



Digital Health Equity, Diversity and Inclusion (HEDI) Communications Success

How Johns Hopkins Medicine Created a Winning Digital Solution and Outreach Strategy for Advancing HEDI During the COVID Pandemic

**An SHCM webinar for health care marketers,
communicators and strategists**

May 4, 2022

Webinar Presenters



Suzanne Sawyer
Senior Vice President
Marketing and Communications
Johns Hopkins Medicine



David Simpkins
Vice President
Marketing and Communications
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Background for Today's Webinar

- The murder of George Floyd and subsequent national civil unrest had a profound impact on the Johns Hopkins Medicine organization
 - The events inspired the marcom team to bring an even greater health equity, diversity and inclusion (HEDI) focus to the health system's COVID-19 community outreach and communications
 - Today's webinar will highlight:
 - The approach taken to develop and implement a comprehensive action plan
 - Creative utilized, including a microsite recognized with a Platinum Award in the 2021 eHealthcare Leadership Awards for "Best Digital Leadership in HEDI"
 - Keys to success and important takeaways
-



Digital Health Equity, Diversity and Inclusion (HEDI) Communications Success

Suzanne Sawyer

SVP, Chief Marketing & Communications Officer
Johns Hopkins Medicine

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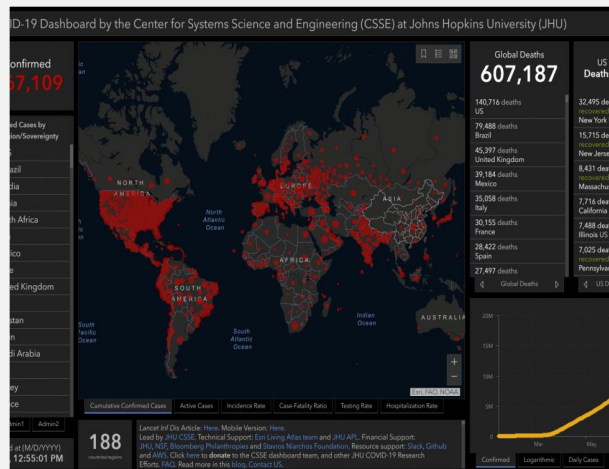
VP, Marketing & Communications
Johns Hopkins Medicine



JOHNS HOPKINS
M E D I C I N E

THE DUAL PANDEMIC

A Global and Domestic Crisis





A TIME OF INTROSPECTION & RESPONSE

Racial inequality is a multifaceted issue. Health systems will be at the center of a rising discussion of health equity and social justice.

We have a moral and ethical responsibility to respond, both for the health and wellbeing of our staff and the communities we serve.



INSIGHTS FROM MARKETING AND COMMUNICATIONS

AREAS OF FOCUS



Ensure M+C Staff
Wellbeing



Support JHM D+I
Initiatives



Become the Most Trusted
Healthcare Provider

OUR GUIDING PRINCIPLES

TRUE



Stay true to our mission
and our core competencies

DIFFERENTIATE



Don't duplicate what's
being done by others at
scale

AMPLIFY



Seek opportunities to
amplify, partner and
participate with strategic
partners

FOCUS



Focus on: the well-being of
our staff; science; patient
care; thought leadership;
content

A laptop screen displays the homepage of the 'Equity for COVID-19 Vaccines and Care' website. The page features a header with the title and a navigation bar. The main content area includes a large image of two healthcare workers in masks and a video player. Below the video, there is a section titled 'Equity for COVID-19 Vaccines and Care' with a list of bullet points. At the bottom of the page, there are three icons: a heart with a plus sign, a network of nodes, and a document. The laptop is placed on a desk, and a yellow mug is visible in the foreground. The background is a blurred office setting.

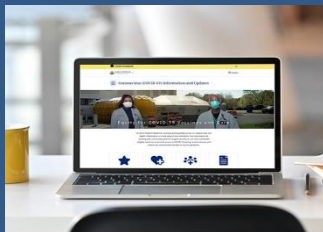
EQUITY FOR COVID-19 VACCINES AND CARE WEBSITE

Website content includes COVID-19 testing and vaccine education, information, infographics, and videos.

HEALTH EQUITY

MARKETING AND COMMUNICATIONS

Johns Hopkins Medicine's efforts to address the devastating health disparities exacerbated by the coronavirus pandemic.



Equity for
COVID-19 Vaccines
and Care Website



Thought
Leadership
Forums



Innovative Content
Partnerships



Community Health
Outreach

THOUGHT LEADERSHIP FORUMS

1 COVID-19 & VACCINATION EDUCATION

Johns Hopkins Medicine experts participated in several community events to educate the community on COVID-19 and the vaccine.

- Community Town Halls
- Houses of Worships
- Radio Programs
- Facebook Live Events

2 SOCIAL JUSTICE & RACIAL EQUITY

In 2020, experts helped frame the conversation around racial equity and social justice with The Just-Us Dialogue held as a Facebook Live Event.

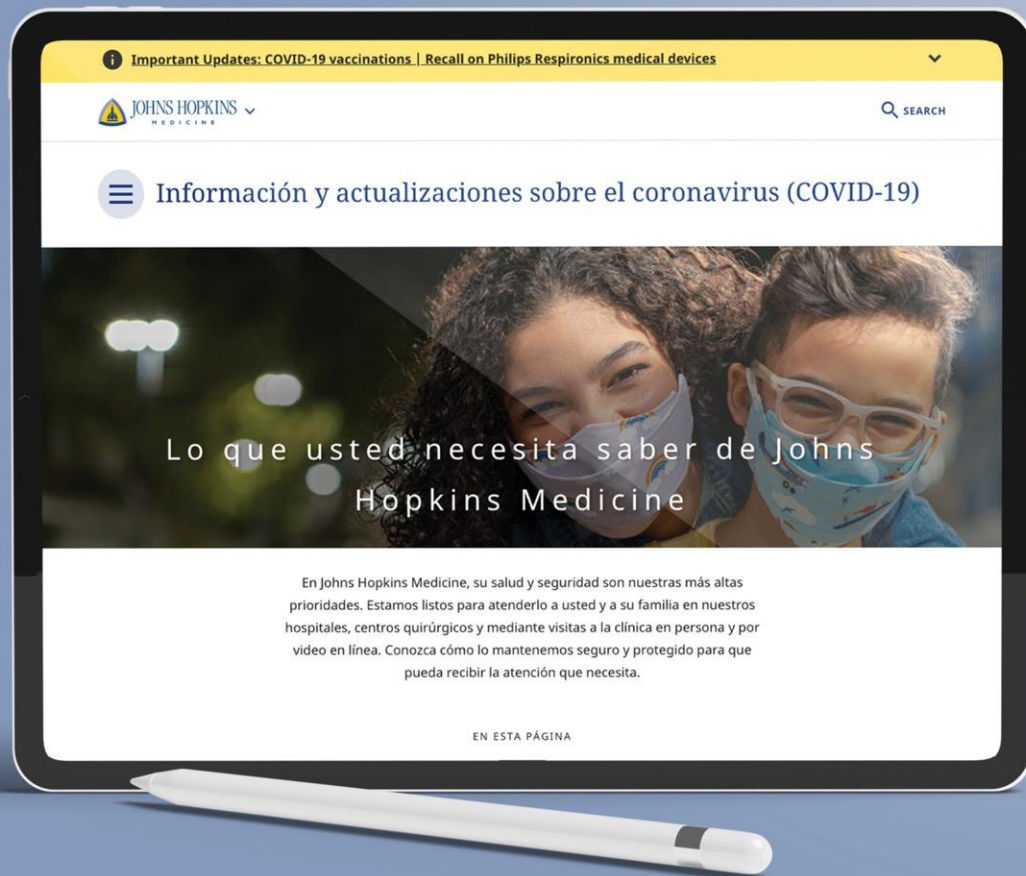
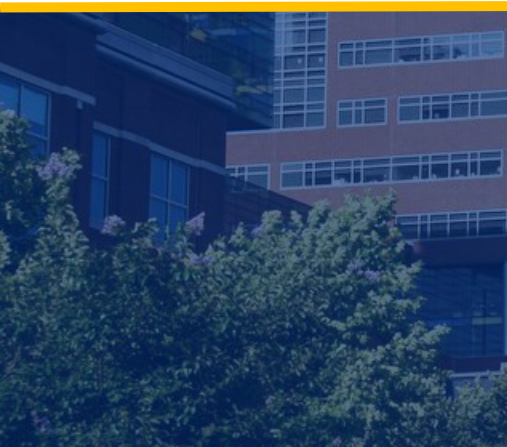


Johns Hopkins Medicine partnered with various organizations to amplify COVID-19 messaging and broaden its reach among communities of color and underserved populations.

- AFRO American News
- Baltimore Health Department
- El Tiempo Latino
- Esperanza
- First Baptist Church
- Mary's Center
- UrbanOne Radio



COVID-19 Spanish Language Microsite





Community Health Outreach

Johns Hopkins Medicine Community Health Departments shared information and resources, and facilitated learning with target audiences utilizing:

- Equity for COVID-19 Vaccines and Care Website (English/Spanish)
- COVID-19 Flyers (English/Spanish):
 - COVID-19 Vaccine: 12 Things You Need to Know
 - Facts about COVID-19 Vaccines
 - Vaccine Infographic
 - Getting the COVID-19 Vaccine
 - After the COVID-19 Vaccine
 - Safe Church Reopening
- Social Media – Served up COVID-19 and vaccine information across all owned channels

Spanish Language Partnerships

Let's Talk Health

Mental Health

Featuring Erica Richards, MD, PhD
of the Sibley Memorial Hospital



BLACK MEDIA COLLABORATION OUTCOMES

AFRO AMERICAN NEWS



SAVE THE DATE

Relax! Tru Facts on the Vax

A light discussion dispelling vaccine misinformation with music and live "man on the street" interviews

Tuesday July 13th
6 PM

via **f LIVE** @AfroAmericanNews

Hosted by **AFRO** THE BLACK WORLD NETWORK TV

Presented by **PRIORITY PARTNERS** **JOHNS HOPKINS MEDICINE**

Dana O MPECKABLE Peck
Digital Solutions Director

Jay Brooks
Comedian aka Todd B Hoplin

Dr. Kyodie Williams
Medical Director, Priority Partners

Dr. Panagis Galatsatos
Medicine for the Greater Good, Johns Hopkins Medicine

Dr. Sherita Hill Golden
Chief Diversity Officer, Johns Hopkins Medicine

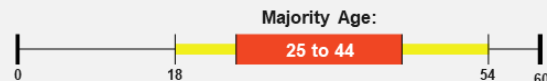
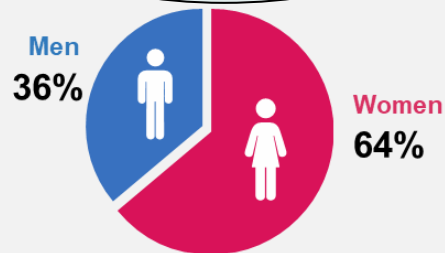


Pre-event
Promotion Reach

47,616

FACEBOOK LIVE REACH JULY 13

19.3K



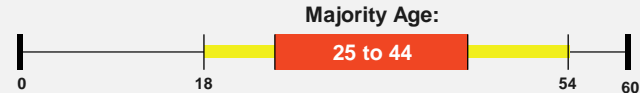
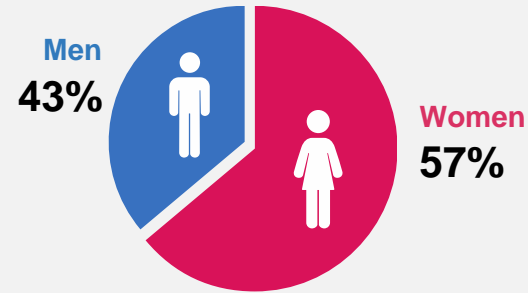
AGE OF REACH

FACEBOOK LIVE
RE-BROADCAST
REACH JULY 15
1.3K

FACEBOOK LIVE
RE-BROADCAST
REACH JULY 18
756

HISPANIC MEDIA COLLABORATION OUTCOMES

EL TIEMPO

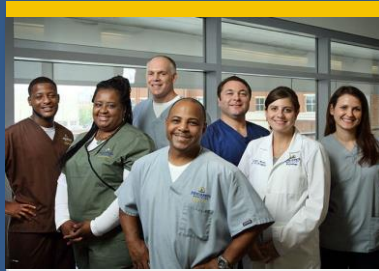


EQUITY FOR COVID-19 VACCINES AND CARE WEBSITE

PERFORMANCE AND ENGAGEMENT

WEBSITES	TOTAL VISITS	UNIQUE VISITORS	TIME ON PAGE	% OF NEW USERS
Equity for COVID-19 Vaccines and Care (English)	20,261	17,008	0:02:16	62.50%
Equity for COVID-19 Vaccines and Care (Spanish)	181,945	159,705	0:02:29	91.63%
Diversity, Inclusion and Health Equity	238,715	197,477	0:02:26	37.32%

THE WORK CONTINUES



JHM staff



Patients and
caregivers



Local government
and community
partners



Priority communities
(as defined by race,
ethnicity, geography)



Multicultural media
outlets

KEY CONSIDERATIONS

STAFF BANDWIDTH



- Providing adequate time and resources for expanded responsibilities

STRUCTURE



- Established boundaries
- Provide clarity of focus

RESOURCES



- Needs Assessment / Planning
- External vendors and/or contractors as needed

KEY TAKEAWAYS

STRUCTURE & CADENCE



Formalize workgroup structure and meeting cadence

PLANNING AND ALIGNMENT



Develop integrated communications work plan

PROGRESS/OUTCOMES



Track and monitor progress / Evaluate outcomes



#whitecoatsforblacklives

www.hopkinsmedicine.org/coronavirus/equity

www.hopkinsmedicine.org/coronavirus/ESPAÑOL

www.hopkinsmedicine.org/DIVERSITY

Strategic
Health Care
Marketing

Q&A

Webinar Presenters



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Vice President
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Johns Hopkins Medicine

Thank you for joining us for today's webinar!

Reminder:

The Call for Entries for the
2022 eHealthcare Leadership Awards is now open!

Visit eHealthcareAwards.com to...

- Enter
- Volunteer to judge
- or for more information

The entry deadline is June 30.

