



Pharmaceutical, Research, and Biotechnology Organizations
Pillar

Fireside Chats

Prospectus

Authors

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Privacy Statement

It is of utmost importance to us that we respect and hold your privacy in high regard. We are committed to provide a secure and confidential environment. We will not request disclosure of proprietary information. We are pleased to offer discreet avenues for submitting inquiries pertaining to coaching, in addition to providing volunteer opportunities where you can contribute and share your personal insights with us and participants. Please note, there is no expectation to publish or distribute any internal assessments or learnings publicly.

About Rise to Health Coalition

Rise to Health: A National Coalition for Equity in Health Care is also known as the Rise to Health Coalition. It is a 2.5-year large-scale effort is being led by us here at the Institute for Healthcare Improvement (IHI), the American Medical Association (AMA) in partnership with Race Forward, the Groundwater Institute and a growing list of organizations dedicated to advancing equity across the health care ecosystem.

To this end, Rise to Health Coalition is launching a series of no-cost **Fireside Chats** designed to engage Pharmaceutical, Research, and Biotechnology (PRB) organizations in a staged equity journey. These discussions aim to foster collective and coordinated action, enabling shared learning and activities that build momentum and create a lasting impact across the health care ecosystem. Learn more here: [Who We Are: Rise to Health Coalition](#)

Introduction

The goal of the fireside chats is to lead individuals and organizations that are in the pharmaceutical, research, and biotechnology (PRB) space through a staged journey for collective and coordinated action that deepens shared learning and activities to build momentum and impact over time across the health care ecosystem. The fireside chats will mobilize and equip PRB organizations with the concrete skills and tools needed to advance equity and racial justice. It is our hope that by bringing together PRB organizations to look at health equity and justice work, we can collectively identify shared solutions, common frameworks, and practices for spread and impact, all while respecting their differences and how they address their beneficiaries.

Our aims are:

To equip **individuals** within PRB organizations with effective communication and equity tools, enabling them to assemble the right teams and engage in meaningful conversations with relevant leaders about health equity and racial justice work.

To mobilize and equip **teams** within PRB organizations with the concrete skills and tools needed to complete an internal equity assessment of at least 1 of their top 5 revenue-generating products, processes, or services detailing how these product(s) have contributed to health inequities.

Benefits for participating and collaboration include:

- Participants will have the option to attend 60-minute coaching calls facilitated by an equity coach following each Fireside Chat. During these optional coaching calls, each participant will receive coaching on the current topic, develop goals, and aims specific to their plans, and provide technical support and further learning.
- Support in learning how to advance equity internally and among beneficiaries.
- Knowledge of bright spots across the pharmaceutical, research, and biotechnology landscape.
- Connections to expert facilitators who have worked on equity with other pharmaceutical, research, and biotechnology organizations.
- Actionable resources to strengthen pharmaceutical, research, and biotechnology activities.
- Collaboration and coordination (with racial justice partners and others who are at a similar stage of their equity journey) to remove barriers and advance equity.
- Coaching and learning communities as needed to address challenges.
- Mechanisms for engagement and participation, tools and how to guides, success stories, progress and measurement, blogs, and other resources.

Logistics

Time Investment:

- 6 one-hour virtual calls over a period of 10 months.
- 5 one-hour virtual calls of *optional* group coaching.
- In addition, we ask that you make a commitment outside these calls to meaningfully work on advancing equity individually and within your organization. This will include time to work on an equity assessment, filling out surveys, and pushing the work forward at your organization to the best of your ability.

Format: Virtual, in-person training opportunity on a first-come, first-served basis

Timeline of First Cohort: November 2023 – August 2024

Timeline of Second Cohort: February 2024 – November 2024

Participants: Individuals and small teams of 3-5 people working within the pharmaceutical, research, or biotechnology industry

Others present: Fireside Chats led by IHI, content expert facilitator, and equity coach.

Cost: There is *no cost* associated with participation.

Contacts:

- For questions about the Fireside Chats or the pharmaceutical, research, and biotechnology pillar: please email Lindsay Logan Allen at lallen@ihi.org
- For general questions about Rise to Health Coalition: Healthequity@ihi.org

Fireside Chats Session Details and Timeline

Virtual Fireside Chats will take place approximately **every six weeks**. Participants will join a **60-minute Zoom Fireside Chat** to hear from expert guest speakers, learn new tools, skills, and methods, and participate in action-oriented debriefs.

Our vision is by the end of the Fireside Chats, participants will be equipped with the tools necessary to complete an equity assessment on accessibility, affordability, and relevance to marginalized people of at least 1 of their top 5 revenue-generating products, processes, or services.

Virtual Informational Call:

[Register](#) for and join the next virtual informational call on **November 28, 2023**, from 2:00 - 3:00 PM ET.

Fireside Chat 1: Getting Grounded

Discussion and Topics:

- Racial Equity Communication Tools
- Review of Racial Equity Assessment Toolkit

Fireside Chat participants will complete and attend an antiracism training:

Asynchronous options: Complete the free [IHI TA 104: Building Skills for Anti-Racism Work: Supporting the Journey of Hearts, Minds, and Action](#) or [Basics of Health Equity Course, AMA Learning Hub](#), all designed to help individuals to internalize how racism is structured in society, which causes racial inequity. These trainings allow participants to develop a shared analytic frame on why health inequities exist and what might be the opportunity to begin to address them.

Groundwater Institute Immersive Experience: Up to 25 participants on a first-come, first-served basis. Participants will attend this 2-day, in-person grounding (half day) and GWI immersive experience workshop (1.5 days). The GWI immersive experience workshop is designed to help individuals to internalize the reality that we live in a racially structured society, and that that is what causes racial inequity. This workshop allows all participants to develop a shared analytic frame on why inequities exist and what might be the opportunity to begin to address those inequities. *All travel and training costs are covered for participants by the Rise to Health Coalition.* More information and the sign-up will be shared at each informational call.

Fireside Chat 2: Identifying Opportunities for Improvement: Focus on Data to Advance Access and Affordability

Discussion and Topics:

- Using data to assess disparities in disease burden or access to drug coverage and health care affordability through pricing, distribution channels, and alternatives to commercial pharmacies for at least one illness/condition that disproportionately impacts marginalized communities.
- Address the disproportionate investment in 'rare diseases' versus investing in science focused on diseases impacting a larger percentage of the population.
- Are there inequities in who is impacted by certain diseases or who receives treatment for those diseases? Are there inequities in health outcomes of the drugs or interventions that the science targets?

Fireside Chat 3: Taking Initiative with Others: Focus on Clinical Trial Participation and Diversity

Discussion and Topics:

- Design your strategy to diversify clinical trial participants.
- Ensure recipients and/ or participants reflect the diversity of your populations you serve and conditions in which your products, services, and processes aim to treat.

Fireside Chat 4: Making Equity a Strategic Priority: Focus on Systems of Support

Discussion and Topics:

- Internal equity work (i.e., vision for equity and embedding equity into organizational strategic, financial, and resourcing goals and plans and build and sustain a diverse, inclusive, and thriving health care workforce, including senior leadership and boards)

Fireside Chat 5: Align, Invest and Advocate for Thriving Communities: Focus on Engagement with Community Partners

Discussion and Topics:

- Implement anchor strategies review.
- Identify and engage key community-based organizations as partners for planning and implementing initiatives designed to address social and structural drivers of health.
- Align organizational priorities with those of community partners

Interested in learning more? Join us on an informational call!

Register for and attend the next informational call to learn how you can participate and what to expect. If you cannot attend, please email Lindsay Logan Allen at lallen@ihi.org

November 28, 2023, from 2:00 - 3:00 PM ET. [Click here](#) for registration link