



Help Transform Healthcare With Equity-Centered Design

ATW's Facilitator Training Equips You to Create Inclusive and Sustainable Processes That Address Inequities

These are transformative times for healthcare leaders and quality and safety improvement professionals. Declines in quality and safety outcomes¹, significant economic burden due to health disparities², and workforce shortages³ challenge the sustainability of many healthcare systems. Additionally, the Centers for Medicare & Medicaid Services (CMS) is focused on reducing health disparities by adding health equity elements to its regulatory and payment systems^{4,5}.

To confront these challenges, healthcare organizations are beginning to take a more holistic approach by integrating patients and providers into improvement processes—trying to create solutions that genuinely meet the needs and preferences of individuals and communities. Yet, while this approach has had initial success, it is not enough to sustain the improvements made. Systemic issues; a lack of diversity, equity, and inclusion; and health disparities continue to hinder these efforts.

continued on next page



Equity-centered design (ECD) builds on the principles of human-centered design (HCD) but places an explicit focus on addressing inequities and ensuring that design solutions are inclusive and promote fairness and social justice. It acknowledges that diverse communities have distinct needs and experiences and seeks to create healthcare solutions that are accessible and equitable for all, regardless of race, ethnicity, socioeconomic status, or other factors. It includes and empowers populations that have been historically marginalized, underrepresented, and vulnerable.

Become an ECD Facilitator

As a healthcare professional in a position of influence, you have the opportunity to guide your organization in designing solutions that recognize and confront unconscious and systemic biases and meet the diverse needs of your patients, communities, and workforce. Consider becoming an ECD facilitator, equipping yourself with the skills and knowledge you need to improve healthcare, access, outcomes, and experiences for all. With expertise in ECD principles, you can set the tone for your organization's efforts, emphasizing the importance of equity and inclusion in healthcare. Through collaboration, engagement of individuals and communities, ideation and

brainstorming, open dialogue, and listening to others' insights and perspectives, you will gain a better understanding of user needs and more accurately define the problems you face. You will harness quantitative and qualitative data, along with statistical analysis, to prototype and test solutions.

ATW's ECD Facilitator Training will equip you with concepts and theories relating to equity, diversity, and inclusion essential for embedding equity considerations throughout the healthcare design and improvement process. Hands-on activities, discussions, and workshops will help you delve into the methodologies, strategies, and techniques needed for this work. From understanding the unique challenges faced by diverse populations to facilitating design sessions that prioritize inclusive solutions, you will gain a comprehensive understanding of how to apply ECD principles in your work.



Engaging Target Populations

Our ATW subject matter experts have leveraged ECD to engage historically underserved, underrepresented, and difficult-to-reach populations, including patients living with behavioral and mental health issues and substance use disorders. By recognizing and addressing the distinct needs and experiences of such populations, we can create healthcare solutions that are accessible and equitable for all.

1. Health Care Safety during the Pandemic and Beyond — Building a System That Ensures Resilience | NEJM
 2. Economic Burden of Health Disparities in the U.S., 2018 (nih.gov)

3. Navigating The Healthcare Staffing Crisis (forbes.com)
 4. Hospital Inpatient Quality Reporting (IQR) Program Measures (cms.gov)
 5. FY 2024 Hospital IPPS and Long-Term Care Hospital PPS Final Rule | CMS