

Inclusive Scientific Education: Medical Affairs' Role in Addressing Health Disparities and Inequities

Our Panelists



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MODERATOR



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Educational Objectives

This session will provide a learning opportunity for our audience to:

1. Understand why health disparities and inequities should matter to the medical communications industry and the role Medical Affairs can play
2. Discover an evolving framework to leverage data to identify health disparities and develop omnichannel education to meet HCPs at the right time and place
3. Advocate for wider industry conversations around health disparities and inequities that will enable improved outcomes for minority groups

Health Disparities and Inequities: Why It Is Important to Us

Race/ethnicity

**Sexual orientation/
gender identity**

**Cultural or religious
beliefs**

**Socioeconomic
status**

**Government
intervention in
healthcare**

**Industry and
government
infrastructure and
regulation**

**Climate
change**

Reproductive rights

What Can We Do to Effect Change?

EXPLORE



EDUCATE



EMBRACE

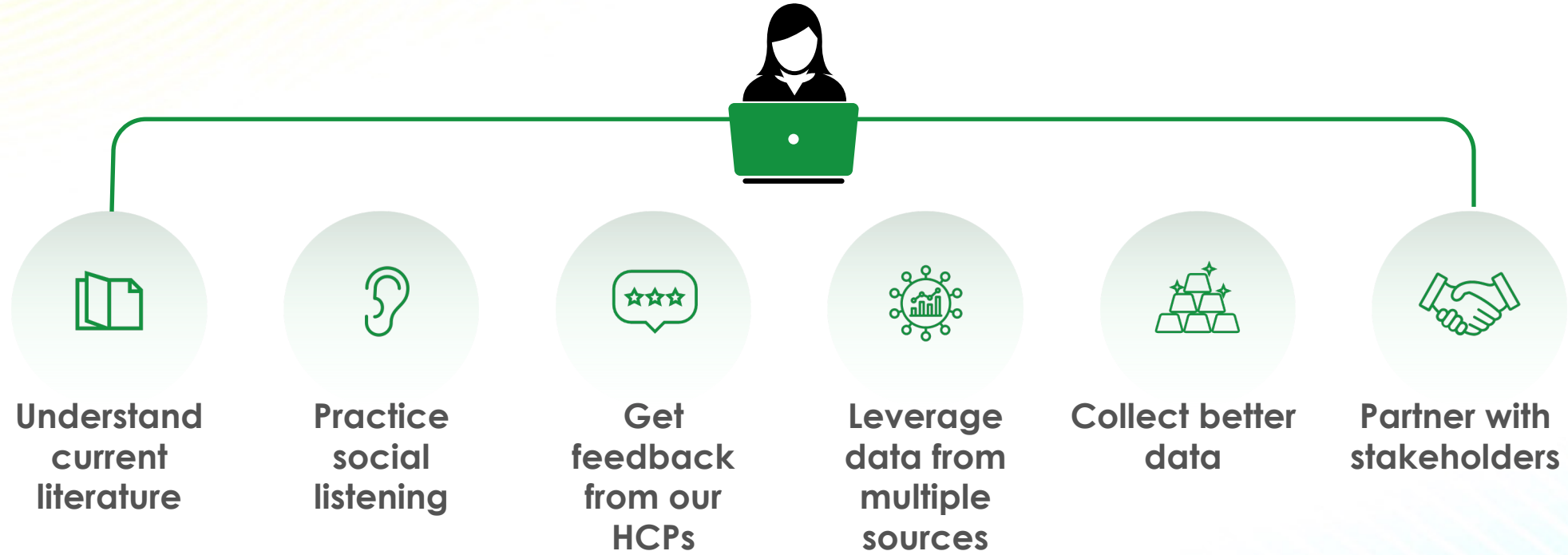


Working together in a collaborative manner across business functions and industries can ensure that we address health disparities and inequities effectively

Do Your Research



Explore



A Fresh Look and Approach at Content Development Through the Lens of Disparities and Inequities



Educate

Diverse Panels

Faculty for client-sponsored meetings

Bringing in multiple perspectives (beyond tokenism)

Diverse Imagery

Engaging diverse populations

HCP training

Reporting of Data in Diverse Populations

Outcomes by population (primary data and guideline publications)

Acknowledging the lack of diversity in study limitations

Increasing diversity in study designs

Plain Language Content

Accessible regardless of health literacy

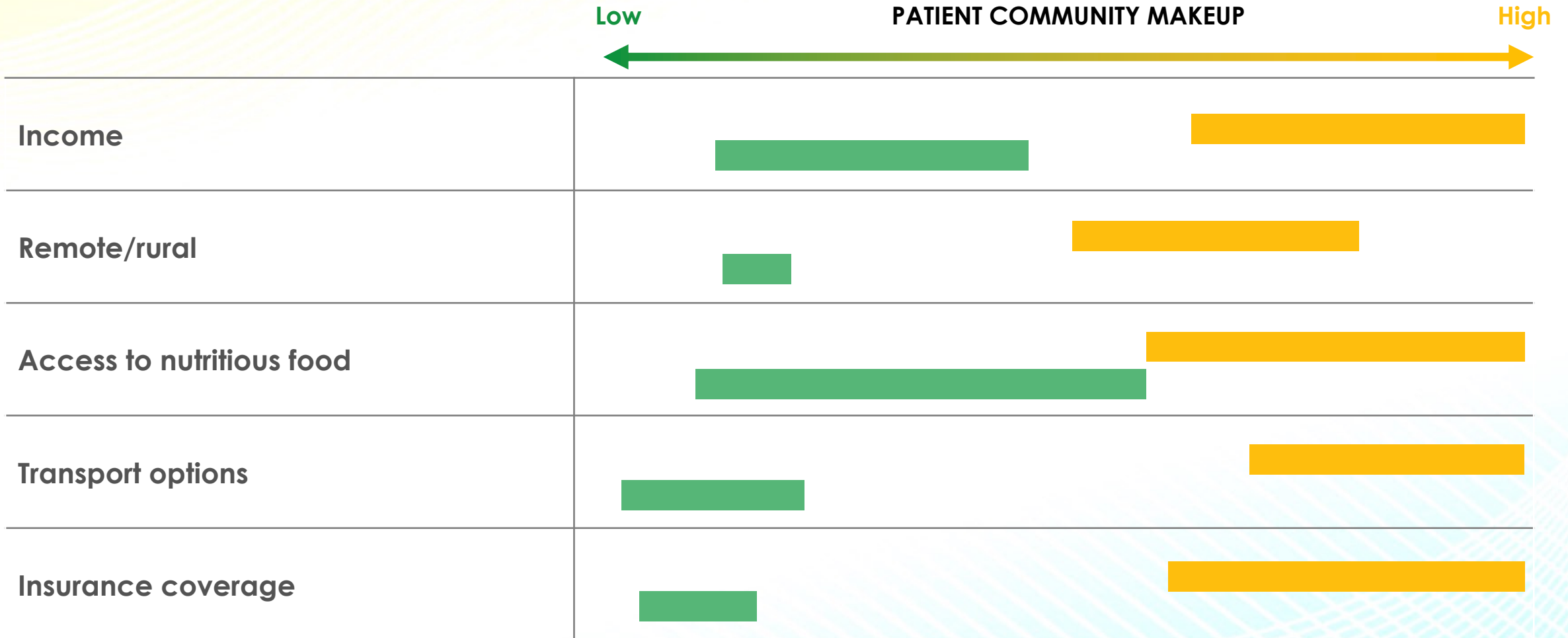
Translated into different languages

Other non-expert directed communications (eg, infographics)

Understanding Our Audience Beyond the Medical Diagnosis Is Crucial to Ensuring That Our Content Meets Their Needs



Educate



Start Developing Content in Modules

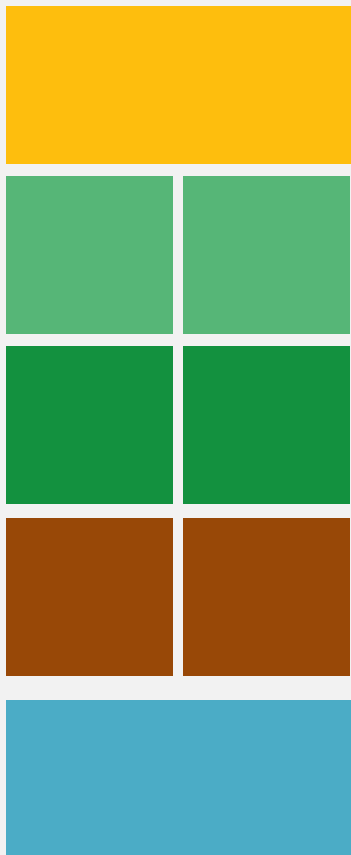


MODULAR CONTENT BANK



And Personalize the Content to Each HCP

MODULAR CONTENT BANK



PERSONALIZED CONTENT



PERSONALIZED CONTENT



OMNICHANNEL



Internal Education

All staff is cognizant of challenges and impact

Front of mind—
culture shift

External Conversations

Discussion Guide

HCP Training

Common Lexicon

Shared Vision

A Framework for Medical Communications

EXPLORE



EDUCATE



EMBRACE





Panel Discussion

Inclusive Scientific Education: Medical Affairs' Role in Addressing Health Disparities and Inequities



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