

#DEI #LifeSciences #InclusiveLeaders
#Biotech #Biotechnology



Inclusive Leadership Symposium

February 29th | San Francisco, CA

Hosted by  CALIFORNIA
LIFE SCIENCES

Health Equity

Aligning Corporations

and Communities

Kwamane Liddell, JD, MHA, BSN



Kwamane Liddell, JD, MHA, BSN

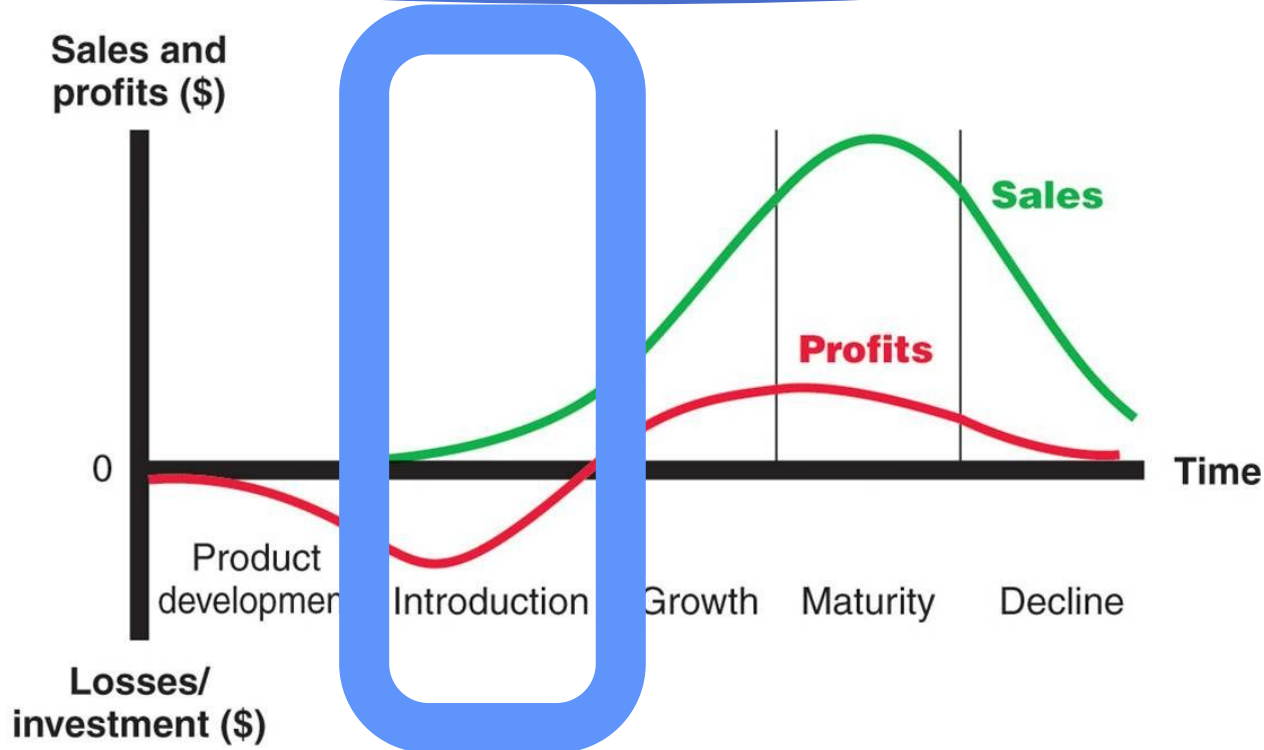


Healthcare Visionary

- + Trauma Nurse
- + Healthcare Lawyer
- + 40k Patient Health Insurance Leader
- + 450-Bed Hospital Director
- + Aspen Fellow
- + Rock Health Top 50 Innovators
- + UCSF Rise
- + J&J Nurse Innovator



Product Life Cycle

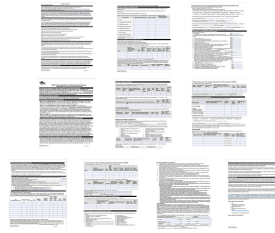


How it Works

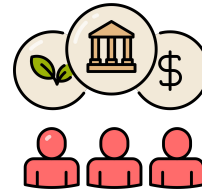
Voice-Activated Enrollment



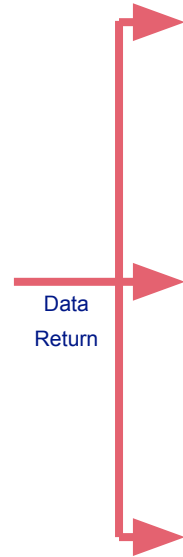
ThriveLink Rephrased Questions & Transcribes Applications



ThriveLink Completes Applications
58,000 Options



Government Approves Applications



Patient Notified



Platform Collects Assistance Data



Patient Chart



Three Pillars



Engagement

Partners

Funding



Engagement

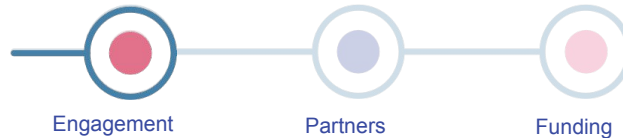


32 Organizations

ENGAGEMENT - the ability to **EMPOWER** a population to **ACT** in **THEIR** desired manner.

- Step 1 - Find **ACTIONS** that both you, and your community want to happen.

Categories	Product	Community	Aligned?
Capabilities	Enroll people into programs	Engage people who need to be enrolled.	Probably
Perceived Needs	More people to enroll into programs	More staff and healthier food sources	Maybe
Volume	At least 100 people per week	1,000 people per week	Yes



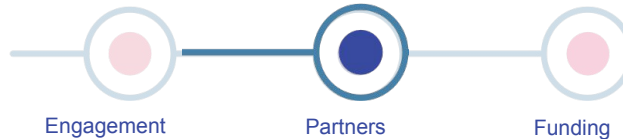
Partners



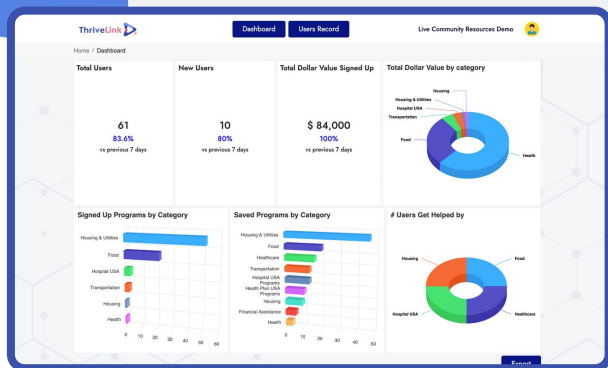
PARTNER - A **TWO-WAY** relationship that drives toward a common goal

- Step 2 - Bring **POTENTIAL** partners together to **COLLABORATIVELY** develop goals

Categories	Product	Community	Aligned?	Metrics
Capabilities	Enroll people into programs	Engage people who need to be enrolled.	Probably	Enrollment rates
Perceived Needs	More people to enroll into programs	More staff and healthier food sources	Maybe	Food resources given
Volume	At least 100 people per week	1,000 people per week	Yes	Enrollment into food resources



Funding

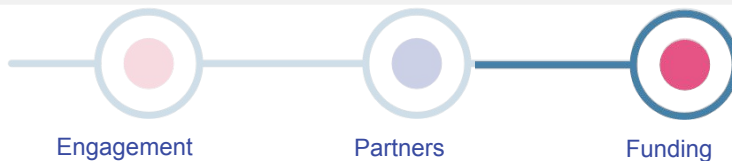


32 Organizations

FUNDING - Dollars should be based on collaboratively determined metrics

- Step 3 - Create scorecard with **CLEARLY** defined metrics (similar to corporate spaces)

Category	Metric	Funding
Enrollment rates	100 Per Week	60%
Food resources given	\$50 Per Family	10%
Enrollment into food resources	\$200 Per Family	40%



Outcomes

Washington University partners on \$3.8 million CDC grant

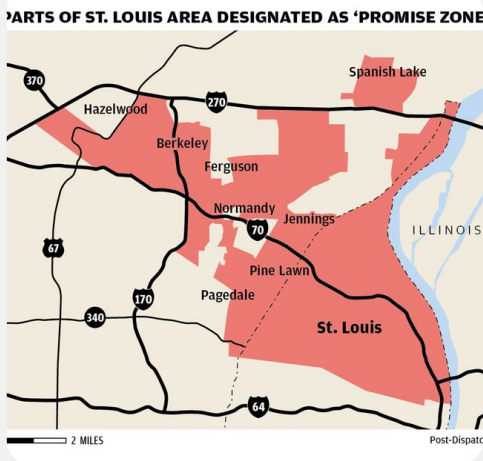
By [Neil Schoenherr](#) | October 26, 2023

SHARE  



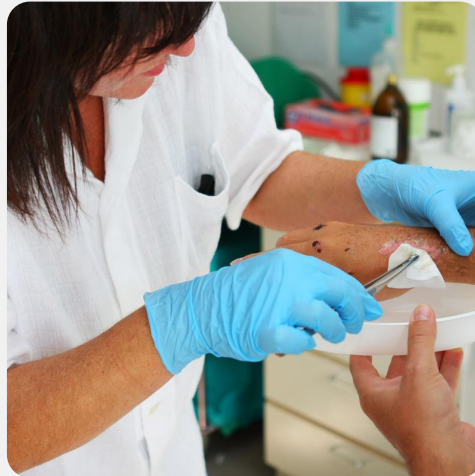
Proven Outcomes

St. Louis Transformation



500,000
Families Access to Resources

Sacramento Amputation Prevention



30,000
Amputaiton Prevention

Orange County Diabetes Access



Endocrinology, Dietitians,
and Pharmacists

Stay in touch



@CALifeSciences



@CALifeSciences



@CALifeSciences

Contact Us



Emily Morgan

Senior Director, Marketing and Programs

emorgan@califesciences.org



Yamilex Peña

Diversity, Equity & Inclusion Project Manager

ypena@califesciences.org