

Bridging the Gap from Health Disparities to Anti-Racist Clinical Encounters

A Healthcare Equity Learning Series

2021-2022



Sponsorship Prospectus

WHY SPONSOR THE HEALTHCARE EQUITY LEARNING SERIES?

Healthcare has too often blamed marginalized communities for their poor health outcomes, not recognizing its own role in creating and perpetuating systemic inequities and biases. The purpose of this series is to examine healthcare's role and actions in ensuring equitable care and outcomes for all patients.

The Kentuckiana Health Collaborative, Kentucky Nurses Association, and Have A Heart Clinic have partnered to create this healthcare equity series to bring all key healthcare stakeholders together to call attention to some of the most tragic disparities that exist in the Greater Louisville community and to urgently catalyze solutions to these inequities.

Overview

The Healthcare Equity Learning Series will include multiple forums, each to focus on health conditions with significant disparities in outcomes by race. Each forum will be an hour and a half long. They will open with a keynote speaker to be followed by a panel of local healthcare stakeholders. Time will be allotted at the end for audience interaction. The audience includes all healthcare stakeholders, including providers, plans, employers, labor unions, government, pharmaceuticals, academia, public health, nonprofits, consumers, and anyone interested in healthcare. Participation in the KHC's healthcare equity series provides an opportunity to learn from world class speakers and network with key healthcare stakeholders in Kentucky and Southern Indiana.

Forum Topics

(Dates TBD)

- Reducing Racial and Gender Disparities in Cardiovascular Care to Achieve Equity
- The Black Maternal Health Crisis and Achieving Equity
- Reducing Mental Health Disparities to Achieve to Equity
- Reducing Disparities in Substance Use Disorder Prevention, Treatment, and Recovery to Achieve Equity
- Eliminating Race-Based Medicine in Chronic Kidney Disease to Achieve Equity
- Reducing Cancer Disparities to Achieve Equity

SPONSORSHIP BENEFITS

- Welcoming or closing remarks
- One pre-event email blast to attendees designed by you
- Logo and company information on event website homepage
- Your company logo on all advertisements and emails
- Attendee list
- Recognition of your company at the beginning and end of forum
- Welcome tweet shared on KHC Twitter and LinkedIn accounts

\$2,500 Per Forum

Contact Natalie Middaugh at
nmiddaugh@khcollaborative.org to
register as a sponsor.