



BUILDING EQUITY INTO BUSINESS STRATEGY

Embedding health equity into organizational strategy is challenging enough, but when your company is a membership-based entity representing dozens of distinct organizational cultures and operational environments, the challenges can seem even more substantial.

Genesis was engaged by a national healthcare membership organization to develop a strategic approach to member engagement in health equity, one that would bring value to members and would support organizational growth. Genesis assessed the client's growth objectives and organizational capacities relative to health equity. Additionally, Genesis surveyed member organizations to understand their health equity priorities, desired areas of support, and unique cultural and political environments in which they were operating.

Based on assessment findings, Genesis facilitated the client in articulating a clear business rationale for pursuing health equity and identifying specific actions that the organization could take to root their work in equity principles. In addition, Genesis recommended key strategic investments to enhance internal capacities and competencies that would enable the client to support their members' widely diverse health equity journeys in nuanced and sustainable ways.

Genesis Health Consulting can help you:



Improve outcomes for your pediatric population in sustainable ways.



Design and implement new service models that improve financial and health outcomes.



Support your team in managing change associated with novel approaches to care delivery.

For more information contact us at info@genesishealthconsulting.com