in building a better tomorrow.

We knew the moment presented an incredible opportunity to shape and lead internal and external dialogues in order to educate our community, craft concrete plans and enact change.

INSIGHT

As the #1 health system in California, we recognized that change must happen now for us to strive toward racial justice and equity. But we also understood that this change must be measurable in order for us to build a more equitable tomorrow.

SOLUTION

We formalized a mission, a 5-pillar strategic plan and a unified verbal/visual brand identity to elevate the platform of health equity, diversity and inclusion as not only a key practice but a key pillar of our organization. We launched a 360 integrated internal/external communication framework to guide employees (internal) and residents across Southern California (external) and created a 30-member Equity Council that includes the C-Suite and affinity group leaders. Through Courageous Civility EDI and anti-racism training, we equipped over 600 health system leaders with the tools to be more welcoming to all constituents. Additionally, we formulated and implemented policies and procedures to address racism, discrimination and bias, including a new policy to manage discriminatory patient conduct towards healthcare workers. In order to increase access to speciality and primary care health services, we also launched numerous departmental HEDI efforts focused on education, patient care, community engagement and mentorship so that each division across our large organization would be included in this process. UCLA Health became one of the first health care systems in the country to fund an executive position and office to advance health equity among all patient populations, appointing Medell Briggs-Malonson, MD, MPH, MSHS to the position of Chief, Health Equity, Diversity and Inclusion for the UCLA Hospital & Clinic System.

At UCLA Health, we believe that change must happen now to strive toward racial justice and equity. A commitment to equity, diversity and inclusion leads to greater productivity, innovation and engagement, with the ultimate goal of better patient care and health outcomes. Ongoing racially-based social and health injustices have taught us that we as an organization need to, can and will do better for the community. Collaboration is essential to clinical care, research, education and community engagement.

METRICS

Year over year (YoY), we **grew page visits by 10x**, but most importantly, positioned our organization for long-term success.