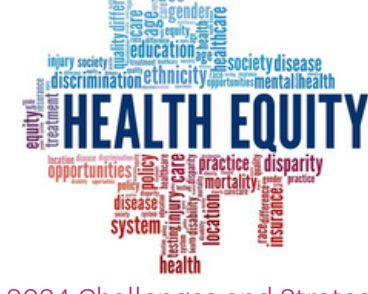


## TALKING TREND

## 2024 - Health Equity a Priority for the Health Care Industry



Over 80% of life sciences and healthcare C-suite executives prioritize advancing health equity, with almost 50% planning increased investments, per [Deloitte surveys](#).<sup>1</sup> While recognizing the value of universal access to quality healthcare, achieving a return on investment demands a deliberate strategy and time. Embedding health equity in leadership and organizational practices is considered crucial for business success.

### 2024 Challenges and Strategies:

The Deloitte survey of health equity leaders from health systems, health plans, pharmaceutical companies, medical device manufacturers, advocacy groups and technology organizations reveal that 53% anticipate regulatory pressure to be a driving force for their strategies in 2024, with states and federal agencies, trade associations, accrediting bodies and the White House prioritizing health equity for health care and life sciences organizations. Racial and ethnic disparities in Medicaid programs are gaining emphasis in most states. Additionally, 49% foresee an increased focus on patient engagement and outcomes propelling health equity initiatives. Health inequities already cost Americans an extra \$320 billion annually in avoidable health care costs, including poor outcomes. Challenges include limited resources, competing priorities, and margin pressures, emphasizing the need for well-defined metrics to measure and evaluate health equity.

### Key Factors Shaping Health Equity Initiatives in 2024:

According to the Deloitte Survey, the following are the key factors shaping health equity initiatives in 2024:

- Artificial Intelligence (AI):** Over 80% of surveyed health equity leaders foresee involvement in AI strategy decision-making, recognizing the need to avoid unintended biases. Attention to the evolving global AI regulatory landscape is crucial.
- Community Engagement and Clinical Trials:** 60% of surveyed health equity leaders prioritize increasing community engagement in 2024, emphasizing its role in building and sustaining trust .
- Workforce:** Nearly 40% anticipate challenges related to workforce recruitment, retention, and burnout to impact their organization’s health equity initiatives. Efforts such as community recruitment to help build trust by creating a workforce with a broaden lived experience and improved focus on workforce well-being could help with these challenges.
- Ecosystem Collaborations:** Collaboration with key players is a priority for some of the surveyed health equity leaders, with such ecosystem collaborations emphasizing the potential for value and growth through new and innovative engagements.
- Research Capabilities:** Research strategy is a high priority for 55% of surveyed health equity leaders, highlighting the importance of reliable data and accurate measurements.

### Health Net's Focus on Health Equity:

Health Net focuses on understanding the factors closely linked to health equity. The outcome of one’s health links to where they live, their access to nutritious food, their race/ethnicity and so much more. Our focused data collection points us toward the most vulnerable communities. That’s one way we can uncover the greatest disparities. It’s the lived experiences where we serve that tell us how to improve equity and make whole communities healthier.

<sup>1</sup>Published 06 Dec. 2023 by Jay Bhatt, D.O., managing director of the Deloitte Health Equity Institute and the Deloitte Center for Health Solutions

## HEALTH NET NEWS

## Announcing! Health Net Insights Webinar Series

Starting February 14, 2024, we will be hosting quarterly webinars accessible to all Health Net brokers. Colin Havert, Commercial Officer for Health Net of California, Inc. and Health Net of Oregon, Inc., will host these events, featuring speakers from various Health Net lines of business and esteemed guest speakers.

These webinars aim to deliver crucial updates and insights on topics such as:

- Health Net plans, services, changes, and updates
- Broker incentive programs
- Business growth opportunities
- Industry news
- Innovations in healthcare



The February 14 webinar will cover the following topics and feature these speakers:

- Market Segment Updates**
  - Competitive position in IFP and Group
  - Overview of 2024 incentive programs
  - Featured Speakers:
    - Ernie Bernal, VP of IFP; Alyson Stone, VP of SBG; Garrick Brazier, Sales Director for LG; Lori Cumming, Sales Director for LG
- Healthcare Trends: Behavioral Health**
  - Insights into Behavioral Health trends and how Health Net is addressing new demands
  - Featured Speaker: Dr. Todd May, Vice President Medical Director

Look for an email invitation and registration details regarding the February webinar in your inbox by mid-January.

## WELLNESS

## Use HALT for Mindful Eating

Ask yourself, am I really **H**ungry, **A**ngry, **L**onely, or **T**ired?

### Mindful Eating Strategies:

#### Keep hydrated

The brain cannot distinguish between hunger vs. thirst. Stay hydrated with steady sips and drink a glass of water before each meal or snack. Try hot herbal tea with lemon instead of snacking.

#### Notice

Practice mindful eating. Describe sights, smells, textures, and tastes. Slow down by putting your fork down between bites. The brain required 20 minutes to register the stomach is full.

#### Stop, Breathe, Be before eating

Putting space in between the intention to eat and the act of eating increases awareness of true hunger and satiety.

#### Choose ONE designated location for eating

Avoid eating while doing other activities such as watching TV, reading, gaming or social media. Also, avoid eating standing up.

#### Distract yourself from the urge to eat

The average craving lasts only 3 minutes. Move! Go for a walk or other enjoyable physical activity. Do another activity such as cleaning or organizing. Reach out for support by calling a friend or support person.

#### Re-arrange or exit the eating area

Avoid storing tempting foods such as desserts in eyesight. Store unhealthy foods in places that are not easily accessed. Avoid buying tempting foods that you may overeat. Portion a meal/snack on a plate and put the rest away or enjoying a designated location away from other temptations. Go to bed if feeling tired - binges often happen when we are tired.

Source: Enhanced Lifestyles for Metabolic Syndrome. Rush University



## JUST FOR FUN

## New Year’s Celebrations in Other Countries

On New Year’s Eve, millions of Americans gathered around their television sets to watch the ball drop in New York City at the stroke of midnight. That’s our tradition. Here are some unique New Year’s traditions from around the world:



- Spain: 12 Grapes** – People there begin the year by eating 12 grapes at the stroke of midnight, symbolizing each clock strike. It’s believed to bring luck and prosperity, but you must eat them within seconds.
- India: Burning Old Man Effigy** - In Bombay, they create an effigy representing the old year and burn it at midnight, symbolizing the release of past grievances and making space for a new beginning.
- Haiti: Soup Joumou Sharing** - Haitians celebrate Independence Day on January 1 with a traditional meal of pumpkin soup, or soup joumou, symbolizing freedom and independence as the soup is a delicacy once denied to enslaved people.
- Denmark: Throwing Old Plates** - In Denmark, they throw old plates at friends on New Year’s Eve, as accumulating broken kitchenware is believed to bring good luck.
- Philippines: 12 Round Fruits** - Filipino families serve 12 round fruits, such as apples and grapes, on New Year’s Eve to symbolize prosperity. Each fruit represents a month of the year.
- Mexico: Homemade Tamales** - Mexican families gather to make tamales on New Year’s Eve and share them with loved ones. On New Year’s Day, these warm pockets are often served with menudo.
- Greece: Hanging an Onion** - Hanging an onion outside the door on New Year’s Day in Greece symbolizes fertility and growth for the year ahead.
- Colombia: Three Potatoes Under the Bed** - Colombian households place three potatoes under each family member’s bed on New Year’s Eve, each representing different fortunes for the upcoming year.
- Ireland: Banging Bread Against Walls** - Irish families ward off evil spirits by banging loaves of Christmas bread against walls and doors for a healthy and prosperous New Year.
- Italy: Wearing Red Underwear** - Italians believe wearing red underwear as the clock strikes midnight brings good luck.

Have a safe, happy and healthy New Year!