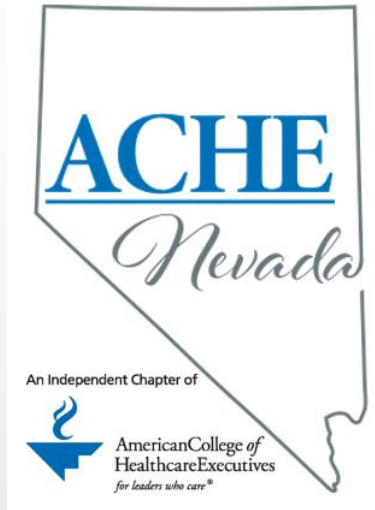


# Driving Advocacy and Systemic Change in Healthcare

Corey Axelrod, MBA and  
Uvette R. Gonzague-Francis, MHA,  
M.Ed, BS HCA





# Introductions

# Existing Challenges

- DHH Community often overlooked and marginalized
- Issues with accessing services and programs
- Policies and procedures do not meet the needs of the DHH Community
- Inadequate health literacy & poorer healthcare outcomes

# Effectively Navigating the Healthcare Landscape

- Understanding the components of the healthcare system
- Knowing the key stakeholders
- Engaging the key stakeholders

# Understanding the Healthcare System

- **Defined as “... a complex network of people, organizations, and actions that work together to promote, restore, and maintain health.”**
  - **World Health Organization (WHO)**



# Leadership Groups

## Senior Managers

- Titles:
  - CEO, CFO, and vice-presidents
- Responsibilities:
  - Business development
  - Strategic planning

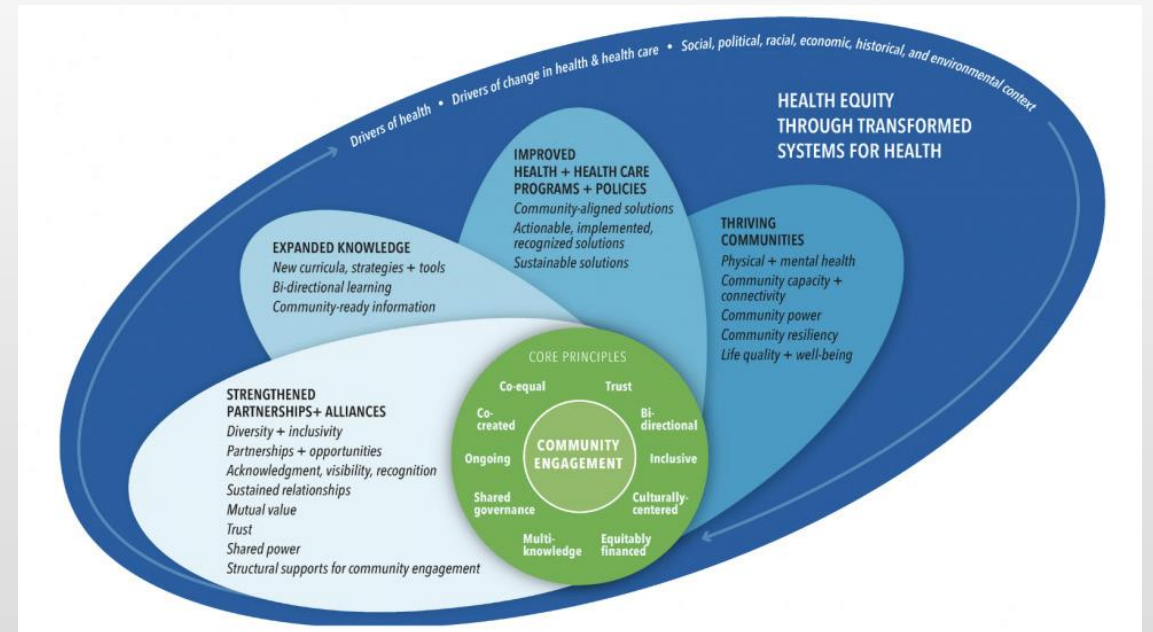
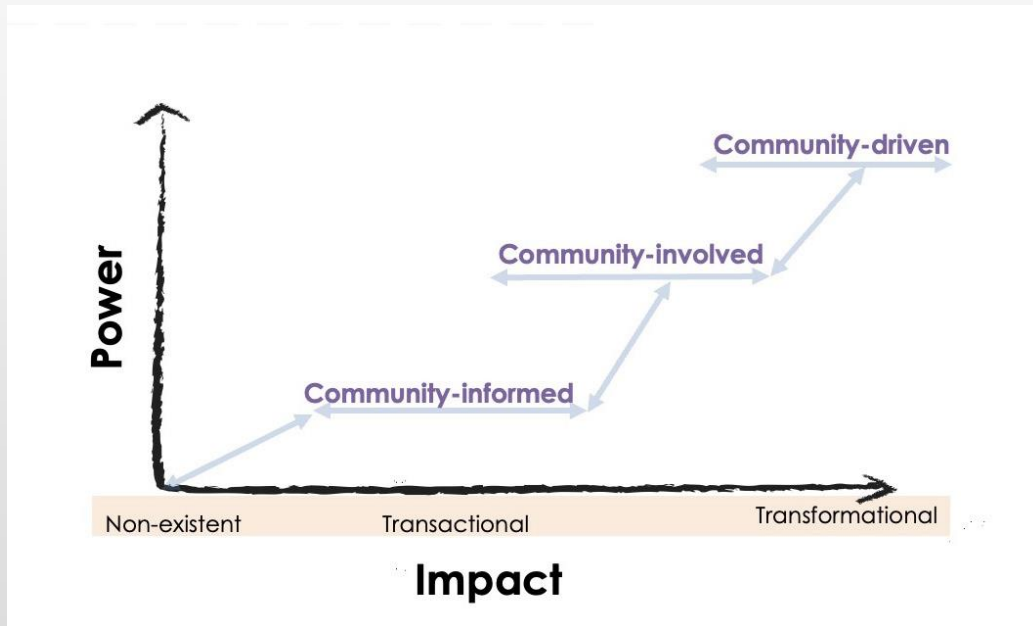
## Medical Staff

- Titles:
  - MD, DO, PA & Credentialed
- Responsibilities:
  - Diagnosis & treatment of patients
  - Driving force of the organization

## Governing Body

- Board of Directors or Governs
  - Consists of physicians and other stakeholders
- Responsibilities:
  - Organizational Management
  - Senior Management selection
  - Requires collaboration between leadership groups.

# Effective Engagement Models for Success





# Engaging Leadership Groups

- **Intentional and deliberate action**
- **System integration and thinking**
  - **Intentional variation**
  - **Design & operation**
- **Framing the message**



# Group Discussion

**When you leave here, what will you do to create change in healthcare for our community?**

