



— NATIONAL —
MINORITY QUALITY
— F O R U M —



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— F O R U M —

www.nmqf.org



5 Billion

Patient Records to
health inequities
nationwide



2023

ANNUAL REPORT

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MESSAGE FROM THE CEO



During our Silver Anniversary, we at NMQF thought it would be more important to think of all that we could do; all that we all could be. That's why we thought it best to Reimagine Healthcare to Protect the Most Vulnerable.

Gary A. Puckrein, PhD
President & Chief Executive Officer



I started the National Minority Quality Forum in 1998. And over the past 25 years or so we have focused on data driven solutions to protect the most vulnerable. Be it Y2K, Hurricane Katrina, a financial crisis, six government shutdowns, and even a worldwide pandemic, we persevered to make it through our seemingly never ending issues to help those in most need.

However, during our Silver Anniversary, we at NMQF thought it would be more important to think of all that we could do; all that we could be. That's why we thought it best to Reimagine Healthcare to Protect the Most Vulnerable. What does a health system look like that truly works to better the circumstances for all? What does a government look like that places a community first? Well, we explored this and even reimaged the National Minority Quality Forum.

Over time, we grew, from an organization with just a handful of staffers, to a non-profit business with over 30 employees. We transformed from our rigid hierarchical structure to five different centers that all worked in their specialty areas to improve healthcare for all. This new center model improved our advocacy and outreach, our research and response, our public policy and—we hope—our public face. We, ourselves, better utilized and promoted the skills of the team and re-created a better organization.

And while we know it's a bit scary to reimagine everything—even ourselves—just exploring what “could be” can, and, will make you better.

Sincerely,

A handwritten signature in black ink, appearing to be 'G. Puckrein', with a long horizontal line extending to the right.

Gary A. Puckrein, PhD

LEADERSHIP: EXECUTIVE TEAM



Gary A. Puckrein, PhD

President & Chief Executive Officer



Brandon Garrett

Chief Operating Officer & Chief of Staff



Salvatore Alesci, MD, PhD

Senior Vice President,
Center for Clinical & Social
Research (CCSR)



Adjoa Kyerematen, MS

Vice President,
Center for Communications &
Public Affairs (COMMS)



Kelelaye Emiru, MBA

Vice President,
Center for Health Information
Strategy & Services (HISS)



Gretchen Wartman

Vice President,
Center for Public Policy (CPP)
Director, Institute for Equity in
Health Policy & Practice
Director, National Alliance for
Brain Health and Awareness



Anna Norton, MS

President,
Center for Sustainable Health
Care Quality & Equity (SHC)



Laura Lee Hall, PhD

President Emeritus,
Center for Sustainable Health
Care Quality & Equity (SHC)

LEADERSHIP: ADVISORY BOARD (1/2)



Chijioke Asomugha, MBA

Founder and Managing Director,
The Inkwell Group



Ulysses Burley III, MD

Founder,
UBtheCURE LLC



Michael R. Crawford, MBA, MHL

AVP for Strategy and Innovation at
Howard University



Kafui Dzirasa, MD, PhD

Professor,
Duke University Medical Center



Brian T. Fisher, Sr., MD

Physician Lead,
Vascular Services at HCA Healthcare
(TriStar Division)



Donney John, PharmD

Executive Director,
NOVA ScriptsCentral



Mia Keeys, MA, DrPH(c)

Director,
Federal Affairs,
Hologic, Inc



Rosalyn Kumar

Senior Director,
Federal Government Affairs,
Abbott



Javier Martinez

Director,
Federal Government Affairs,
Davita



Michelle Mathey

Principal,
Capitol Counsel

LEADERSHIP: ADVISORY BOARD (2/2)



Kameron Matthews
MD, JD, FAFP
Chief Health Officer,
Cityblock Health



Winta Menghis
Senior Manager,
Government Affairs and Health Equity,
Amgen



Suzanne Miyamoto,
PhD, RN, FAAN
CEO of American Academy of Nursing



Ravyn Miller
Vice President,
Portfolio Strategy and Business Development,
Medtronic



LaTasha Seliby Perkins, MD
Georgetown University,
School of Medicine



Jirair Ratevosian, MPH
Candidate for Congress,
CA-30



Loren Robinson, MD
Chief Medical Officer and Vice
President of Medical Affairs,
CHRISTUS Health



Shyrea Thompson
Founder and Principal,
IRS



Brandon Webb
Senior Manager of Public Policy,
Amazon



Victor Yang
Chief Government Affairs Officer,
NAPCA – National Asian Pacific
Center on Aging

CORPORATE ROUNDTABLE

The National Minority Quality Forum (NMQF) convenes a Corporate Roundtable to address critical challenges in the era of health care reform. NMQF's Corporate Roundtable works to advise NMQF with federal, state, and local government through partnerships on events and activities.

In addition to the Annual Summit on Health Disparities, NMQF works with Corporate Roundtable members on a variety of events, including the Annual Legislative Conference Fall Health Braintrust, Community Health Clinics and Festivals, as well as various policy reports and research.

MEMBERS

The graphic features a large, light-yellow gear with several blue arrows pointing outwards from its teeth. Inside the gear, a grid of logos for various member organizations is displayed. The logos are arranged in approximately 10 rows and 4-5 columns. The members listed include:

- Abbott
- abbvie
- amazon
- AMGEN
- BlueCross BlueShield
- Baxter
- Biogen
- Dexcom (CONTINUOUS GLUCOSE MONITORING)
- bluebirdbio
- CENTENE Corporation
- wcg
- Davita
- GBT (Health + Balance + Community)
- Genentech (A Member of the Roche Group)
- GILEAD
- gsk (GlaxoSmithKline)
- Takeda
- HCSC (Health Care Service Corporation)
- Lilly
- Jazz Pharmaceuticals
- SANDOZ (A Novartis Division)
- Johnson & Johnson
- Mallinckrodt
- MERCK
- Walgreens
- EXACT SCIENCES
- NEUROCRINE BIOSCIENCES
- novo nordisk
- HORIZON
- VERTEX
- Pfizer RxPathways
- IPSEN (innovation for patient care)
- PARMA
- REGENERON

CANCER STAGE SHIFTING INITIATIVE

Briefing to the White House Cancer Cabinet on Cancer in Minoritized Communities

April 10, 2023
The White House
Washington, D.C.



NMQF, under the leadership of Dr. Gary A. Puckrein, held a White House briefing as part of the Cancer Stage Shifting Initiative (CSSI), gathering stakeholders from over 50 patient advocacy groups to address cancer disparities in underserved populations and emphasizing the importance of early detection technologies to improve cancer outcomes.

This initiative, aligned with the Biden Administration's Cancer Moonshot 2.0, aims to transition historically excluded communities towards early cancer diagnosis and treatment, with an initial focus on colorectal cancer, necessitating systemic changes and coordinated efforts with stakeholders.

Since unveiling CSSI's commitment in this briefing, the 2023 Endpoints Report was compiled and released to delve into Phase 1 of CSSI's Action Plan, launched in late 2022.



Through advocacy, policy efforts, social media communication, clinical research, quality improvement, and patient education initiatives, **NMQF estimates reaching over 11 million stakeholders monthly**, highlighting the potential for equitable cancer detection and treatment as emerging technologies reshape the healthcare landscape.

NATIONAL ANNUAL SUMMIT ON HEALTH DISPARITIES

Reimagining Our Healthcare to Protect the Most Vulnerable

April 17-18, 2023
The Watergate Hotel
Washington, DC

The 2023 National Annual Summit on Health Disparities, "Reimagining Our Healthcare to Protect the Most Vulnerable" saw roughly 600 clinicians, policy makers, patient advocates, researchers and community members discuss our health during and after a pandemic.

We heard from experts from across the healthcare space discuss everything from mental health and COVID-19 to maternal mortality and obesity. We welcomed our 9th Class of 40 Under 40 Honorees and were able to highlight and recognize the work of Congresswoman Sheila Jackson Lee and Former Delegate to the U.S. House of Representatives Dr. Donna Christian-Christensen.



NATIONAL ANNUAL SUMMIT ON HEALTH DISPARITIES

Award Winners



**The Honorable
Sheila Jackson Lee**
Lifetime Achievement Award



**The Honorable
Dr. Donna Christian-Christensen**
Lifetime Achievement Award



Crystal Riley, PharmD, MHA, MBA
Congressional Award for
Outstanding Corporate Leadership



Amber Ray, PharmD, MPH
Congressional Award for
Congressional Staff Leadership

40 UNDER 40

Leaders in Minority Health

Since 2016, NMQF has selected 40 minority health leaders under the age of 40 who have been leading the charge to better patient outcomes and build sustainable healthy communities.

These leaders are clinicians, patient advocates, researchers and policymakers. Despite the unexpected healthcare trials during the past couple of years, these 40 leaders persevered in strengthening their communities and reducing health disparities.



These young leaders are working to eliminate health inequities and improve outcomes across the country. Their dedication is inspiring, and I know that their intelligence, care and determination will contribute to a healthcare system that works to heal everyone.

The Honorable Robin Kelly, Ph.D
Congressional Black Caucus Health Braintrust Chair



40 UNDER 40

Leaders in Minority Health (1/4)



Jerry P. Abraham, MD, MPH, CMQ

Director & Chief Vaccinologist /
Assistant Professor
Kedren Community Health Center / Charles R.
Drew University of Medicine & Science



Tyler Adamson, MPH

Director of Epidemiology
Maryland Department of Health, Center
for Cancer Prevention and Control



**Omolola (Lola)
Adeoye-Olatunde, PharmD,
MS**

Assistant Professor, Director of
Community Engagement and Evaluation
Purdue University College of Pharmacy,
Center for Health Equity and Innovation



Joseph Aderemi, MD

Resident Physician, Psychiatry
Henry Ford Health



AZA Stephen Allsop, MD, PhD

Assistant Professor and
General Psychiatry Resident
Yale School of Medicine



**Hermioni Amonoo,
MD, MPP**

Assistant Professor
Harvard Medical School



Jasmine Brown, Mphil

Medical Student
Perelman School of Medicine at the
University of Pennsylvania



Willie Burden Jr., JD

In-House Counsel
International Brotherhood of
Teamsters



**Alita-Geri Carter, MSN, RN,
CPNP-PC**

Public Health Analyst
Health Resources and Services Administration



Pooja Chandrashekar

MD/MBA Candidate
Harvard Medical/Business School

40 UNDER 40

Leaders in Minority Health (2/4)



Christopher Cox, MPH

Chief of Staff
U.S. Rep. Yvette D. Clarke



**Thomas K.M. Cudjoe,
MD, MPH**

Assistant Professor of Medicine
Johns Hopkins University
School of Medicine



Kamilah Dixon, MD, MA

Assistant Professor, Vice Chair of DEI
and Medical Director
Ohio State University Wexner
Medical Director



Aidea Downie, MA

Maternal Child Health Program Manager
Rhode Island Department of Health



**Theiline T. Gborkorquellie,
MD, MHS, FAAP**

Assistant Director of Resident Health Equity
Education / Assistant Professor of Pediatrics
Children's National Hospital / The George
Washington University School of Medicine
and Health Sciences



Aquarius Gilmer, M.Div

Director, Business Strategy & Operations
Gilead Sciences, Inc.



Gilbert Gonzales, PhD, MHA

Assistant Professor of Medicine,
Health & Society
Vanderbilt University



Annette Grotheer, MD, MPH

Founder & CEO
The Shop Docs



Gwendolyne Jack, MD, MPH

Assistant Professor of Medicine
Weill Cornell Medicine



Khadijah Khan

Manager, Specialty Health Solutions
Walgreens

40 UNDER 40

Leaders in Minority Health (3/4)



Jamal Lawrence, MD, DipABLM

Founder | CEO | Physician
Harvest Health MD



Leo López III, MD, MHS

Medical Director, Institute for Public Health,
and School-based Health
University Health



Shweta Singh Maniar

Director, Healthcare & Life Sciences Solutions,
Google Cloud - BioPharma/BioTech
Google



**Briancca Marshall,
PharmD, RPh**

Pharmacy Manager
Walgreens



**Sara Mathew, BE, MHA,
FACHE, LSSGB**

Associate Director, Research & Administration
Weill Cornell Medicine



Sashi Moodley, MD, MBA

Chief Clinical Officer
Walgreens Boots Alliance



Alicia Morehead-Gee, MD, MS

Medical Director, HIV Prevention
AltaMed Health Services



**Sophia Nnenna
Ononye-Onyia, PhD,
MPH, MBA, NACD.DC**

Founder & CEO
The Sophia Consulting Firm



Camille Pope, PharmD, RPh

Chief Medical Lead
Acclinate



Chrystal Pristell, MS, DO

Resident Physician
Medstar Franklin Square

40 UNDER 40

Leaders in Minority Health (4/4)



**Heather M. Rice, PhD,
CPNP-PC, PMHS**

Assistant Professor, Clinician
and Researcher
Cleveland State University College of
Health (School of Nursing)



Tiarney Ritchwood, PhD

Assistant Professor
Duke University School of Medicine



Aftin Ross, MSE, PhD

Senior Special Advisor
Food and Drug Administration, Center for
Devices and Radiological Health



Michael Simoni, MD, FACOG

Physician
Reproductive Medical Associates of
New Jersey



Stephanie Strohbeen, MD

Resident Physician
Medical College of Wisconsin



Manuel Tapia, MD, MPH

Associate Clinical Professor
UCSF Family & Community Medicine



Monica Wang, ScD, MS

Associate Professor, Chair
Boston University School of Public
Health, Boston University Center for
Antiracist Research



**Francesca Weaks, DrPH,
MCHES**

Senior Faculty Researcher, Center for
Health Equity / Principal & Founder
School of Public Health, University of
Maryland College Park / The
Genevieve Strategy Group



Ashlea Winfield, MD, MSPH

Assistant Professor of Emergency Medicine;
Associate Director of Simulation
Cook County Health



Shannon Zullo, MD, MS

Resident Physician, Dermatology
University of California, San Francisco

NMQF EXPANDS TO ELEVATE OUR MULTI-GENERATIONAL FIGHT FOR HEALTH EQUITY

Announcing Our New Centers

Since our inception in 1998, the National Minority Quality Forum (NMQF) has grown to become the nation's largest minority-led healthcare research and education organization. From data to action, NMQF is now organized around a **robust managing team** and **five interconnected centers**:



NMQF Offices of the President

The National Minority Quality Forum's (NMQF) Offices of the President serve as a linchpin in the effective management of the organization, providing vital support to ensure the fulfillment of its mission and the success of its Centers.



Center for Clinical & Social Research and Development (CCSR)

Advances equitable healthcare through rigorous scientific exploration, enabling data-driven generation of deep insights on the intersection between clinical and social determinants of health.



Center for Communications and Public Affairs (COMMS)

Promotes health equity through patient education, health communication, health advocacy, stakeholder partnerships, coalition building, and community events that educate on a variety of health topics.



Center for Health Information Strategy and Services (HISS)

Advances health equity through evidence-based, data-driven insights to reduce patient risk, eliminate disparities, and improve the quality of care & outcomes for vulnerable communities via our data warehouse and private cloud.



INSTITUTE FOR EQUITY
IN HEALTH POLICY & PRACTICE

Center for Public Policy (CPP)

Provides leadership to advance changes to policies that impact the health of minoritized populations.



Center for
Sustainable Health Care
Quality and Equity

Center for Sustainable Health Care Quality and Equity (SHC)

Promotes healthy communities by working with health systems, faith leaders, barbers/stylists and pharmacists to deliver community interventions.

Why This Matters

Our expansion allows us to work with and support different types of healthcare organizations and leaders — in the delivery of appropriate healthcare to minoritized communities — including historically marginalized, low-income, and rural communities. More broadly, NMQF utilizes science and research to reduce patient risk in our healthcare system.

How We're Making a Difference

- Our mission is to reduce patient risk for hospitalizations, emergency room visits, disabilities, and death while conserving long lives, by assuring every individual has access to optimal care.
- NMQF partners with other healthcare-related organizations to work across a variety of healthcare issues such as public policy, diabetes, cancer, vaccination, heart disease, chronic disease, neuroscience, women's health, and clinical trial inclusivity.

NMQF OFFICES OF THE PRESIDENT



The National Minority Quality Forum’s (NMQF) Offices of the President serve as a linchpin in the effective management of the organization, providing vital support to ensure the fulfillment of its mission and the success of its Centers. Established in 2023, this office embodies a commitment to excellence and efficiency in every aspect of its operations. The departments within the Office of the President work collaboratively to address the diverse needs of NMQF, spanning from human resources management to funds acquisition and financial management, and from IT infrastructure to data engineering.

Our Offices of the President include:

 Operations

 Office of Grants Management

 Accounting & Business Management

 Data Engineering

Why This Matters

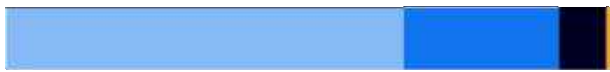
NMQF’s operational foundation is pivotal in securing and diversifying our funding streams through strategic partnerships with funders and maintaining lean operational efficiency. The NMQF Offices of the President prioritize project-based opportunities aligned with our niche of health equity that frequently remains overlooked, amplifying the significance of our approach among the countless non-profit organizations competing for resources.

NMQF OFFICES OF THE PRESIDENT

How We're Making a Difference

- In 2023, the NMQF Office of Grants achieved **\$6.9M awarded dollars across 42 funding opportunities**, distributed across corporate, private, federal government, and state/local government opportunities.

Distribution of Contracts by funder types



Distribution of Contracts by funder dollars



■ Corporate ■ Private ■ Federal Government ■ State Local Government

- Our Data Engineering Team innovatively transforms patient care and research with a custom index application, visualizing complex data through heat maps for quick insights. We've also developed a powerful private cloud platform, offering secure, expansive data storage and analysis to researchers and non-profits for comorbid conditions research. Leveraging the latest AI technology, we're bridging our extensive data with practical applications, aiding healthcare professionals and reaching underserved communities with crucial health information. Committed to advancing healthcare, we're not only envisioning but actively constructing its future.
- The National Minority Quality Forum hosts weekly webinars, with an average of around 110 attendees each week. These webinars serve as a platform for engagement, aiming to address the persistent health disparities experienced by marginalized and underserved communities.

CENTER FOR CLINICAL AND SOCIAL RESEARCH (CCSR)



The Center for Clinical and Social Research (CCSR), formerly the Clinical and Social Research Unit and renamed by the National Minority Quality Forum in 2023, is a multidisciplinary team that promotes equitable healthcare by leading observational and interventional clinical and social research that directly affects minoritized populations. CCSR’s primary activities in 2023 centered on three key programs:

1. **ARC & MyClinical:** The Alliance for Representative Clinical Trials (ARC) aims to address healthcare disparities and enhance diversity in clinical research, while the MyClinical investigative site network leverages trusted community clinicians and Federally Qualified Health Centers (FQHCs) to simplify trial recruitment and planning to help sponsors select research sites that include historically underserved patients.
2. **MRCIS:** The Minority and Rural Coronavirus Insights Study (MRCIS) cohort conducts research into health disparities prevalent among medically underserved communities during the ongoing COVID-19 pandemic.
3. **HDEPs:** Healthcare Data Equity Projects (HDEPs) portfolio encapsulates CCSR’s research and data analysis efforts on health and medical care delivery systems — notably using Medicare and Medicaid data to uncover health disparities.

Why This Matters



Approximately 80% of clinical trial participants are white, despite non-white populations accounting for a significant portion of patients with various medical conditions. This underrepresentation not only hinders the development of effective treatments for these populations, but also perpetuates inequalities in healthcare outcomes.

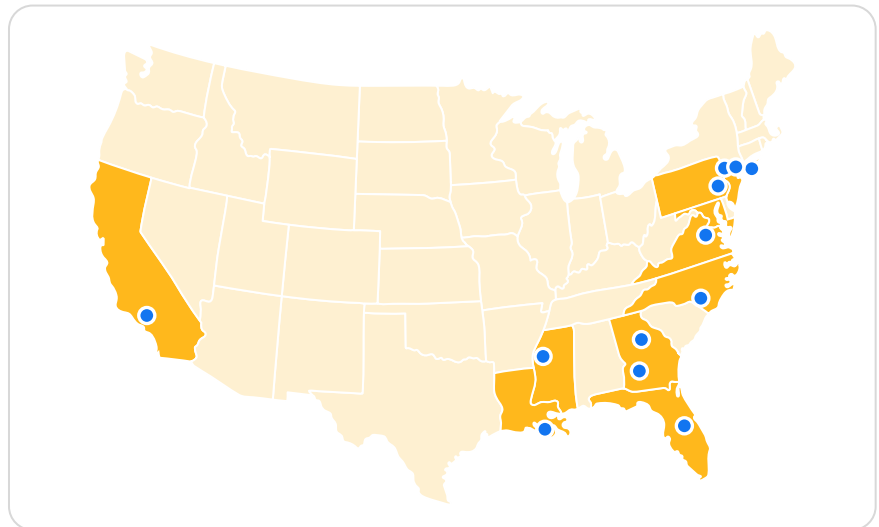
CENTER FOR CLINICAL AND SOCIAL RESEARCH (CCSR)

How We're Making a Difference

ARC & MyClinical

13

additional communities and/or Federally Qualified Health Centers recruited by ARC, in 2023.



- ARC acquired \$858,097 in sponsorships/grants, including grants from the U.S. Food and Drug Administration (FDA), U.S. Department of Health and Human Services (HHS) Office of Minority Health (OMH), Merck, and Exact Sciences.
- ARC's Principal Investigator Institute (PI Institute) had 21 research personnel complete PPD SiteCoach training across 6 different ARC sites.
- MyClinical network awarded 2 industry-sponsored clinical trials.
- MyClinical network sites have begun the startup/enrollment process on 2 industry-sponsored clinical trials.

MRCIS

- MRCIS developed two publications — “Demographic Determinants and Geographical Variability of COVID-19 Vaccine Hesitancy in Underserved Communities: Cross-sectional Study” published in April, and “The Minority and Rural Coronavirus Insights Study: Design and Baseline Characteristics of a Minority Cohort” published in November 2023.
- Over 700 surveys were issued to MRCIS study participants in 2023.

- MRCIS completed its COVID-19 antibody testing project. The manuscript, “Nucleocapsid and Spike Protein-Based Anti-SARS-CoV-2 Assay Performance in the Minority and Rural Coronavirus Insights Study: Characteristics of Socioeconomically Disadvantaged Populations with Health Disparities,” summarized the findings of this project and was accepted for publication in 2023, expected to be available online in 2024 in *The Journal of Applied Laboratory Medicine*.
- The MRCIS community advisory board (CAB), composed of five leaders in the community across three states, was established to act as a bridge between the MRCIS research team and its participants — by voicing concerns of the community and providing critical feedback on study methodology and procedures.

HDEPs

- HDEPs produced two publications in the first half of 2023, each highlighting a different set of healthcare disparities — high-dose influenza vaccine administration, and glucose monitoring in insulin-treated diabetes patients receiving Medicare coverage.
- HDEPs conducted multiple research initiatives across a diverse spectrum of therapeutic areas in collaboration with industry sponsors, academic institutions, and other stakeholders — including infectious diseases and vaccines, metabolism and endocrinology, cardiology, and neurology.



CENTER FOR COMMUNICATIONS AND PUBLIC AFFAIRS (COMMS)



The NMQF Center for Communications and Public Affairs (COMMS) plays a crucial role in NMQF's mission to address health disparities and promote equity. The in-house team specializes in culturally competent communication, extending NMQF's reach to minoritized communities. Their expertise strengthens NMQF's capabilities, aligning communication campaigns with organizational goals. Through collaboration across NMQF Centers, we develop and disseminate tailored health communication campaigns to communities disproportionately affected by disparities, emphasizing their commitment to bridging healthcare gaps.

The Center serves NMQF's goals via the following key activities:

- **Audience Awareness:** COMMS raises awareness through influencer campaigns featuring POC health leaders, patient stories via the [Lift Every Voice Patient Network](#), and thought leadership on health equity. By engaging with health and multicultural press and utilizing PSAs in digital and outdoor ad spaces, COMMS communicates NMQF's initiatives to combat health disparities and educate key stakeholders.
- **Patient Education:** COMMS drives culturally appropriate health literacy through tailored materials and digital outreach to POC communities, notably via the [For Your Health News](#) platform, while also engaging stakeholders via [NMQF Connect](#) hyper-local events, as well as email marketing programs, fostering collaboration for equitable healthcare access.
- **Patient Advocacy:** COMMS conducts patient advocacy by building coalitions and leveraging media campaigns to raise awareness of health inequities, while also employing strategic messaging and grassroots organizing to mobilize communities and drive systemic change towards equitable healthcare access and outcomes.

Why This Matters

Marginalized communities encounter substantial obstacles to healthcare, including systemic racism, language barriers, socioeconomic disparities, and limited access to quality services. It is imperative to foster dialogue and implement changes that dismantle these barriers by advocating and engaging with cultural sensitivity, ensuring equitable healthcare access for everyone.

CENTER FOR COMMUNICATIONS AND PUBLIC AFFAIRS (COMMS)

How We're Making a Difference

Across NMQF:

- **Refreshed NMQF Brand and Logo:** COMMS worked diligently to develop a modern, new brand identity, featuring a redesigned logo that reflects the organization's mission of the last 25 years. The new organizational brand streamlines NMQF's presentation across five established centers under one cause — alongside revamped messaging that was rolled out to over 41,000 unique social media impressions.
- **NMQF's Cancer Stage Shifting Initiative Cancer Equity Online Resource Center Launch:** In collaboration with Exact Sciences Corporation, NMQF COMMS launched the Cancer Stage Shifting Initiative (CSSI) website, promoting cancer awareness, early detection, and treatment innovations, and providing tools, interactive maps, and policy resources for equitable cancer care. #ShiftCancer Awareness campaign about cancer care disparities in medically underserved communities reached more than 10,000,000 estimated people across major social media platforms.

In Community:

- **National Adult Influenza Immunization Campaign:** COMMS outreach in our 2022-23 flu campaign — in partnership with the FDA Flu program and Sanofi — was instrumental in NMQF receiving an honorable mention for the Laura Scott 2022-23 Outstanding Influenza Season Activities Award. The campaign addressed a 16% rise in racial disparities in flu vaccination rates, targeting Black and Hispanic communities with culturally tailored social media and videos promoting the high-dose vaccine. During National Influenza Vaccination Week, the campaign reached one million people, generating 4.7 million impressions. This highlighted NMQF's pivotal role in reducing health disparities and emphasizing equitable flu vaccination access, as underscored at the National Adult and Influenza Immunization Summit.
- **CSSI Community-Level Cancer Education and Screening:** NMQF's COMMS, in collaboration with local and national health entities, organized cancer screening and health fairs in Flint, Michigan, and Houston, Texas, as part of supporting President Biden's Cancer Moonshot 2.0. In total, nearly 289,000 people were reached through social media in both locations: approximately 231,000 in Flint and over 58,000 in Houston. COMMS enabled NMQF to engage approximately 4,500 people across both cities through health fairs and facilitated over 100 colorectal cancer assessments. These initiatives provided vital screenings, vaccinations, and education to underserved communities, highlighting the importance of early detection and patient education.
- **CSSI Community Listening Sessions and Surveys:** COMMS orchestrated community listening sessions and surveys in Flint, MI, and Houston, TX, through CSSI, engaging local residents and other stakeholders to tackle cancer disparities. In Flint, a poverty rate exceeding the national average is coupled with high rates of chronic diseases and potential water crisis-related cancer risks. Houston faces a heightened cancer risk due to air toxins (43 per million vs. 31.7 national average) and a severe healthcare provider shortage (3,611 primary care physicians for 2.3 million residents). With 30% of Houstonians living in very low-income conditions and 25% residing in food deserts, the sessions underscore the critical need for trust, collaboration, and multi-cancer early detection testing to address these disparities effectively.

In Advocacy and Outreach:

- **White House Briefing on Cancer in Minoritized Communities:** On April 10, 2023, the NMQF Center for Communications and Public Affairs coordinated and facilitated the CSSI briefing at The White House to address cancer disparities in marginalized communities, gathering stakeholders from over 50 patient advocacy groups to emphasize early detection technology for improved diagnosis and treatment.
- **Hypoglycemia Care Digital Quality Improvement Program Promotional Campaign:** COMMS, alongside ACHL and Purdue University, launched a digital Quality Improvement program to boost adherence to guidelines for preventing severe hypoglycemia in diabetes patients, empowering healthcare teams to evaluate their practices, set goals, and access interventions for improved diabetes care.
- **Lupus Awareness:** COMMS, in collaboration with HISS and SHC on the Biogen Clinical Trial Learning Community (CTLC), launched a microsite, health communications toolkit, and social media campaign highlighting the impact of lupus on minoritized populations and lupus clinical trial opportunities.
- **Push during National Minority Health Month:** COMMS launched a social media campaign and microsite to spotlight health disparities and promote the theme of Partnering with Community to Innovate and Reimagine Health during National Minority Health Month, aiming to strengthen local communities' capacity in preventing premature death and illness in minority populations through disease prevention and control measures.



CENTER FOR HEALTH INFORMATION STRATEGY AND SERVICES (HISS)



The Center for Health Information Strategy and Services (HISS) aims to create a healthcare landscape where data-driven insights serve as a guiding light resulting in healthier and more equitable communities. HISS accomplishes this by providing data-driven insights to reduce patient risk, eliminate disparities, and improve the quality of care & outcomes for vulnerable communities. The Center serves NMQF's goals via the following key activities:

- **Data Management and Insights:** HISS manages extensive healthcare data, hosting billions of anonymized patient records across 28 disease areas, addressing data gaps, and generating actionable insights for diverse stakeholders via our [private cloud data warehouse](#) and other data structures.
- **Health Equity Index:** HISS hosts NMQF's Health Equity Index based on the community data lake, a web-based data repository, and geographical information system. The repository stores, aggregates, analyzes, and publishes health statistics related to a range of diseases and other specified conditions.
- **Partner Organizations and Collaborators Management:** HISS manages data services, including administrative rights, data storage, and data maintenance to securely share our Health Equity Index and other data structures with partners and collaborators.
- **Patient Advocacy and Engagement:** HISS supports patient advocacy groups in healthcare's digital transformation via big-data analytics, including amplifying patient voices, analyzing demographic-specific data, documenting disparities, providing trial data, and promoting health equity through community collaboration.
- **Cancer Working Group (CWG):** HISS, alongside a coalition of experts and stakeholders from various sectors including industry, academia, and professional and patient groups, convenes the Cancer Working Group. This coalition, sponsored by industry leaders, aims to promote equity in cancer care, diminish disparities, and tackle systemic racism in healthcare through data-driven insights and collaboration.

Why This Matters

Aggregating data from historically underserved communities and minoritized populations reveals previously-unseen patterns, addressing gaps in health data monitoring. Highlighting disease patterns by factors like zip code can inform evidence-based policymaking, fostering meaningful change and equity in healthcare access and outcomes.

CENTER FOR HEALTH INFORMATION STRATEGY AND SERVICES (HISS)

How We're Making a Difference

- **Biogen Clinical Trial Learning Community (CTLC) and Clinical Trials Index:** In HISS' ongoing partnership with Biogen, the Clinical Trial Learning Community (CTLC) engaged communities affected by lupus in the DC-Maryland-Virginia region, and laid the groundwork to expand into communities affected by Alzheimer's Disease beginning in 2024 — all informed by NMQF and Biogen's investment via the Clinical Trials Health Equity Index. Through our shared commitment to advancing clinical trial diversity through data-driven insights and considerations of social drivers of health, Biogen's collaboration with the CTLC has been instrumental in breaking down barriers to clinical trial participation for minoritized and medically underserved communities.
- **Breast and Colorectal Cancer Index:** HISS and Exact Sciences (ES) have joined forces to leverage cancer data for insights. NMQF's Breast and Colorectal Cancer Index, enriched with CMS claims data up to 2021, offers detailed mapping by geography and demographics. ES has actively participated in numerous meetings to explore data utilization, with both indices readily accessible. Strategic discussions in 2023 underscored utilization strategies and overarching objectives. Continuous updates and internal initiatives strive to enhance data utilization by ES, with a focus on maximizing impact in colorectal and breast cancer research and interventions. This collaboration lays a robust foundation for advancing cancer research and fostering equitable care across disproportionately affected communities.
- **Lupus Health Equity Index:** NMQF maintains a health equity index with the Lupus Research Alliance (LRA), the country's largest nonprofit research organization dedicated to lupus. NMQF meets regularly with LRA to provide updates on data integration and opportunities for collaboration.
- **National Alzheimer's Data Index (NADEX):** NMQF is continuing its partnership with UsAgainstAlzheimer's to maintain a health equity index with aggregated Alzheimer's claims data from the Centers for Medicare and Medicaid (CMS). The index allows UsAgainstAlzheimer's to better understand the rates of prevalence, cost and hospitalization of Alzheimer's, which the organizations and its partners utilize to develop programs and policies to reduce health disparities in Alzheimer's.



CENTER FOR HEALTH INFORMATION STRATEGY AND SERVICES (HISS)

How We're Making a Difference

- **Celiac Health Equity Index:** NMQF and Beyond Celiac continued their partnership with the Celiac Index to better understand misdiagnosis and prevalence of Celiac disease. Additionally, Beyond Celiac utilizes the underlying Index data to publish manuscripts related to Celiac.
- **Influenza Vaccine Index:** NMQF continued its partnership with Sanofi to update the Vaccine Health Equity index that tracks aggregated CMS claims data related to flu vaccinations. This partnership allows Sanofi to better understand prevalence of Flu and related outcomes (emergency department visits and hospitalizations), in addition to identifying communities at risk of contracting flu due to underlying comorbidities and other social drivers of health.
- **Community-Level Engagement via Cancer Stage Shifting Initiative (CSSI):** CSSI, supported by the HISS team, successfully increased cancer screening rates and provided health-related resources where needed to engage historically excluded communities with support from sponsors like Exact Sciences, Merck, Genentech, and others. Through various activities, including health fairs, listening sessions, and policy briefings, we shifted the narrative of cancer diagnosis towards earlier stages, aiming to improve outcomes and reduce disparities.
- **Cancer Working Group (CWG) Call to Action for 2023:** The CWG focused on improving access to cancer screening, diagnosis, and treatment for underserved communities, aiming to reduce disparities in healthcare. Additionally, the CWG designed protocols and strategies to identify disparities in cancer care and promote equitable outcomes, while also collaborating with initiatives like NMQF's Cancer Stage Shifting Initiative to prioritize collaborative efforts.
- **Private Cloud:** HISS supported and managed the implementation of the Private Cloud infrastructure, which involved moving NMQF's data warehouse to a secure private cloud. This upgrade provides enhanced security, privacy, and customization options to meet specific federal requirements. The Private Cloud significantly enhances our capabilities to address healthcare disparities and health inequities, providing researchers, patient advocates, and policymakers with improved access to data and advanced analytical tools. This enables evidence-based decision-making, targeted interventions, and the formulation of effective public health policies.



CENTER FOR PUBLIC POLICY (CPP)



The NMQF Center for Public Policy articulates and advances NMQF's federal and state legislative and regulatory policy construct in a manner that is consistent with NMQF values and priorities, and meets the needs of all NMQF centers and teams, as well as public and commercial external partners, including organized patient advocacy groups, payers/insurers, pharmaceutical and biotechnology manufacturers and innovators, hospital and medical associations, and group purchasers of healthcare. The Center for Public Policy provides policy leadership to the Health Equity Movement.

The Center for Public Policy operationalizes its vision through three coordinated pathways:

- **The Institute for Equity in Health Policy and Practice:** IEHPP is a sponsored partnership that supports members efforts to advance equity in a manner that is responsive to the health concerns of all population cohorts within the context of essential business imperatives. IEHPP facilitates the exchange of information, supports educational efforts, and launching consensus-building initiatives that focus on forward-looking policy.
- **The National Alliance for Brain Health and Awareness:** NABHA was established as a sponsored initiative in recognition of the need for collaboration across the domains of brain health to design and implement initiatives regarding the prevalence of brain diseases and the assurance of quality health services for individuals with brain disease. NABHA facilitates educational efforts, policies, regulations and access models that are supportive of a 21st century health system that reduces patient risk, sustains the health and well-being of families and communities, and advances the Health Equity Movement.
- **Policy Collaborations:** Partnering with national patient advocacy groups to develop consensus, and to educate and inform collectively regarding shared policy interests at the federal level, such as improvements in chronic disease prevalence and treatment initiatives, long-term care reimbursement, Medicare and Medicaid coverage policy, health technology/value assessment approaches, and other issues of national import.

Why This Matters

Policy change is essential in addressing health equity for minoritized communities due to persistent systemic barriers and disparities they face. Without policy interventions, these communities continue to encounter obstacles in accessing quality healthcare, leading to worsened health outcomes and perpetuating existing inequalities.

CENTER FOR PUBLIC POLICY (CPP)

How We're Making a Difference

ICD-10-CM Coding

- CPP led the Multi-stakeholder ICD-10-CM Coding Initiative for Triple Negative Breast Cancer.
- CPP spearheaded the Multi-stakeholder ICD-10-CM Coding Initiative for Neuropsychiatric Symptoms of Dementia and Stages of Severity of Alzheimer's Disease.

Leadership

- NMQF, under CPP's leadership, partnered with BCBSA for Standardizing Race, Ethnicity, Language, Sexual Orientation, and Gender Identity Data Collection and Analysis.
- CPP provided strategic leadership in developing National Strategies to Align Payment Policy, eliminating disincentives for FQHCs to Close Adult Immunization Gaps.
- CPP played a pivotal role in URAC/NMQF Health Equity Accreditation Standards Development Initiative and Advisory Council.
- CPP initiated The Centering Equity Initiative, including a Survey and Thought Leaders in Equity Roundtable.
- CPP led NIH All of Us Research Program's Consumer Provider Engagement Initiatives in Cycles 4 and 5, focusing on diversity and strategic engagement for program success.
- CPP facilitated the formation of The Alliance for Cancer Care Equity, a policy-oriented partnership of ACS CAN, NCCN, and NMQF.
- CPP co-sponsored the Health Equity and Accountability Act of 2022 with the National Urban League and led the Title IX Work Group.
- CPP collaborated with the Congressional Asian Pacific American Caucus for the Health Equity and Accountability Act of 2023 and led the Title IX Work Group.
- CPP contributed to the National CMS Coverage Policy Task Force.
- CPP co-led the HIV Patient Value Task Force.
- CPP served as a member on the Innovation and Value Initiative's Patient Advisory Board and Major Depressive Disorder Advisory Council.
- CPP provided FDA testimony on Prevention of Preterm Birth and treatment for MCI associated with Alzheimer's Disease diagnosis.

CENTER FOR SUSTAINABLE HEALTH CARE QUALITY AND EQUITY (SHC)



Since its founding in 2017, the Center for Sustainable Health Care Quality and Equity (SHC) has focused on health care in underserved and vulnerable communities, identified through NMQF's state-of-the-art health geographic information system. Applying the rapid cycle improvement and collective impact model, SHC promotes patient-centered, team-based care that respects clinicians, patients, and caregivers in achieving high-quality and equitable health outcomes for underrepresented communities, with outreach in both English and Spanish. SHC currently promotes its work through:

Community Pharmacists Ambassadors (CPA): CPAs serve as health educators outside of the pharmacy, provide sound health information, and showcase the vital role pharmacists can play in health promotion. The program promotes healthy outcomes to diverse populations, both in-person and virtually, and grew from 60 pharmacists to over 200 in 2023.



Diabetes Working Group and Equity Task Force (DWG): DWG is a private-public partnership to promote equity in diabetes treatment and outcomes. It includes research experts, clinicians, patient representatives, community leaders, and corporate partners who guide efforts and the continued expansion in diabetes outreach through an evidence-based and expanded effort to improve health outcomes.



Demonstrating Real Improvement in Value and Equity (DRIVE): DRIVE is a free online toolkit series to support quality improvement, education, and community engagement. It is utilized by more than 150 clinical teams across the country to help identify gaps in healthcare and implement evidence-based QI education, in addition to patient and community engagement.



Faith Health Alliance (FHA) and Advocacy Council: FHA is a network of pastors with the common goal of increasing awareness on and services for a variety of health topics in underserved communities throughout the United States. In 2023, the network grew to include 25 churches and 3 regional networks. The FHA Advocacy Council is composed of health care industry leaders and offers opportunities to support and participate in community-based events.



Health Advocates In-Reach and Research (HAIR) Wellness Warriors: The HAIR Wellness Warriors provide education and outreach through barbershops and salons. This community-level approach encourages a better understanding of people's beliefs and concerns, encourages conversations, and sparks healthy outcomes. In 2023, HAIR Wellness Warriors hosted two dozen events highlighting three disease states.



Why This Matters

Engaging minoritized communities on health topics like vaccination and cancer screenings is challenging without trusted community voices. Lack of representation risks perpetuating mistrust and misinformation, hindering access to vital healthcare. Collaboration with authentic community leaders is essential to bridge the gap, address concerns, and promote preventative care within cultural contexts.

CENTER FOR SUSTAINABLE HEALTH CARE QUALITY AND EQUITY (SHC)

How We're Making a Difference

Adult and Influenza Vaccinations

- Spearheaded vaccine campaigns in 22 states across the country to include 43 Faith Health Alliance partners, 30 HAIR Wellness Warriors, and over 100 clinics, including 40 through the National Association of Free and Charitable Clinic partnership. Partnered with the Center for Health Equity and Innovation (CHEI) at Purdue University College of Pharmacy to engage and educate 100+ pharmacists on vaccine equity and community engagement. Hosted over 75 events to deliver nearly 2000 vaccines to community members through partnership with Walgreens.
- Over 200 clinics and health systems registered to participate in the DRIVE Flu program across the country, focused on creating and strengthening partnerships to address respiratory illness, increasing vaccine uptake, and enhancing data collection. The effectiveness of the collaborative approach of several community partners/programs shown through their data continues to show the effectiveness of the DRIVE quality improvement education approach.
- Feature article in the FPM Journal “Family Medicine Is the Key to Driving Equitable Vaccinations”, which recognized the critical role of family physicians and emphasized the need for community engagement, cultural competence, and collaboration with trusted leaders to boost vaccination rates in underserved populations.

Colorectal Cancer Screening

- DRIVE programs in Birmingham, AL; Chicago, IL; Prince George’s County, MD; Elmhurst, NY; and Houston, TX, saw increased colorectal cancer screening rates through a variety of initiatives and incentives. As part of the DRIVE program, over 250,000 people were screened. Clinics focused on health literacy, simplification of the screening process, and education.
- Over 1,000 community members learned about colorectal cancer screening through the Faith Health Alliance and HAIR Wellness Warriors programs. Programs such as “Healthy Guts and Curly Cuts”, “Health for Her”, and the NMQF Connect: H-Town Health Fair, brought together communities to better understand colorectal cancer, screening and its symptoms. Educational sessions allowed for expert voices in trusted spaces to share resources, dispel myths, provide samples of colonoscopy preparation solutions, and demonstrate noninvasive testing kits across the country.

COVID-19

- Through our continued partnership with Walgreens, SHC provided COVID-19 vaccines to community members through programs with Faith Health Alliance, HAIR Wellness Warriors, and other community partner.
- Updated COVID-19 Toolkit for Faith Health Alliance members, designed in 2022 to educate congregations on how to navigate reopening churches safely and presented its impact and results as a poster at the 2023 Institute for Healthcare Improvement Forum in Orlando, FL.

- Updated DRIVE module with updated COVID19 guidelines, reflecting on the continually-changing needs of the virus and its effect on communities of color, and preparing for the 4th anniversary of the pandemic.

Diabetes

- SHC partnered with the West Oakland Health Council to address health equity and quality improvement by DRIVing Equity in the Heart of Oakland along with community partners Hope Center Church and NOVA ScriptsCentral. Together, we addressed social determinants of health using a community-led approach which focused on consistent or lowered hemoglobin A1c levels for 64% of participants, nearly doubling rates of medication adherence, managed weight, and incorporated physical activity into daily life to over 700 patients. Highlights included food distribution events, featuring nutrient-dense fresh foods, as well as telehealth educational events, and created sustainable community partnerships for healthier outcomes.
- Feature clinical article in Diabetes Journals “Patient Perspectives on the Benefits and Challenges of Diabetes and Digital Technology”, which focused on the dynamic field of diabetes technology and their value as indispensable tools guiding health care professionals. SHC’s co-conducted research gathered insights from diverse stakeholders to highlight the progress, benefits and challenges in integrating diabetes technology into primary care practices.

Lupus

- Created DRIVE module for community partners to promote culturally competent lupus care and education on the benefits of clinical trial research.
- Hosted Town Hall meetings with Faith Health Alliance members and subject matter experts to educate congregations and the community on disparities, optimal treatment, current research and driving research. HAIR Wellness Warriors were also trained on signs and symptoms of lupus on the skin and hair, how to build trust within their communities, and how to raise awareness for diversity in clinical trials.
- Celebrated Lupus Awareness Month to educate the general public on the impact of lupus on underserved communities and the need for diversity and participation in clinical trials.
- Collaborated with NMQF’s HISS and COMMS to create a Lupus Clinical Trial Learning Community, bringing together an advisory board to address the disparities and barriers in clinical trials in underserved communities. Advisory members include experts, clinicians, faith leaders, community members, and patients. This groundbreaking work has opened conversations into other disease states, providing perspective into developing educational materials, creating resources, and driving research.

Lung Cancer

- Piloted a program with NYC Health + Hospitals Elmhurst focused on Asian Americans to include a culturally appropriate staff training program for all employees, shared-decision making between clinicians and patients, and the implementation of a process for prompt screening and follow up of patients.
- In its first phase of the project, Elmhurst surpassed its goal and screened over 100 patients, employing a combination of patient engagement in clinics, the use of patient navigators, and informational sessions, as well as community outreach through churches and community-led events in parades and cultural events.

NMQF FIGHTS FOR EQUITY

Cancer Care

Under the **Cancer Stage Shifting Initiative (CSSI)**, National Minority Quality Forum is developing scalable community models to increase our abilities to diagnose and treat stage 1 and 2 cancers in historically marginalized communities. The mission of the Cancer Stage Shifting Initiative is to move us from late stage to early-stage diagnosis and treatment of cancer, improving cancer care and reducing the incidence of cancer deaths for all, with a particular focus on equity and underrepresented populations.

In 2023, CSSI's **#ShiftCancer Awareness campaign** about cancer care disparities in medically underserved communities reached over 10,000,000 people across major social media platforms. The online hub helped 6,000 people access culturally relevant cancer resources.

With support of CSSI Founding Partner Exact Sciences, the NMQF Center for Communications and Public Affairs launched a **#ColorectalCancerAwarenessMonth media campaign** prominently featuring facts, video interviews, and features. The CSSI Innovation video series on Youtube promoting colorectal cancer screening reached 679,000 people.

The online hub coincided with the launch of **community-based activities to promote cancer screening in medically underserved communities** in Flint, MI, Houston, TX, Birmingham, AL, Chicago, IL, Queens, NY, and Upper Marlboro, MD. Over 250,000 people were screened for colorectal, lung, and breast cancer. **293,000 people were connected to locally-based community cancer resources.**

With support from Genentech, Grail and Merck, NMQF conducted a series of **listening sessions and surveys** to better understand local attitudes about various cancers, cancer screenings, cancer care, and expectations about survival rates in those communities, including patient advocates, health systems, community clinicians, academics, and elected officials.

Cancer stage shifting will require physicians, health economists, physicians, payers, patient advocates, policymakers, database architects, cloud and machine learning engineers to work collaboratively to co create solutions that shifts cancer care in communities marginalized by public policies.

CSSI established the following 2022-2023 Scientific Advisory Board consisting of 21 members:

Name of Scientific Advisory Board Member	Organization/Position
1 Ashley Dedmon	American Cancer Society, Director of National Breast Cancer Roundtable
2 Katherine Cornish	Tigerlily Foundation, Director of Clinical Trials and Partner Engagement
3 Maimah Karmo	Tigerlily Foundation, President and CEO
4 Leigh Boehmer, PharmD., BCOP	Association of Community Cancer Centers, Chief Medical Officer
5 Alec Calac	MD-PhD student, UC San Diego; President, Assoc. of Native American Medical Student
6 Ricki Fairley	Touch - Black Breast Cancer Alliance, Chief Executive Officer
7 Reesa Motley Reynolds	The Charles McKinley Reynolds Jr. Pancreatic Cancer Pain Management Initiative
8 Cindy Gavin	Let's Win Pancreatic Cancer, Founding Executive Director
9 Patricia Moreno, PhD	Assistant Professor, Department of Public Health Sciences, Miller School of Medicine, University of Miami
10 Cindy Broholm, DNP, MPH, FNP-BC	Assistant Professor of Nursing, Harriet Rothkopf Heilbrunn School of Nursing, Long Island University/Brooklyn

2022-2023 Scientific Advisory Board member list cont...

Name of Scientific Advisory Board Member	Organization/Position
11 Esther Krofah	Executive Vice President, Milken Institute
12 Pam Traxel	Senior VP of Alliance Development and Philanthropy, American Cancer Society
13 Shyrea Thompson	Founder and Principal, The IRIS Collaborative
14 Elizabeth Valencia, MD, JD, FCLM	Assistant Professor of Radiology, the Mayo Clinic
15 Upal Basu Roy, PhD, MPH	Executive Director of Research, the LUNGeivity Foundation
16 Marvella Ford, PhD	Prof., MUSC Dept. of Public Health Sci. and Assoc. Dir., Pop. Sci. and Cancer Disparities, Hollings Cancer Center
17 Scout, PhD	Executive Director, National LGBT Cancer Network
18 O. Samuel Adekolujo MD, MBA, FACP	Medical Oncologist & Hematologist, Karmanos Cancer Institute
19 Andrew Chan, MD, MPH	Professor of Medicine, Harvard Medical School; Director of Cancer Epidemiology at Massachusetts General Hospital
20 Victoria Baptiste, BSN, RN	Registered Nurse; The Henrietta Lacks Initiative
21 'Lola Fashoyin-Aje, MD, MPH	Deputy Director, Division of Oncology; Associate Director, Science and Policy to Address Health Disparities, Oncology Center of Excellence; Food and Drug Administration (FDA)

Immunization

In NMQF's steadfast pursuit of immunization equity, SHC and COMMS have launched impactful campaigns and initiatives, leveraging culturally sensitive communications and hyperlocal engagement strategies.

Our 2022-2023 work to promote influenza vaccine equity received an honorable mention at the 2023 National Adult and Influenza Immunization Summit. for addressing a 16% rise in racial disparities in flu vaccination rates among Black and Hispanic communities. NMQF's COMMS launched a campaign utilized culturally tailored social media and videos to promote the high-dose vaccine, reaching one million people and generating 4.7 million impressions during **National Influenza Vaccination Week**. NMQF received over 100 stories from people regarding their experience with the flu, including some sobering accounts of losing loved ones to the disease. One woman shared losing her son after he was admitted to the ER for flu and developing septic shock with a herniated brain. NMQF's CPP advocated for the importance of access to the high-dose flu vaccine for patients 65 and older leading the Advisory Committee on Immunization Practices (ACIP) to update its guidelines. NMQF's SHC partnered with nine health systems and 16 churches through its Health Champions programs to provide access and education directly to community members and encourage flu vaccination.

Additionally, our **RSV Health Equity Action initiative**, in partnership with Sanofi, marked a major milestone in RSV preventative care with the release of protection for both older adults and infants. Our RSV social media content was viewed over 4 million times, potentially reaching 94,948,112 users, demonstrating the effectiveness of our outreach efforts.

The initiative also involved the development of a comprehensive report, hosted on **rsvequityaction.org**, which received 8,811 visitors, with 20% being Spanish-speaking. This platform highlights disparities in RSV prevention and advocates for the inclusion of RSV vaccines in the Vaccines for Children program to ensure affordability for families unable to cover the costs. Supplemented with patient stories and a petition, our campaign underscores our unwavering dedication to making RSV prevention accessible and equitable for all.



Lupus Care

In our pursuit of Lupus equity, NMQF has played a pivotal role, leveraging our expertise in culturally sensitive communications, vast cross-sectional patient data records, and hyperlocal engagement approach. These efforts have been exemplified through strategic collaborations and initiatives aimed at addressing disparities in lupus clinical trials and raising awareness within underserved communities.

Through the **Clinical Trial Learning Community (CTLC) partnership with Biogen**, informed by the Clinical Trials Health Equity Index and guided by HISS, we have actively engaged communities affected by Lupus in the DC-Maryland-Virginia region. This collaboration has laid the groundwork for expanding into Alzheimer's Disease-affected communities and has served as a model for advancing clinical trial diversity through data-driven insights, breaking down barriers for minoritized and medically underserved populations.

Coordination between HISS, SHC, and COMMS has made the CTLC instrumental in creating a collaborative space for diverse stakeholders, including experts, clinicians, faith leaders, community members, and patients. This initiative has sparked crucial conversations and provided insights into developing educational materials and resources, extending its impact beyond lupus into other disease states.

NMQF's SHC, CCSR, and COMMS have also contributed to the **HHS OMH National Lupus Outreach and Clinical Trial Education Program**. By proposing a comprehensive plan focused on community engagement, education, and clinical trial training for community clinicians, we aim to increase Lupus awareness and resources within targeted regions, including Maryland, Washington DC, and Virginia.

Through these concerted efforts, NMQF continues to lead the charge in advancing Lupus equity, utilizing our expertise and resources to drive meaningful change within communities disproportionately affected by this disease.





NMQF IN COMMUNITY



NMQF IN COMMUNITY

MLK Day Community Cancer Screening and Health Fair

 Flint, Michigan

CANCER SH/FTING / STAGE INITIATIVE

January 16, 2023
Berston Field House
Flint, MI

The National Minority Quality Forum (NMQF), in alignment with President Biden’s Cancer Moonshot initiative, Exact Sciences Corporation, and Meridian of Michigan, organized the Flint Community Cancer Screening and Health Fair on the Rev. Martin Luther King Jr. National Day of Service. This event aimed to address Flint's cancer screening disparities and shed light on the city's ongoing challenges nearly 10 years post-water crisis.


The health fair offered free cancer screenings, vaccinations for COVID-19 and influenza, and general health checks. Among the notable attendees were Dr. Gary Puckrein, President and CEO of NMQF, Dr. Danielle Carnival, White House Cancer Moonshot Coordinator, Kevin Conroy, CEO of Exact Sciences, Patty Graham, Plan President and CEO of Meridian of Michigan, “Little Miss Flint” Mari Copney, Lt. Governor Garlin Gilchrist, Mayor of Flint Sheldon Neeley, and Alan Walts, EPA Director for Environmental Justice for Region V.



The success of the event was bolstered by support from a diverse group of partners, including Flint Community Cancer Consortium (FC3), Leukemia & Lymphoma Society, Fight Colorectal Cancer, Hamilton Community Health Network, McLaren Karmanos Cancer Institute, Michigan United, Hurley Medical Center, St. Mark Community Outreach Center, and MI-CARES. Dr. Danielle Carnival emphasized President Biden’s goal to halve the cancer death rate over the next 25 years and underscored the imperative of ensuring equitable access to cancer prevention, detection, and treatment tools in communities like Flint.



Community Health and Wellness Festival

 New Orleans, Louisiana



June 28, 2023
Xavier University
New Orleans, LA

The National Minority Quality Forum (NMQF), Centene Corporation, Xavier University of Louisiana, and Fund II Foundation hosted a Community Health and Wellness Festival in New Orleans. The event aimed to provide essential healthcare services to underserved racial and ethnic populations, featuring special guests such as U.S. Representative Troy Carter, Pro Football Hall of Famer Aeneas Williams, and actress Tanyell Waivers.

Attendees received a range of health screenings and assistance, including for STIs, blood pressure, diabetes, vision, and prostate health. Additional offerings like massage stations, haircuts, cooking demonstrations, and free lunch enhanced the festival experience. Dr. Gary A. Puckrein, President and CEO of NMQF, emphasized the importance of empowering vulnerable communities with access to healthcare resources.



The festival also featured booths from community organizations focusing on vital topics such as funding for Black businesses, internships, STEM education, and bridging the digital divide at HBCUs. Partnerships with Envolve Vision & Dental, Centene, Xavier University of Louisiana, and Fund II Foundation were instrumental in the event's success, demonstrating a commitment to improving the health and wellness of New Orleans' residents.



NMQF 's Center for Sustainable Healthcare Quality and Equity (SHC) Promotes Adult Immunizations



The NMQF Center for Sustainable Health Care Quality and Equity (SHC) team mobilized communities at every level to stay healthy during this year's flu season. With the launch of the annual DRIVE Flu quality improvement program, SHC activated several returning clinics as well as new partners — for a total 148 clinics and health systems engaged with practice pre-assessments and QI plans.

By including a communications toolkit for the Health Champions community engagement initiative and a partner toolkit for healthcare providers, communities receive ongoing patient and provider education and support to increase flu vaccination uptake, communicate effectively, and enhance data collection.

Along with updating its flu and adult immunization DRIVE toolkits, SHC has updated its Community Pharmacist Ambassadors Program on flu and adult immunizations to promote equitable access to the full range of vaccines for adults.



NMQF Connect: Hyperlocal Patient Education Events

NMQF Connect events are inclusive patient education events engaging hard-to-reach populations to connect underserved communities with national and local health resources. Driven by the NMQF Center for Communications and Public Affairs (COMMS), NMQF Connect health fairs serve as a vital platform to increase awareness about health disparities, cultivate partnerships, and encourage patient education.

The NMQF Connect program successfully activated its first health fairs in 2023 in Flint, MI. These first events supported NMQF's Cancer Stage Shifting Initiative (CSSI) which aligns with The White House Cancer Cabinet and President Joe Biden's Cancer Moonshot 2.0 — aiming to close the screening gap and understand and address environmental exposure.



Why This Matters

Underserved communities often face elevated chronic disease rates and healthcare barriers due to factors like lower health literacy, mistrust of medical institutions, language barriers, insurance gaps, distance to care facilities, and various socioeconomic challenges. Consequently, they often lack resources to access essential early detection and preventive care, crucial for improving health outcomes, and reducing

How We're Making a Difference

- The 2023 NMQF Connect events supported the patient education arm of CSSI to enhance early-stage cancer diagnosis and treatment in minority populations — notably for at-risk communities experiencing irregular patterns of cancer.
- NMQF's CSSI built local connections and engaged patients in Flint, Michigan, and Houston, Texas for their noted carcinogenic risks from the Flint Water Crisis and Houston Fifth Ward railyard contamination.
- NMQF Connect engaged patients to increase awareness of cancer risk and treatment, improve clinical trial diversity, and facilitate listening sessions to understand community concerns about the potential impact of documented, environmentally-hazardous events on their cancer risk.
- In 2023, NMQF Connect engaged approximately 4,500 people via our health fairs, and facilitated over 100 colorectal cancer assessments.

Cancer Screening and Health Fair

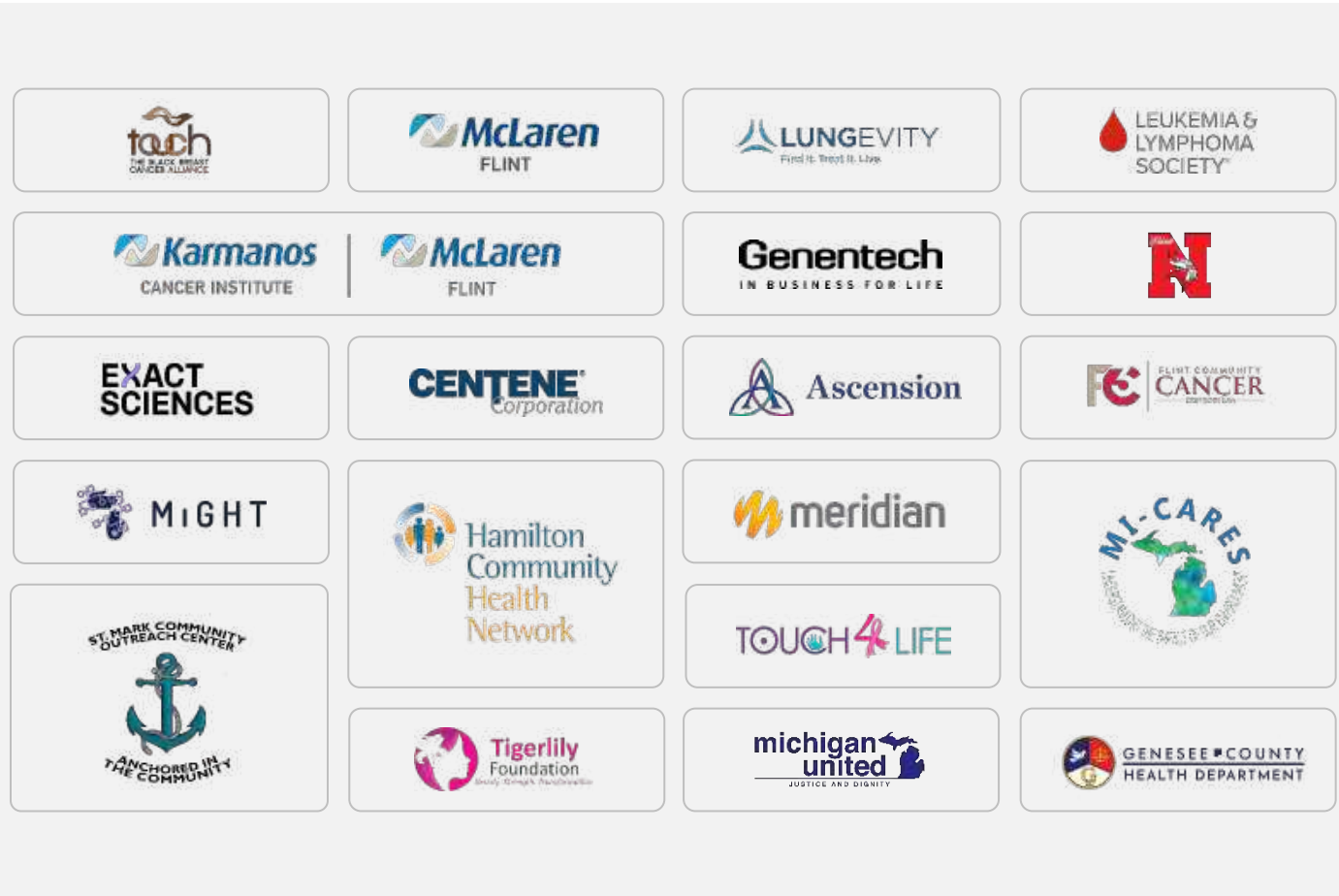
📍 Flint, Michigan

August 26, 2023
Flint Northern High School
Flint, MI



The NMQF Cancer Stage Shifting Initiative (CSSI) collaborated with local and national health partners to host an NMQF Connect Cancer Screening and Health Fair in Flint, Michigan, during the annual Flint Northern High School Class Reunion Tailgate, following the reunion's four-year hiatus due to the COVID-19 pandemic.

This initiative aligns with President Joe Biden's Cancer Moonshot 2.0 and focuses on promoting lung and breast cancer screening, particularly in communities at risk.



Genentech, a leading biotechnology company, supported the event by providing information on lung cancer screening and breast cancer awareness. NMQF also partnered with Genentech, Exact Sciences, Centene, Leukemia and Lymphoma Society, TOUCH BBKA, McLaren Flint Hospital, McLaren Flint Karmanos Cancer Institute, Ascension Genesys Hospital, Lungevity, and several community organizations and local health systems to provide various education opportunities on cancer, diabetes, and general health.

Local hospitals offered clinical examinations, health screenings, and COVID vaccinations, addressing concerns about cancer patterns in Flint and emphasizing the importance of early detection and patient education.



Cancer Screening and Health Fair

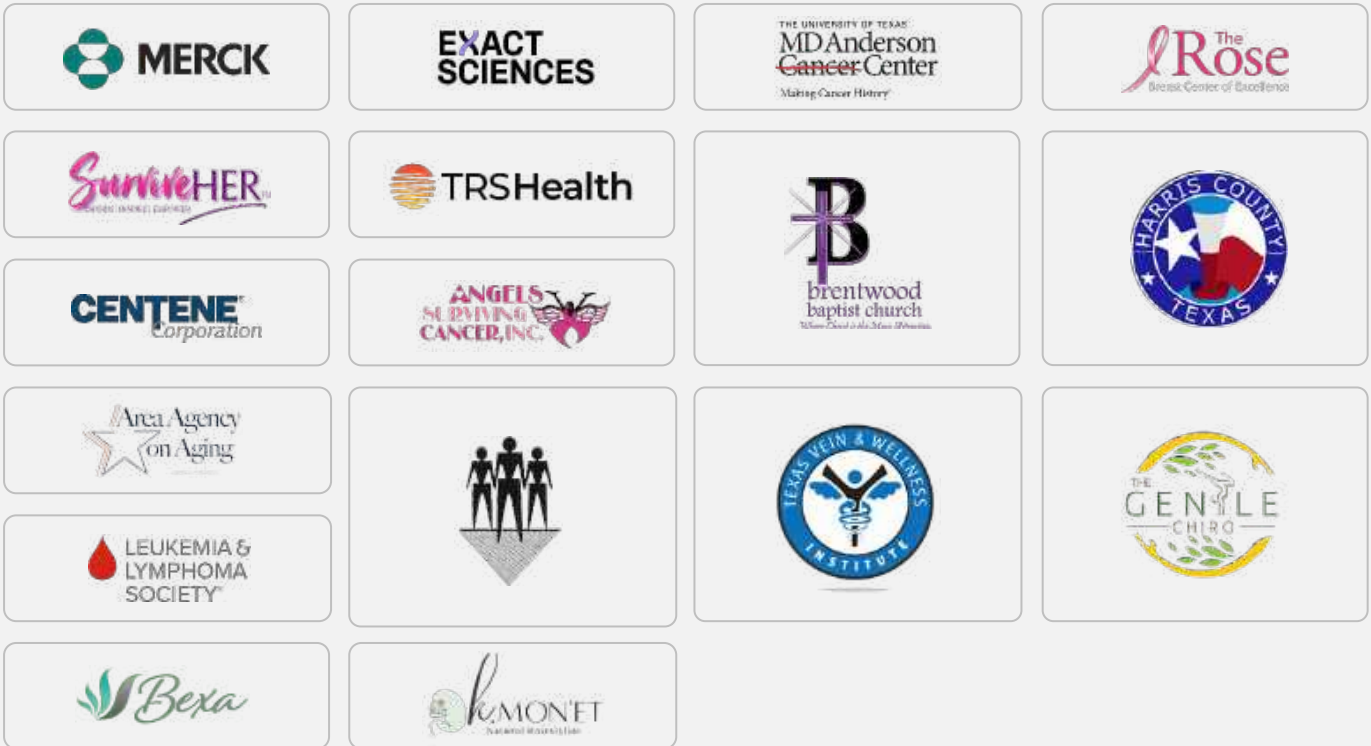
 Houston, Texas

November 19, 2023
Brentwood Baptist Church
Houston, TX



The NMQF Cancer Stage Shifting Initiative (CSSI), which is aligned with President Joe Biden’s Cancer Moonshot 2.0, hosted an NMQF Connect: H-Town Health Fair and cancer screening event in Houston on November 19, 2023, at Brentwood Baptist Church directly after Sunday service.

NMQF partnered with Merck, Exact Sciences, MD Anderson Cancer Center, The Rose Foundation, SurviveHer, TRS Health, Brentwood Church, the Office of Council Member Letitia Plummer, and several community organizations and local health systems to provide resources to Houston and surrounding areas through the NMQF Connect: H-Town Health Fair.



The fair included health screenings, cancer screenings, blood pressure screenings, diabetes screenings, free lunches, educational information from various organizations, vaccinations for COVID-19, Flu, and HPV, among other services, and fellowship.

All eligible attendees of the fair were seamlessly connected to follow-up care, ensuring that the benefits of early detection were maximized. Additionally, eligible attendees had the opportunity to take home a Cologuard kit, ensuring continued screening opportunities. NMQF served more than 700 attendees.





— NATIONAL —
MINORITY QUALITY
— FORUM —