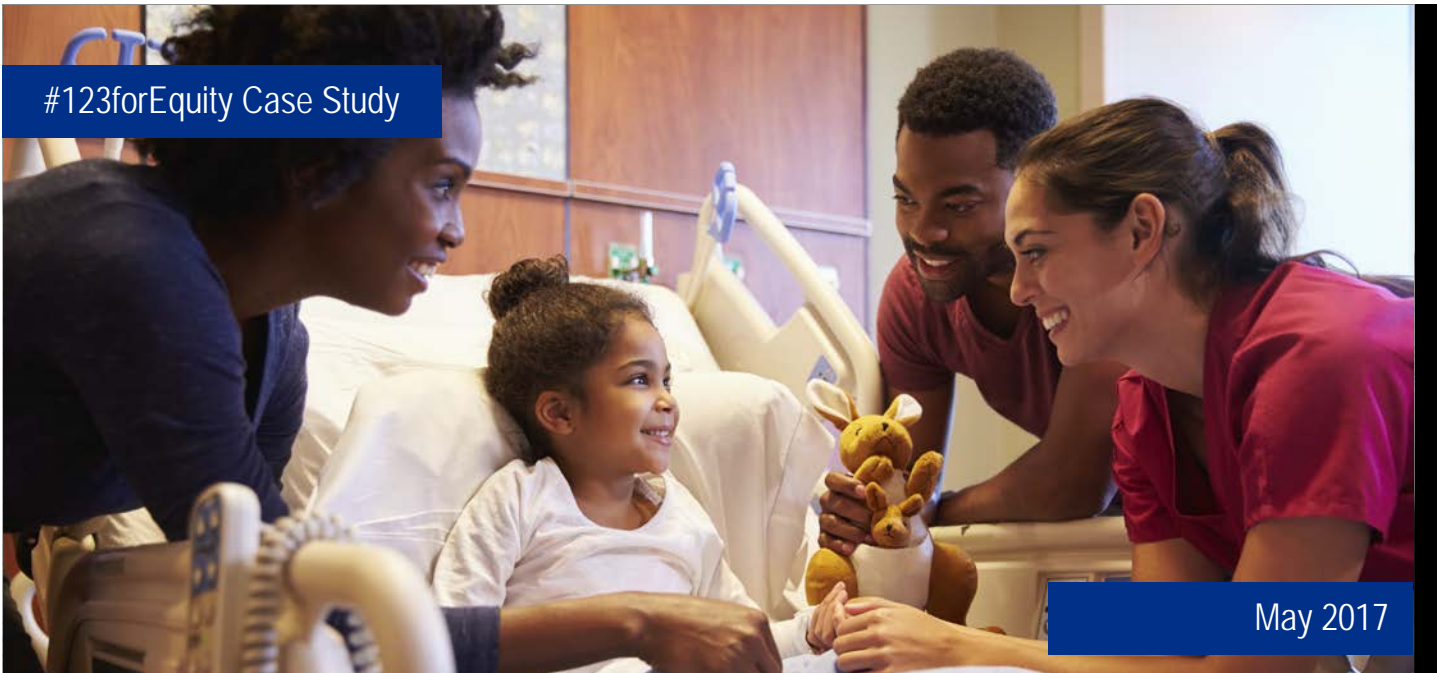


#123forEquity Case Study



May 2017



INSTITUTE FOR DIVERSITY
in Health Management
An affiliate of the American Hospital Association

CONE HEALTH

BLACK AND AFRICAN AMERICAN HEALTHCARE NETWORK GROUP

Cone Health is an integrated not-for-profit health system serving the people in Greensboro, North Carolina-, and the surrounding counties. The health network is composed of six hospitals, three medical centers, three surgical centers, four urgent care centers, one retirement community, one skilled nursing care facility and 130 physician practices.

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Employee Network Groups

In 2012, Cone Health established the Black and African American Healthcare Network Group (BAHNG). BAHNG was the first of five employee network groups created to represent a wide range of diversity initiatives within Cone Health. Other employee network groups include: Women-Inspiring-Women, LBGT (Lesbian, Bisexual, Gay and Transgender), Veterans and Caregivers, and the Inclusion Champions.

Created to raise awareness and address health care disparities, BAHNG consists of managers and front-line staff in clinical and nonclinical roles. Although a majority of the group's members identify as black or African American, other racial and ethnic groups are also represented.

BAHNG is a critical component of Cone Health's efforts to address health care disparities for black and African American patients. Cone's mission is to promote and celebrate the spirit of inclusion throughout Cone Health and to promote professional and personal growth while continuing to focus on the purpose, intent and values of the organization. The American Hospital Association's #123forEquity pledge connects BAHNG's work to quality outcomes stratified by race at each hospital and to the health network's values of caring for patients, caring for each other and caring for the community.

BAHNG provides information to employees and the community on health disparities faced by blacks and African Americans. BAHNG also provides information on how to overcome health disparities with nutrition and exercise. BAHNG's workshops and health screenings address ways to remove barriers to good health for blacks and African Americans through identifying disparities, simplifying health care information, providing health checks, sharing exercise and nutrition tips, promoting healthy lifestyle opportunities and hearing employee testimonials.

EQUITY OF CARE PROGRESS AREAS

Increasing the collection and use of race, ethnicity, language preference and other socio-demographic data

Increasing cultural competency training

Increasing diversity in leadership and governance

For more information about the #123forEquity Pledge:

EquityofCare.org

(312) 422-2630

BAHNG Highlights

- February 2017—BAHNG participated in Greensboro's Diabetes Day by offering health screenings and raising awareness of health risks associated with diabetes. BAHNG administered more than 92 A1C tests.
- October 2016—BAHNG arranged presentations for the Minority Association of Premed Students at the University of North Carolina at Greensboro to hear from Cone Health leaders representing various areas of health care. BAHNG presented on a career panel at the University for pre-med, nursing, pharmacy, and health care leadership students. Twenty nine University of North Carolina-Greensboro students attended the presentation arranged by BAHNG.
- October 2016—BAHNG participated in the Greensboro Medical Society's Closing the Gap workshop and health fair held at a local church. BAHNG conducted health screenings and distributed health literacy information. BAHNG has touched 200 community participants through this program, most of whom identify as black, African American or multi-cultural.
- July 2016—BAHNG worked with the Spiritual Care and Wholeness departments to hold interfaith healing services about racial violence at various Cone campuses. Services were held on all six hospital campuses and was open to all employees. Services were held at various times of day to accommodate shift employees. BAHNG collaborated with the chaplains on each campus to design the services and communicated about the services via email.
- April 2016—BAHNG led health system health screenings. The health screenings included: blood pressure checks, A1C checks, glucose screens and distribution of health literacy information to help employees understand their results. This annual event is BAHNG's effort to help employees have healthier lives and it focuses on black and African American employees. One hundred and twenty five employees completed health screenings throughout April. Participants ranked the importance of the new information they gained as a result of the screenings. The results are as follows:
 1. Knowing the importance of blood pressure
 2. Understanding glucose screenings
 3. Overall explanation of health screening numbers



Lesson Learned

BAHNG has helped the organization hold bold conversations about health disparities among racial minorities. The group's initial focus was on reaching fellow staff members and teammates with information to help create an awareness about racial disparities experienced by blacks and African Americans. As the awareness evolved into health screenings, they created education to mitigate and eliminate racial health disparities. At that point, many local churches, organizations and universities began requesting BAHNG's involvement in various activities, educational workshops and health screenings. BAHNG has bridged racial divisions in many parts of Greensboro's community.

What's Next?

BAHNG is looking into how the group can support professional development for minorities at Cone Health and continuing to address health equity issues for blacks and African Americans.

Testimonials

I enjoy being a part of such a respectful, intelligent and enthusiastic network group. Being a part of BAHNG has given me the chance to work on a variety of hospital and community events. I am proud to be part of such a talented, fun and motivated team that is dedicated to making an impact on the health system and community. ~ Kerrica Evans, Member

BAHNG has given me the opportunity to participate in one of the best community-based volunteer groups within the Cone Health System. BAHNG is designed to improve the quality of life for community residents. Being involved is truly rewarding. ~ Cynthia Cobb, Member

I am proud to be a part of such a diverse group of employees dedicated to improving the health and health care of African Americans. Information is power, and knowing things like what your blood pressure is or what your glucose level is could potentially save a life and improve the quality of life. ~ Millie Adams, Co-Treasurer

I love being part of BAHNG because it not only gave me a chance to educate and increase awareness of the importance of knowing your "numbers," but it has allowed me to work in the community helping those that I may never have been able to reach. Our community work often allows us to serve the underserved, and that's the best part for me. ~ Ricardo Davis, Treasurer

Being a part of BAHNG means I am making a difference by helping give free important information to local demographics and Cone's surrounding community. I consider my patients my family, so to me I am helping my family. I hope to break health care barriers and misbeliefs! ~ Terin Shoffner, Member

BAHNG has given me the opportunity to meet with various employees across our entire health system while educating them on the most prevalent health issues that we face today. Without BAHNG, I would not have been able to connect with these employees as well as the wonderful, caring members of BAHNG! BAHNG is like a small family at work! ~ Lashanda Villines, Co-Secretary

BAHNG is simply people helping people around the importance of one's health. I am proud to be a member and most proud of serving others with an ignited team made up of members across the system. ~ Tanicia Barnes, Co-chair

I love being a member of BAHNG for a couple of reasons: Being the first Cone Health Network Group and positively leading the way for others is truly an honor. It is important to keep this great work moving forward. Also, having the opportunity to go out into our communities and serve others is one of the most rewarding things that I have been a part of. BAHNG lives the Cone Health value of caring for our patients, each other and our communities. ~ Ericka Hicks, past Co-chair

"Being a part of the employee network groups brings me in contact with other employees that my standard work would not bring me in direct contact with. The value of the employee network group is to provide high quality of learning/inclusiveness for employees to support our patients and each other."

Contact Information

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