

Addressing Health Equity at the Point of Care

Key Takeaways

Words matter. To the patient and their outcome.

💡 Providing the right message and treating the whole patient impacts patient outcomes.

- ✓ Patients want a personalized message.
- ✓ Design your marketing research to understand how to communicate with them.
- ✓ Invest in initiatives along your patient's journey, be accessible in their communities.
- ✓ Partner with those that are in the communities you are trying to reach.
- ✓ Take 'ego' out of our work when developing materials and campaigns.

💡 Strive to be patient-centric.

- ✓ Increase diversity in clinical trials.
- ✓ Identify gaps in the patient experience.
- ✓ Provide resources to support the whole patient during and after treatment.

