



ACC's Diversity, Equity, and Inclusion Strategy:
Advancing Cardiovascular Health Equity through Strategic Partnerships





About the ACC & ACCF

The American College of Cardiology (“ACC”) is a 56,000-member medical society that is the professional home for the entire cardiovascular care team. The American College of Cardiology Foundation (“ACCF”) is the affiliated charitable foundation of ACC. Founded in 1949, ACCF’s mission is to transform cardiovascular care and to improve heart health, and the vision of ACCF is a world where innovation and knowledge optimize cardiovascular care and outcomes. ACCF leads in the formation of health policy, standards, and guidelines, as well as operates national registries to measure and improve care, offers cardiovascular accreditation to hospitals and institutions, provides professional medical education, disseminates cardiovascular research, and bestows credentials upon cardiovascular specialists who meet stringent qualifications.

Health Equity & the ACCF

The American College of Cardiology Foundation (ACCF) is committed to improving health equity within the cardiovascular care delivery system. The College’s leadership and membership recognizes the success of its mission to transform cardiovascular care and improve heart health is dependent on including strategies and goals directed at eliminating health inequity. On the heels of George Floyd’s death in June 2020, ACCF signed a joint statement with the Association of Black Cardiologists and the American Heart Association committing to promote health equity and to dismantle systems that maintain excess morbidity and mortality especially among vulnerable populations and those historically oppressed. In August of 2020, in reaction to both the COVID-19 pandemic and social unrest the ACCF Board of Trustees (BOT) combined with a directive from then ACC President Athena Poppas, MD, MACC initiated the creation of the Health Equity Task Force. With BOT support, this Task Force then began developing its vision, goals, strategies and metrics to define success.

Essential To Our Mission

Defining and understanding health inequity is critical to improving cardiovascular care outcomes. Additionally, diversity, equity and inclusion are essential to the ACCF’s mission, values, patients, and strategic goals as a profession and as a professional society. As noted below, the Health Equity Task Force set out to do this through the following roles and responsibilities:

- Identify principles and recommend strategy related to ACCF’s role to address racism and social justice via health equity, focusing in the five following areas:
- Improving access to care for underserved patients and populations
- Reducing system and structure barriers which cause health disparities
- Addressing social economic determinants of health
- Leveraging medicine’s established tools for broad change (such as education and public policy) and emerging new social technologies
- Building partnerships with effective leadership organizations such as the Association of Black Cardiologists and the American Board of Internal Medicine.

ACCF Health Equity Strategy

ACCF's leadership and membership recognizes that realizing its vision for "A world where innovation and knowledge optimize cardiovascular care and outcomes," is dependent on including strategies and goals directed at eliminating health inequities.

Since the conception of the ACCF BOT Health Equity Task force in August 2020, the group has been working diligently to define and hone in on ACCF's future of health equity work. Through the development of definitions specific to cardiovascular health, creation of a vision and goals specific to health equity and the identification of possible solutions and strategies ACCF feels ready move to into action.

Health Equity Vision: To achieve a culture of health where every person reaches their full cardiovascular health potential as a natural right.

The ACCF's Health Equity goals are:

1. To create a culture of health equity in cardiovascular medicine.
2. To prioritize health equity in all ACCF activities.
3. To eliminate disparities by ensuring equitable cardiovascular care for all.

The infographic features a dark blue header with the title "ACC HEALTH EQUITY STRATEGY" in white. On the left, a colorful geometric pattern of triangles in shades of orange, yellow, and green surrounds a white circle containing the "VISION" statement. The main content area is divided into two vertical sections: "GOALS" and "STRATEGIES". The "GOALS" section lists three primary objectives, each with a corresponding list of strategies. The "STRATEGIES" section lists specific actions for each goal. The American College of Cardiology logo is positioned in the bottom right corner.

ACC HEALTH EQUITY STRATEGY

VISION
Achieve a culture of health where every person reaches their full cardiovascular health potential as a natural right.

GOALS

- CREATE A CULTURE OF HEALTH EQUITY IN CARDIOVASCULAR MEDICINE**
 - Execute change management to create a mindset that health equity is an essential component of quality cardiovascular care
 - Commit to cardiovascular health equity principles and develop policies for action
 - Support and pursue partnerships with organizations committed to addressing health equity
- PRIORITIZE HEALTH EQUITY IN ALL ACC ACTIVITIES**
 - Embed health equity in educational curriculum and programming and guidelines development
 - Provide clinical programs and guidance to identify and evaluate disparities and social determinants of health
 - Integrate health equity into compliance requirements
- ELIMINATE DISPARITIES BY ENSURING EQUITABLE CARDIOVASCULAR CARE FOR ALL**
 - Provide actionable data and tools that empower cardiovascular professionals to address health disparities and social determinants of health
 - Partner with public health and community stakeholders to ensure availability of resources for optimal patient care that eliminates disparities
 - Drive innovation to address health equity

STRATEGIES

AMERICAN COLLEGE of CARDIOLOGY

There is much to be discovered, learned, researched, and addressed in relation to cardiovascular health equity. To remedy this, the initiative has 4 objectives:

1. **Identify** and assemble a group of experts, leaders, and stakeholders in the cardiovascular health equity environment.
2. **Establish** clear strategies, solutions, and actionable interventions to combat cardiovascular health inequities.
3. **Create** expert consensus statements and/or health policy addressing cardiovascular health inequity, disparity, and social determinants of health.

4. **Define** the necessary infrastructure and long-term commitment of ACC, external organizations, and industry to transform cardiovascular care, ultimately achieving cardiovascular health equity for all.

ACCF recognizes that many institutions and organizations have already initiated health equity strategies. We seek to partner with our industry colleagues on this important effort. ACCF has developed a comprehensive set of programmatic offerings that cascade from ACCF's three Health Equity Pillars; and are also open to creative and innovative ways to advance our goals.

Activities at ACC.24 focused on Addressing Cardiovascular Health Inequity, Disparities, and Social Determinants of Health

Successful implementation of ACCF's Health Equity Initiative will rely on input, perspectives, and expertise from across the cardiovascular field. Insight from academic and non-academic centers, faculty, leaders, industry, practitioners, trainees, patient advocacy groups and patient representatives will be essential to ensure strategies and tactics are actionable and meaningful.

To this end, the American College of Cardiology Foundation is proposing the following activities at ACC.24 focused on discussing and identifying strategies and solutions to achieve cardiovascular health equity. These activities will draw on the ACCF's extensive expertise and history of engaging thought-leaders, learners, and key stakeholders in critical dialogue and planning:

- **Support the collective Diversity, Equity, & Inclusion content & events at ACC.24**
- **Health Equity Industry Panel Discussion at ACC.24**
- **Health Equity Hub Sponsorship at ACC.24**

It is expected these activities will serve to:

- Engage clinician leaders and ACC.24 attendees on the topic of Health Equity and Diversity/Inclusion in CV care
- Enlist multiple stakeholders and leverage diverse perspectives
- Improve CV health equity awareness and share actionable knowledge

SUPPORT THE COLLECTIVE DIVERSITY, EQUITY & INCLUSION content/events at ACC.24

Description: ACC.24 will take place April 6-8, 2024, in Atlanta, GA, providing an engaging and interactive forum to refocus on science and reconnect to improve patient care. ACC.24 will feature hundreds of educational sessions and late-breaking clinical research across 11 learning pathways. Participants can choose to focus on one clinical area or attend sessions from an array of pathways.

Vital to the College's mission to transform cardiovascular care and improve heart health is inclusion of people, as members and as leaders, who provide a diversity of backgrounds, experiences, ideas, and perspectives. The American College of Cardiology (ACC) is committed to improving diversity, equity, and inclusion within the cardiovascular workforce. To this end, all College leaders are encouraged to become change agents and the ACCF must view every activity as an opportunity to enhance health equity and

diversity. Purposeful, intentional efforts are required to create the organization necessary to meet future challenges and opportunities.

Goals: The overarching goals for ACC.24 are to communicate a commitment by the ACCF to provide independently identified, needs-based education that fosters change in learners' knowledge, competence, and performance to ultimately improve patient outcomes. Specific goals include the dissemination of cardiovascular science and education to a global audience, explore solutions to inequities in CV health care, facilitate translation of cardiovascular science to all members of the care team, promote the use of new technologies to improve the delivery of healthcare and foster innovation through diversity of background, ideas, and experience.

Audience: ACC.24 is intended for all professionals involved in delivering cardiovascular care, with emphasis on physicians, nurse practitioners, physician assistants, registered nurses, and pharmacists. Medical students and trainees, technicians, dietitians, and other health care professionals will also benefit from the education presented at this conference.

Based on past successes and current projections, ACC anticipates 14,000+ healthcare professionals will participate in ACC.24.

Content: Dedicated ACC.24 DE&I focused content includes more than 60 presentations across 20 session types and features a robust collection of educational sessions and late-breaking clinical research across 11 learning pathways, 7 practice focus areas, and multiple session formats.

HEALTH EQUITY INDUSTRY PANEL

Attendees are always looking for new opportunities to learn. A panel discussion is a great way to engage physicians during a break in the CME education. Through sponsorship of DE&I activities the ACCF will convene a panel discussion on DE&I in the field of cardiology. This discussion will be led by leadership from the ACCF's Health Equity Taskforce, and Supporters will be invited to select one faculty member to participate in this Health Equity industry panel discussion during ACC.24. This session will be held in the Health Equity Hub on the Expo Floor; specifics of this panel discussion are still being determined by the ACCF HE Taskforce.

HEALTH EQUITY HUB ON THE EXPO FLOOR

In its second year the Health Equity Hub at ACC.24 will be a central location for ACCF members to explore a variety of topics and learning experiences related to Health Equity. Based on the enormous popularity at ACC.23/WCC, the Health Equity Hub will once again be an avenue to amplify the topic and engage all stakeholders across the field of cardiology. Beyond the line-up of presentations and panel discussions on the HE Stage, there will be a Virtual Reality Health Equity experience and a touchscreen Health Equity Heat Map to explore the demographics of your local community and gain appreciation for the scope of the problem in the population of patients you treat.



ACC.24 MARKETING & COMMUNICATIONS

ACCF's communications and marketing plan for the proposed DE&I focused activities will utilize proven channels and tactics to best reach the outlined target audiences throughout the campaign. These tactics include:

- ❖ Dedicated ACC.24 website — www.accscientificsession.org
- ❖ E-mail marketing to over 90,000 HCPs in the US and internationally
- ❖ Numerous direct mail pieces targeted to over 47,000 HCPs in the US
- ❖ Materials in the ACC Central Booth highlighting the ACCF DE&I Strategy
- ❖ Promotion of DE&I focused activities in *ACCF Health Equity Hub* on the Expo Floor, highlighting the ACCF DE&I Strategy and supporting sponsors
- ❖ Editorial and print advertising in various publications and journals including *Cardiology* and the *JACC Journals* family
- ❖ acc.org news story spotlighting HE and DEI focused activities and contributing partners
- ❖ Promotion of news story & DE&I focused activities from social media channels and newsletters, including promotion of link in chat box during related sessions
- ❖ Engagement on social media platform

SPONSORSHIP BENEFITS

As a supporter of ACCF DE&I activities at ACC.24, **the company** will be recognized as a Sponsor, with company name and/or logo, within ACC's Health Equity Hub and through the other platforms outlined below. **Each company supporter** will also be invited to select one faculty member to participate in a Health Equity Industry Panel discussion during ACC.24. Specifics of this panel discussion are still being determined by the ACC Health Equity Taskforce.



All content, presentations, and activities within the Health Equity Hub will be selected and controlled by the ACC Health Equity Taskforce.

Additionally, **industry partners** will receive recognition in accordance with ACCF's standards for commercial support. Platforms that may be utilized to acknowledge support include:

- ❖ Annual Scientific Session dedicated website
- ❖ ACC.24 Meeting Coverage & Social Media Platforms
- ❖ ACC.24 Daily, the daily newspaper distributed at ACC.24
- ❖ Materials in the ACC Central Booth highlighting the ACCF DE&I Strategy
- ❖ Communications related to DE&I activities & sponsors – such as eNewsletters & social media

As a supporter of ACCF's DE&I activities, the company will receive recognition in accordance with ACC's standards for commercial support. Platforms that may be utilized to acknowledge support include those outlined above, along with ACCF's robust portfolio of digital, social media, and print communications and marketing channels. Additional benefits outlined below.

Sponsorship Level - \$50,000

- Recognition as Partner of ACCF's DE&I Activities at ACC.24 & Health Equity Hub
- Selection of one faculty member to participate in a panel discussion on Health Equity at ACC.24
- Provide international exposure and public recognition of the company support through all ACCF communication channels
- Logo on all promotional pieces for program components
- Supporter, independent of any ACC influence or guidance, may promote the awareness and availability of the resources, in accordance with the organization's business and regulatory policies

We greatly appreciate Insert Company Name generous support of ACCF DEI initiatives, as well as its consideration of this proposal.

For more information, please contact:

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