

Business Plan Implementation Knowledge Sharing Session July 2022

The HES Advantage





HEALTH EQUITY SOLUTIONS

Vision

For every Connecticut resident to attain optimal health regardless of race, ethnicity, or socioeconomic status.

Mission

To promote policies, programs, and practices that result in equitable health care access, delivery, and health outcomes for all people in Connecticut

Health Equity Solutions Staff & Board





Health Equity Solutions Business Planning Team

The HES Advantage is equity-driven training and consulting that assists agencies, health systems, schools, and communities in shaping policy, programs, and practice.

We are a multi-faceted, multi-talented, and multi-cultural team of experts at the ready to address your equity needs



Meeting Planning &
Facilitation



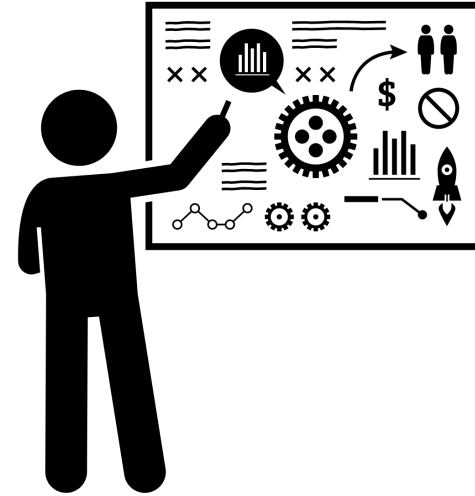
Training and Workshops



Equity Assessment &
Advising

Business Plan Implementation

- Start-up funding raised
- Logo and website
- 1- page guide
- Current projects
- Potential projects
- Hiring & Organizational Updates



Start-Up Funding Raised



Total Amount Raised from Donors = \$19,547

Total Amount Raised Overall = \$36,657



Logo Mock-Ups



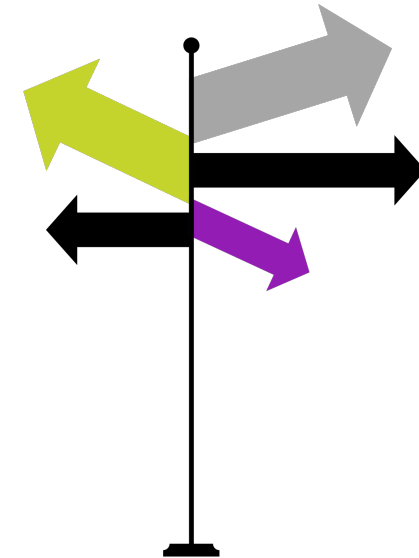
Website Update & Planning

What We Needed

- Search Feature
- Filter Feature
- Tabs & Sub-tabs
- Intake/Request form specifically for HES Advantage
- Accessibility Menu
- Evaluations, quizzes, test – a synch module housing
- Testimonial, reviews, photo consent forms

Who We Considered:

- DTG
- Nothing But Web LLC
- Roy Web Design
- (a)squaredstudio
- Co:Lab



Website Contract Decision

- It has the e-commerce/subscription portion
- Competitive pricing
- Team experience across different industries
- MBA Team to support branding, collateral design, & writing
- Ease of website navigation
- 5 rounds unlimited changes
- Internal website maintenance
- CMS training
- Updated security and programming to meet industry needs now and in the future

ARTFORD
WEB DESIGN



The HES Advantage 1 Pager



Who We Are

The HES Advantage is equity-driven training and consulting that assists agencies, health systems, schools, and communities in shaping policy, programs, and practice.

Our Training & Workshop Offerings

- Health Equity: The Basis
- Cultural Humility
- Implicit Bias
- Racism, Anti-Racism, and Racial Equity in Healthcare
- Social Determinants of Health
- And More!

Policy Offerings

- Policy Research & Analysis
- Equity Assessment
- Policy Recommendations

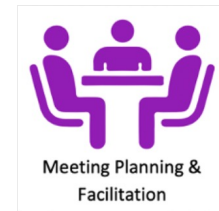
Email us at info@hesct.org to discuss opportunities to work together!



Equity Assessment & Advising



Training and Workshops



Meeting Planning & Facilitation

Current Projects

— THE —
**HARTFORD
TIMES**
PRESENTS

ADVANCING RACIAL EQUITY

Creating a stronger Connecticut together.

**VIRTUAL
WORKSHOP
SERIES**

PRESENTED BY
**HEALTH
EQUITY
SOLUTIONS**

Introduction to Justice, Equity, Diversity, and Inclusion (JEDI)	Recognizing and Addressing Implicit Bias	Codified Racism: Connecticut Policy Review
STARTS TUESDAY, MAY 10 THROUGH THURSDAY, MAY 26	STARTS TUESDAY, JUNE 7 THROUGH THURSDAY, JUNE 23	STARTS TUESDAY, JULY 5 THROUGH THURSDAY, JULY 28

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**REGISTER
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 **CWCSEO**
The Commission on
Connecticut's Workforce & Opportunity
Economic Growth Authority

 **HEALTH
EQUITY
SOLUTIONS**

 **UConn**
HARTFORD

 **nutmeg
state**
financial
partnership

 **Hartford Foundation**
FOR PUBLIC GIVING

Workshops & Training

3 distinct workshops (May- July)
Offered 6x a month

Current workshop series in
partnership with

- Commission on Women, Children, Seniors, Equity, and Opportunity.
- The Hartford Times
- The Hartford Foundation for Public Giving

Current Projects

STATE Health & Value STRATEGIES

*Driving Innovation
Across States*

A grantee of the Robert Wood Johnson Foundation

Technical Assistance

- Create webinars and briefs on select health equity issues and advise SHVS and state health agencies on health equity work
- 2-year contract



Wheeler

COMMUNITY | HEALTH | CARE

Workshops & Training

- 5 different trainings given to 4 different Wheeler Clinic Sites (cohort model)
- 2-year contract

Current Project Total Revenue



= \$470,000

HES Advantage Pending Contracts

Two potential long-term engagements:

- 1 year
- 6 months



Total = \$75,000

Now Hiring!



Health Equity CT
@HealthEquityCT

HES is hiring! Come & join our team! To learn more about the open positions & how to submit your application click on the link in our bio or here ow.ly/7jTL50JKwYL

JOIN OUR TEAM!

HES is a non-profit organization located in Connecticut. Our mission is to promote policies, programs, and practices that result in equitable access to health care, increased quality in the delivery of health care, and improved health outcomes for Connecticut residents. Our mission is motivated by the vision that every Connecticut resident will obtain optimal health regardless of race, ethnicity, or socioeconomic status. Our work is fueled by the belief that increasing health equity requires leadership, advocacy, and collaboration to advance systems-level policy change to transform the lives of those most affected by health disparities in Connecticut. This translates to work focused on policy change driven by the needs of the uninsured, persons of color, and economically disadvantaged individuals in the state. HES does its work with a three-pronged focus to educate, agitate, and advocate.

We often have volunteer, intern, and employment opportunities available. Currently, we are seeking:

- Community Engagement Manager
- Fund Development Director
- Policy & Advocacy Manager
- Training and Outreach Intern

A Note to Potential Candidates:

Studies have shown that women, BIPOC, and other people from marginalized groups are less likely to apply for jobs unless they meet all the qualifications described in the job description. If you believe that you could excel in this role, we encourage you to apply. HES is committed to building a diverse and inclusive organization and considering a broad array of candidates, including those with diverse work experiences and backgrounds. You may use your cover letter to express your interest in the role and what you hope to bring to this role.

Training & Outreach Manager

- Responsible for coordinating the general programming and training efforts of HES and The HES Advantage.
- Proven record of program delivery and coordination, will be a skilled facilitator, and have a passion for and commitment to anti-racist teaching and racial equity.

Over 30 applicants....

Final stages of hiring for our new Training & Outreach Manager!!

Policy & Advocacy Manager

- Responsible for policy analysis, engaging in policy research, writing reports, and ensuring timely and accurate communication with HES' advocacy networks.
- Work collaboratively with the policy team to write policy briefs, testimony, and other documents related to legislative proposals, regulatory efforts, and/or consulting projects.
- **Application and interviewing stage**



Senior Leadership Transition



Departing Executive Director

In 2015 - Dr. Tekisha Dwan Everette was hired as the founding Executive Director of HES.

7 incredible years building HES!

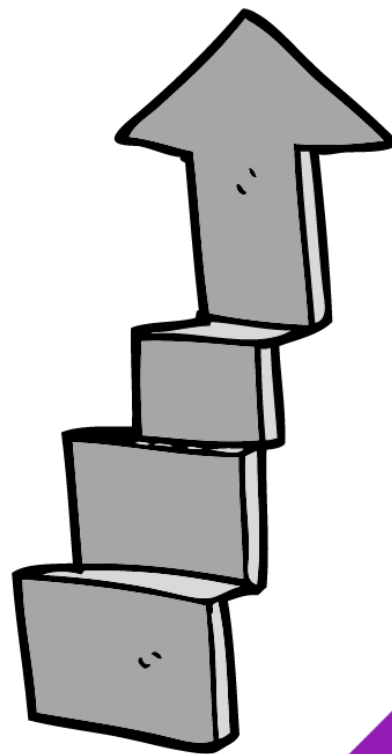


Interim Executive Director

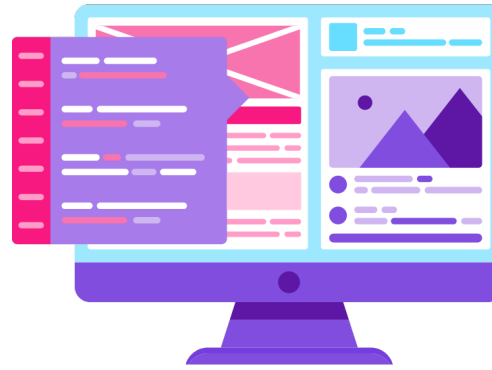
August 1, 2022, Ayesha Clarke will take over HES as the Interim Executive Director.

1.5 years as Deputy Director at HES plus multiple years in the non-profit operational leadership sphere.

WHAT'S NEXT?



- Website contract & design
- Complete hiring & onboarding new staff
- Close current contracts and increase!



Thank you!



Hartford Foundation

FOR PUBLIC GIVING

Together for good.®

No Margin, No Mission.™

Your double bottom line matters.™

Sara
Leonard
GROUP

Your Partner In Doing More Good



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