

**MEDPAGETODAY<sup>®</sup>**

***New Research***

# **HCP Sentiments on Health Equity Content & Preferences**

*Rachel Warren—SVP, Editorial*

*Simone Whale—Director, Sales Strategy*



# Ziff Davis

# EVERYDAY HEALTH GROUP

# MEDPAGE<sup>®</sup> TODAY

DOING > TALKING



**2022 Diversity, Equity & Inclusion Report**

Ziff Davis



**BEST**  
PLACES TO WORK  
2022 for LGBTQ+ Equality  
100% CORPORATE EQUALITY INDEX™



**BLACK GAME DEVELOPER FUND**

Our Framework for Sustainable DEI Progress



- Diverse Workforce
- Accountable Leadership
- Building a Better World
- Engaged & Inclusive Culture



EVERYDAY HEALTH

**HOW IS THE HEALTHCARE SYSTEM FAILING BLACK WOMEN?**

#BLACKHEALTHFACTS

# MedPage & DEI: Priorities

- Focus on reflecting our audience of HCPs
- Editorial board & writer representation

*We're giving our audience what they need in order to treat their unique patient populations*

**MEDPAGETODAY**<sup>®</sup>

“

*I love that I can get a head start on medical articles from so many sources **that have a tremendous impact on my patients.***

”



# Editorial Board Experts: *Our Focus on Diversity*



**Amanda J. Calhoun, MD, MPH**  
*is a Yale Psychiatry resident in the Albert J. Solnit Integrated Adult/Child Psychiatry program. Her research interests focus on the improvement of mental health outcomes in African/African diaspora and indigenous children as well as global mental health.*

**Dr. Brian H. Williams**  
*is a professor of trauma and acute care surgery at UChicago Medicine, and a nationally recognized leader at the intersection of public policy and structural racism, gun violence, and health equity.*



**Jeremy S. Faust, MD, Editor in Chief**  
*is an emergency medicine physician at Brigham and Women's Hospital and an instructor at Harvard Medical School.*



## These Women Matched at Stanford. Twitter Responded With Misogyny and Racism.

— Commenters attacked program for nearly all-female class, but they misunderstand the match

## Genomics Add Insight Into Worse Colorectal Cancer Outcomes in Black Patients

— Fewer actionable mutations, less likely to meet genomic criteria for immunotherapy

## Racial Disparities Linked to Length of Sepsis and Respiratory Failure Stays

— Black patients had longer admissions compared with their white counterparts, study finds

## DOJ Joins Challenge to Tennessee Transgender Youth Healthcare Ban

— The law discriminates against transgender children "based solely on who they are," lawsuit says

## Food 'Swamps' Tied to Elevated Mortality From Obesity-Related Cancers

— Study suggests diet is not necessarily a modifiable risk factor for all, editorialists say

## Series Documents How Nurses Experience Racism

— From education to patient care, nurses speak out about their encounters with racism

by Alexandria Jones-Patten, PhD, RN May 5, 2023

# Health Equity Reporting

*Our health equity reporting—both clinical and investigative—provides healthcare professionals with information that impacts the care they provide.*

# Health Equity *Perspectives*

*Thought-provoking perspectives from leading health and medical experts focusing on social determinants of health.*

## The Rise in Anti-Asian Hate Is Harming Asian American Health

— The medical community can help prevent long-term consequences

## Why I Don't Identify With Women's History Month as a Black Doctor

— Such movements often center women with greater race privilege

## An Affirmative Action Ban Would Be Devastating to Patient Care

— A pending Supreme Court decision could erode progress on improving diversity in medicine

[Opinion](#) > [Second Opinions](#)

## Health Inequity Should Be Labeled as a 'Never Event'

— Let's set a goal of zero

## Color Is Not a Diagnosis

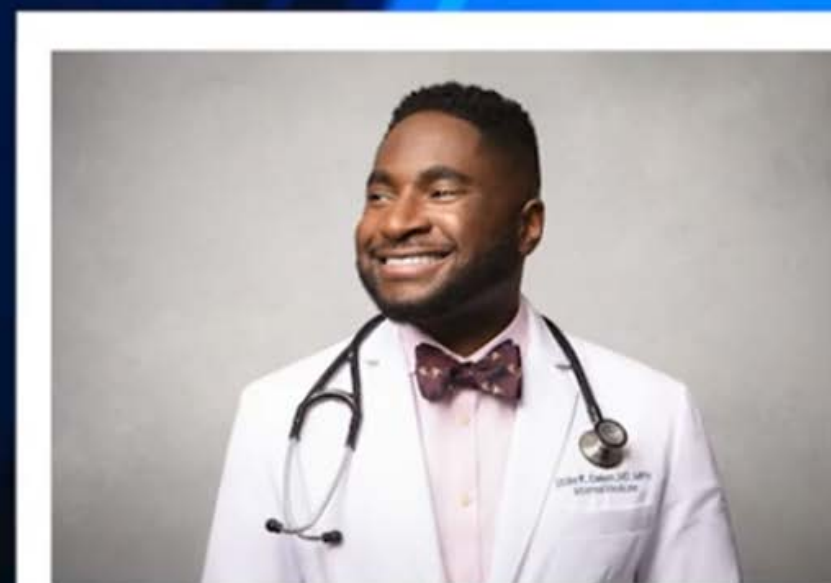
— It's high time for an anti-racist transformation of medical education

# Health Equity *Discussions*

*Our dedication to sharing the  
discussions that drive impact*

## Faust Files: Fixing Racial Disparities in Healthcare

— Race-conscious healthcare policies could bridge the gap to disadvantaged communities



**UTIBE ESSIEN, MD, MPH**

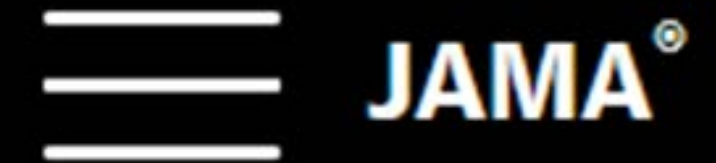
- Assistant Professor of Medicine, University of Pittsburgh
- Core Investigator, Center for Health Equity Research and Promotion
- Research featured in Journal of the American Medical Association and New England Journal of Medicine
- Research Funded by National Institute of Health, Department of Veterans Affairs, American Heart Association, and Robert Wood Johnson Foundation

# Trusted Research

*Uncovering the stories that matter to inform our audience*



JAMA Network™



## Original Investigation

May 16, 2023

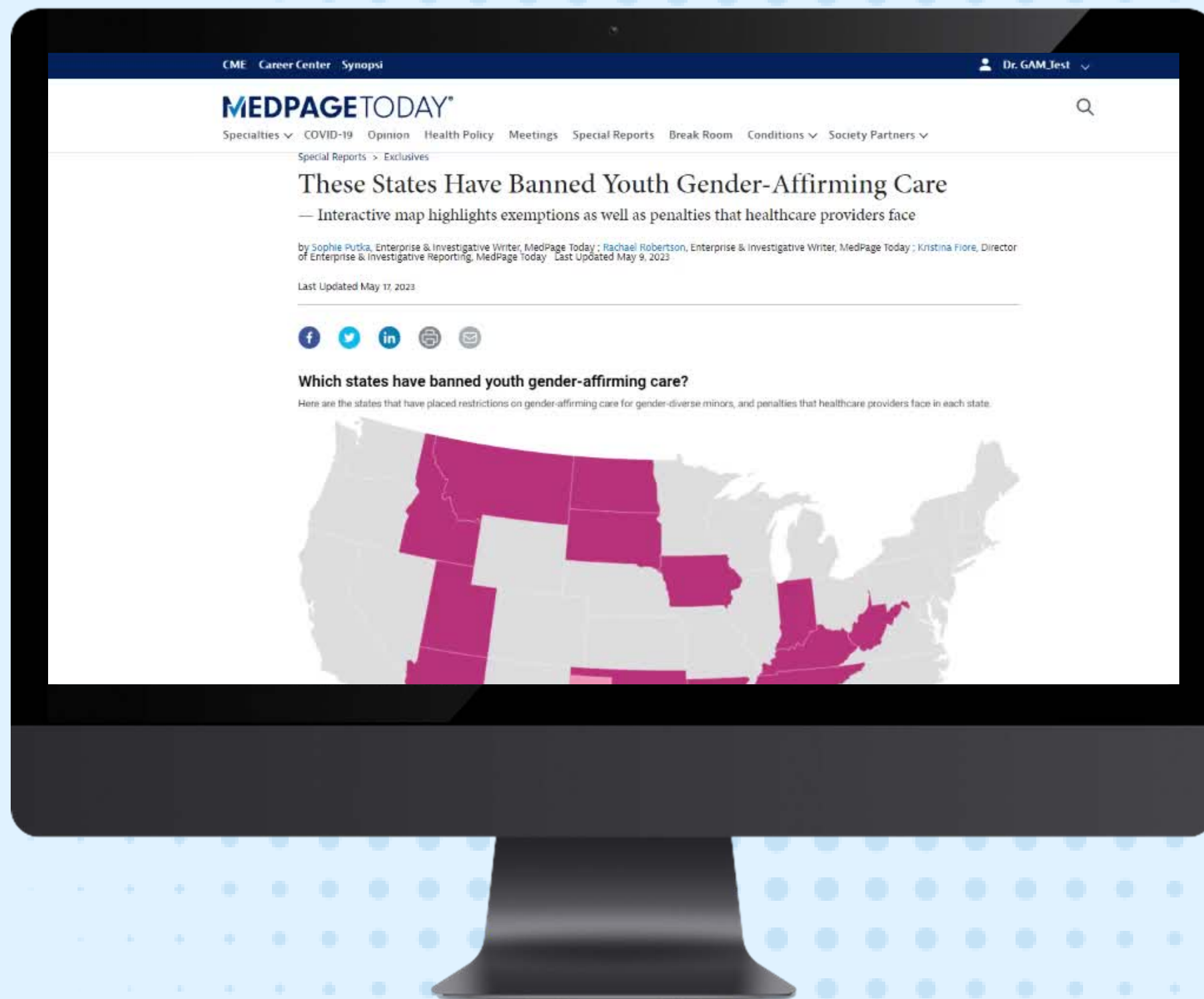
# Excess Mortality and Years of Potential Life Lost Among the Black Population in the US, 1999-2020

César Caraballo, MD<sup>1,2</sup>; Daisy S. Massey, BA<sup>3</sup>; Chima D. Ndumele, PhD<sup>4</sup>; Trent Haywood, MD, JD<sup>5</sup>; Shayaan Kaleem<sup>6</sup>; Terris King, BS, MS, ScD<sup>7</sup>; Yuntian Liu, MPH<sup>1</sup>; Yuan Lu, ScD<sup>1,2</sup>; Marcella Nunez-Smith, MD, MHS<sup>8</sup>; Herman A. Taylor, MD, MPH<sup>9</sup>; Karol E. Watson, MD, PhD<sup>10</sup>; Jeph Herrin, PhD<sup>2</sup>; Clyde W. Yancy, MD, MSc<sup>11,12</sup>; Jeremy Samuel Faust, MD, MS<sup>13</sup>; Harlan M. Krumholz, MD, SM<sup>1,2,4</sup>

» [Author Affiliations](#)

JAMA. 2023;329(19):1662-1670. doi:10.1001/jama.2023.7022





# Trans Healthcare Map

- Published May 9, specific to healthcare professionals
- Shows location / details about youth gender-affirming care bans

# ***Audience Insights***

*Simone Whale—Director, Sales Strategy*

**MEDPAGETODAY<sup>®</sup>**



# MPT Audience Insights:

*Equity in Medicine & Environmental Health*

---



**400,000+ Page Views Generated**



**30,000+ Video Views Generated**



**70,000+ Unique HCPs**



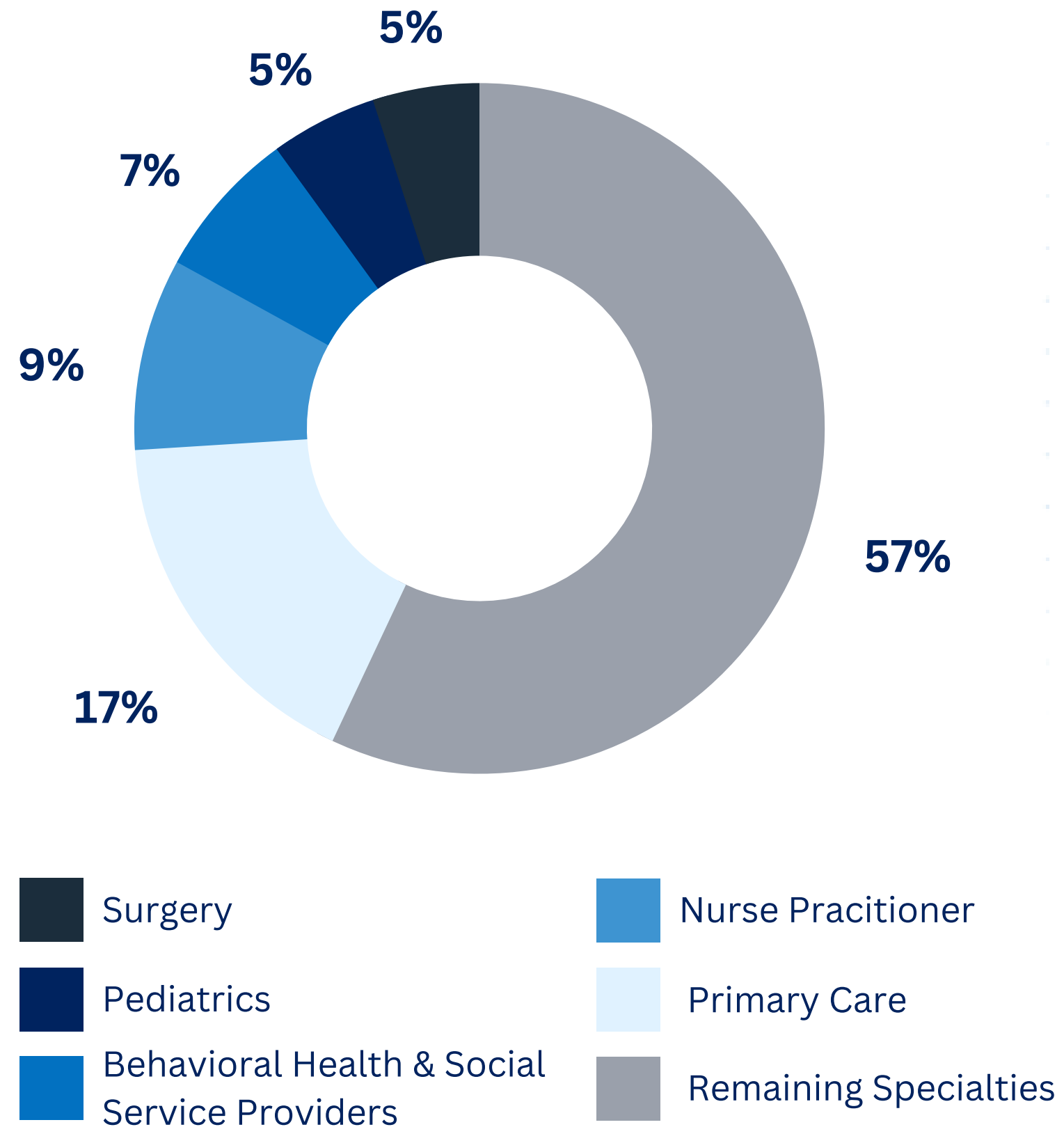
**900+ Approved Article Comments**



**2,500+ Article Share Clicks**



# Top Specialties Consuming Equity in Medicine & Environmental Health Content



# Scope of Survey:

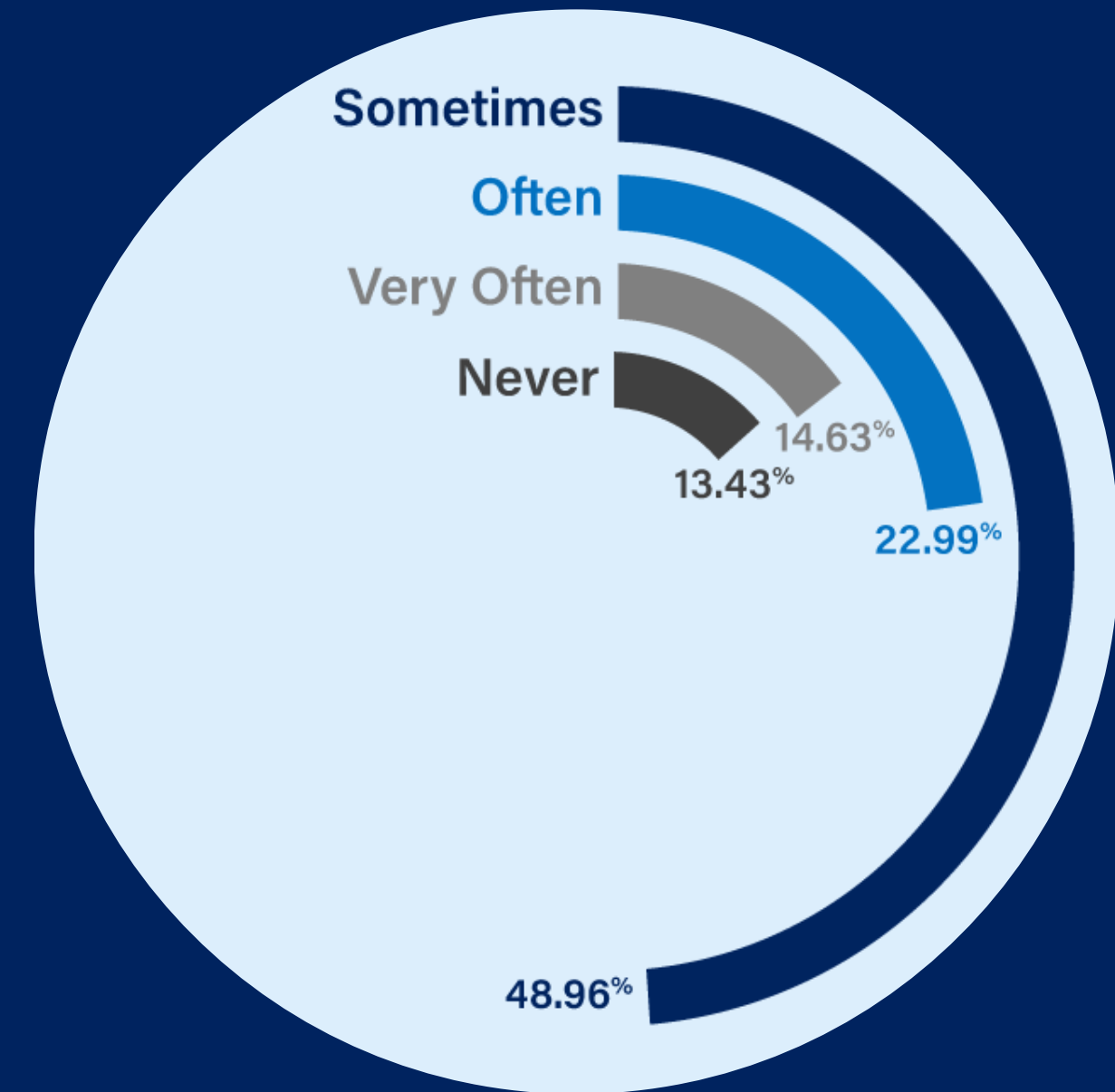
---

MedPage Today wanted to better understand HCP's perspectives on **health-related Diversity Equity & Inclusion (DEI) content.**

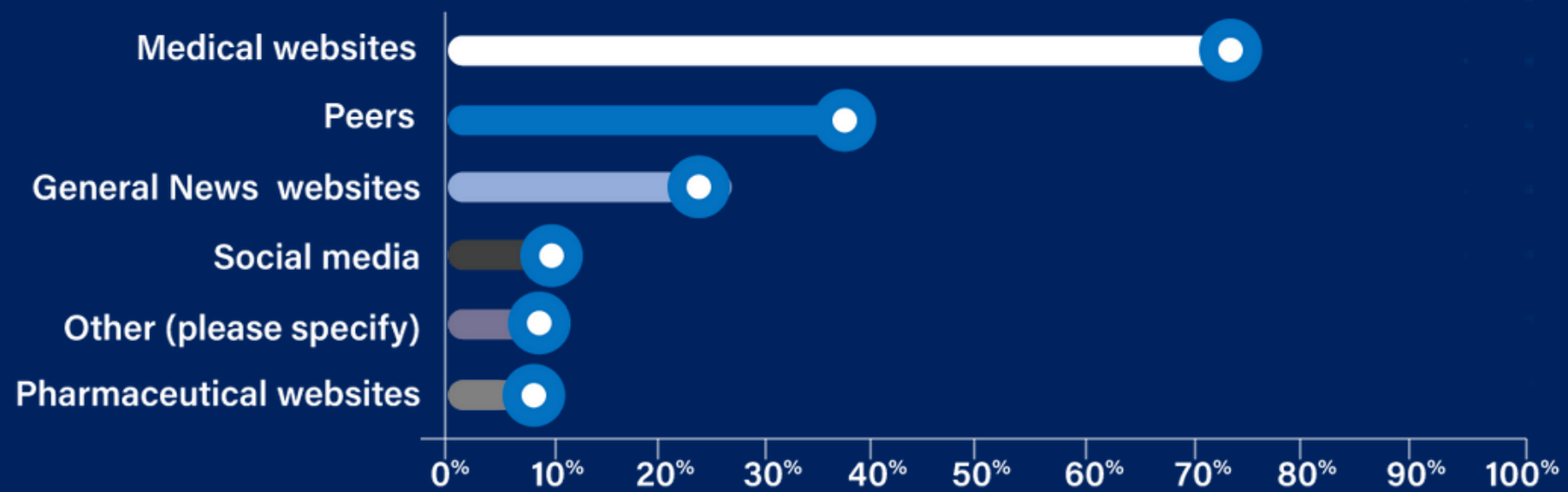


- 335 Total Verified HCP Responses
- Physicians, Nurse Practitioners, Physician Assistants
- Range of Specialties
- Practicing from 1 - 25 years

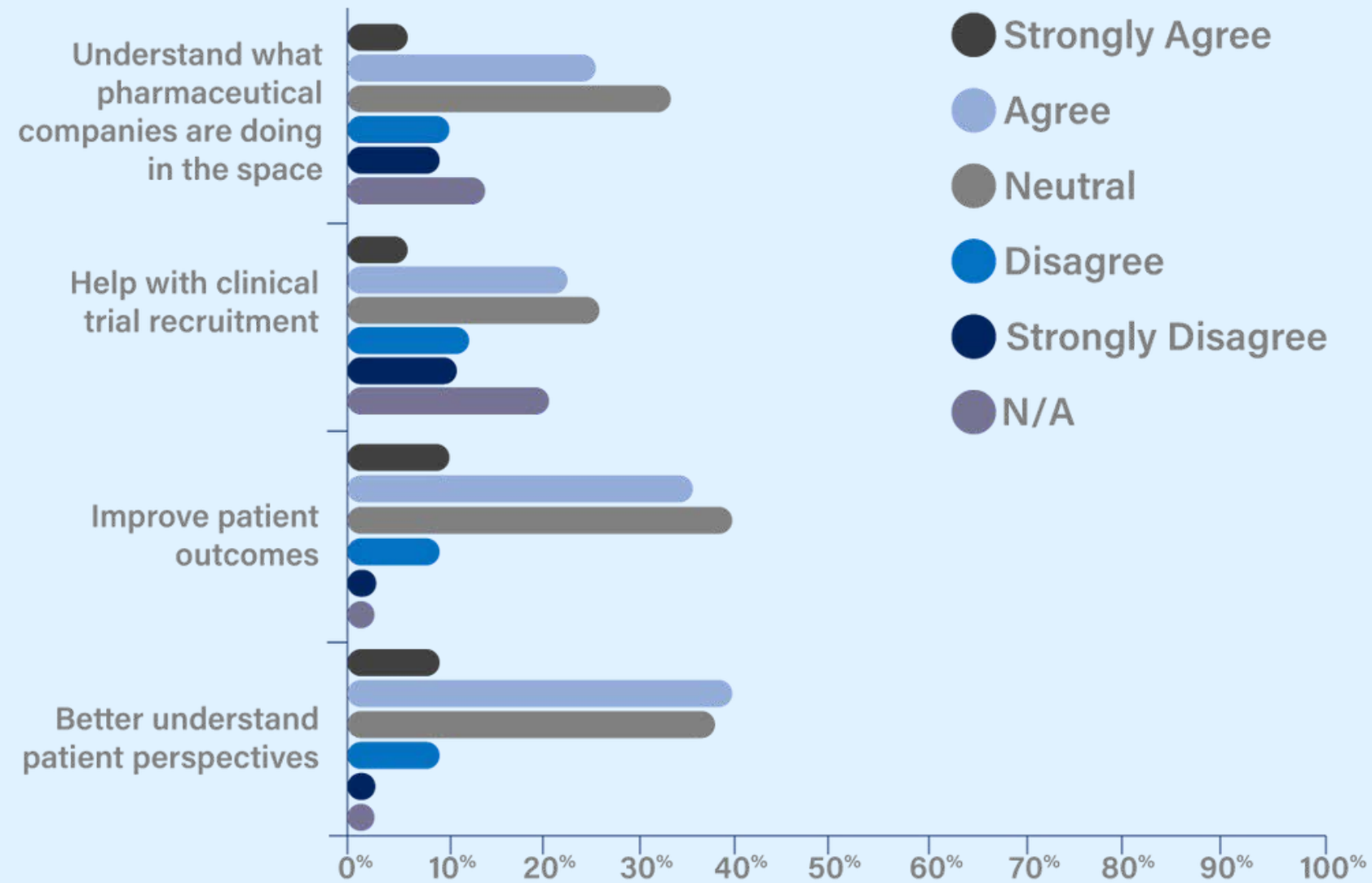
## How often do you seek DEI health-related education and news content?



If you seek DEI health-related education and news content, what are your most trusted sources? Please check all that apply.



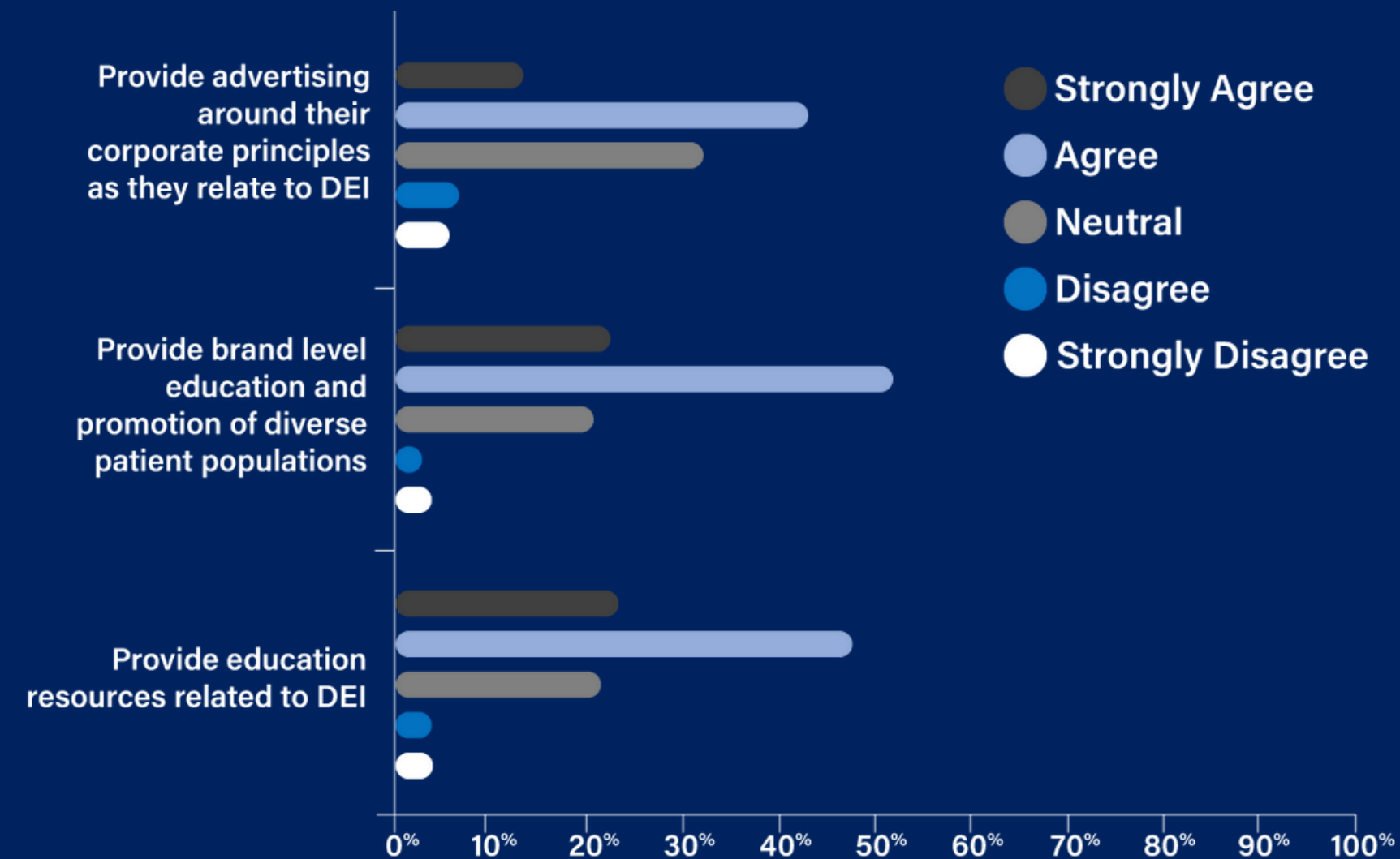
## I seek DEI health-related content to...



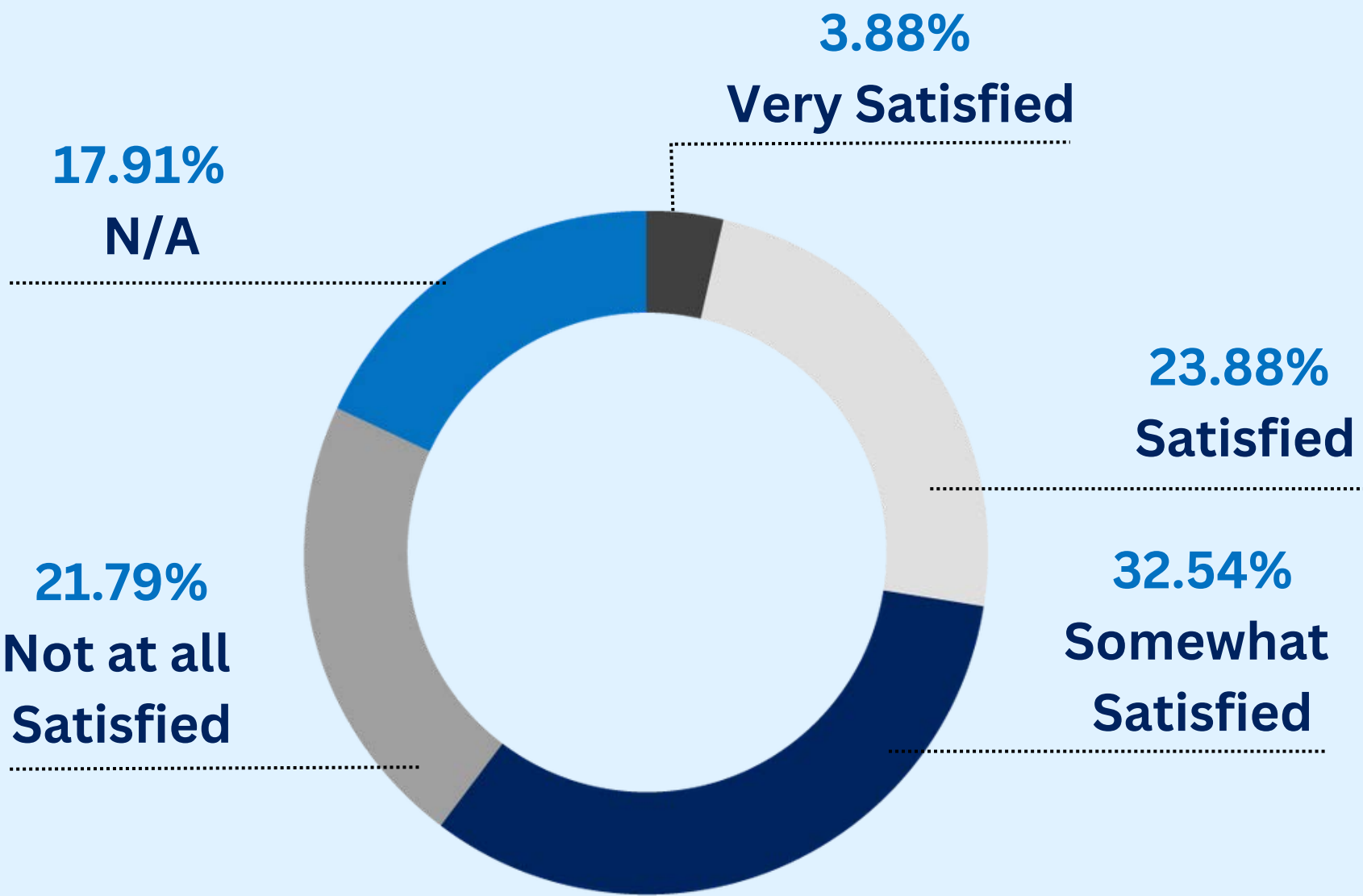




## It is important for pharmaceutical companies to...



# How satisfied are you with the level of health-related DEI content and education you receive from pharmaceutical companies & brands?

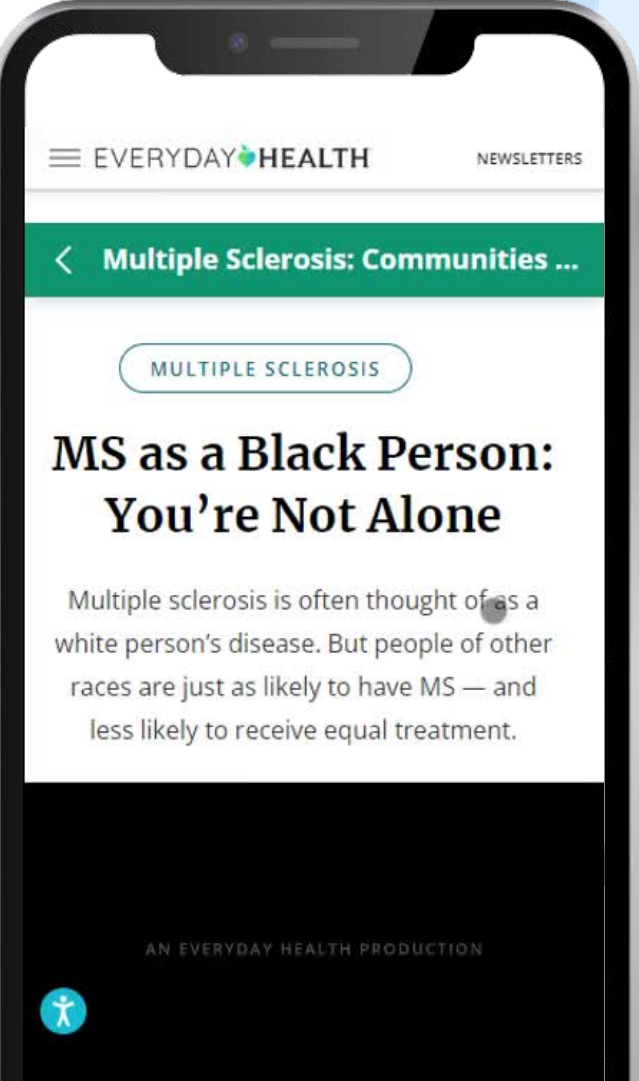
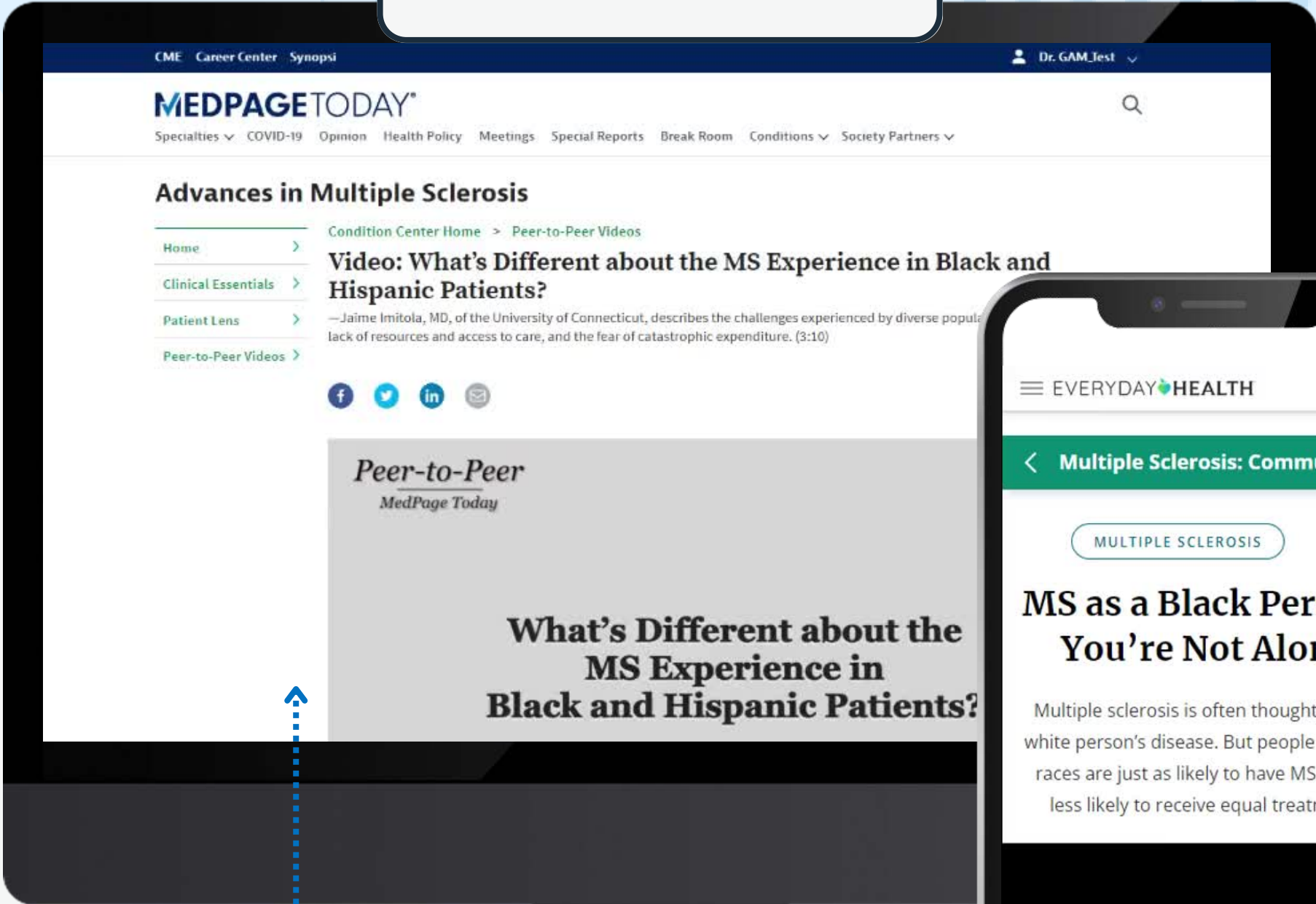


# Bringing It All Together

- DE&I is a Corporate & Brand Level Responsibility
- Integrate into Media Strategy to Build Awareness & Distribution
- Bridging the Gap Between Patient and HCP with a 360 Approach



MEDPAGE TODAY®



EVERYDAY HEALTH

MEDPAGE TODAY®