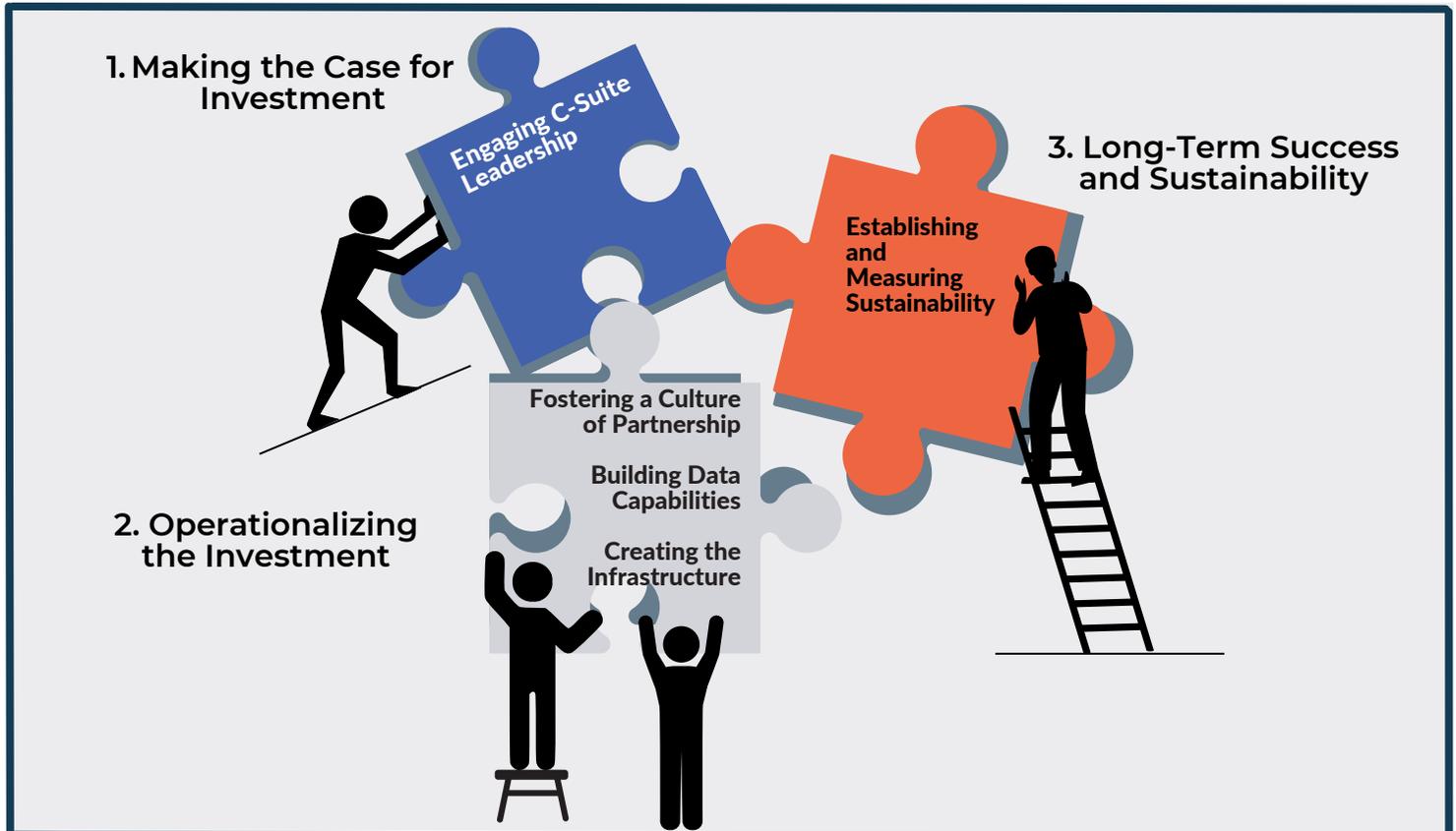


# Building the Business Case for Health Equity Investment: Piecing Together the Puzzle



*Building the Business Case for Health Equity Investment: Strategies to Secure Sustainable Support* offers practical examples and practices that support a business case for health care organizations and professionals to pursue health equity initiatives that benefit the individuals and communities they serve. The Health Care Transformation Task Force identified three primary "puzzle pieces" that are necessary to design, implement, and sustain a health equity investment.



## 1. Making the Case for Investment

Engaging C-Suite Leadership

## 3. Long-Term Success and Sustainability

Establishing and Measuring Sustainability

## 2. Operationalizing the Investment

Fostering a Culture of Partnership

Building Data Capabilities

Creating the Infrastructure

### 1. Making the Case for Investment

*What rationale and/or messages resonate with C-Suite leadership and governing bodies who are integral to approving the operational commitment and investments in long-term efforts? What internal culture change investments are necessary to make health equity efforts succeed?*

### 2. Operationalizing the Investment

**Fostering a Culture of Partnership:** *What strategies can organizations employ to establish a culture that prioritizes building trust with patients and family/caregivers, and fostering partnerships both within an institution and with the community?*

**Building Data Capabilities:** *What are the operational challenges to collecting patient-level data? How can data best be collected, used, reported and shared? How can the culture of partnership support this effort?*

**Creating the Infrastructure:** *What kind of staffing, training, engagement with the community, data infrastructure, etc., are necessary to successfully design and implement health equity programs?*

### 3. Long-Term Success and Sustainability

*How can support – both via a dedicated team, and consistent funding – be established in a sustainable way, given the long-time horizon that health equity efforts require to create noticeable improvements? What role does progress measurement play in sustainability, and what are tools for assessing progress?*