

Driving Health Equity in Population Health Programs

Greater Philadelphia Business Coalition on Health Wellness Summit

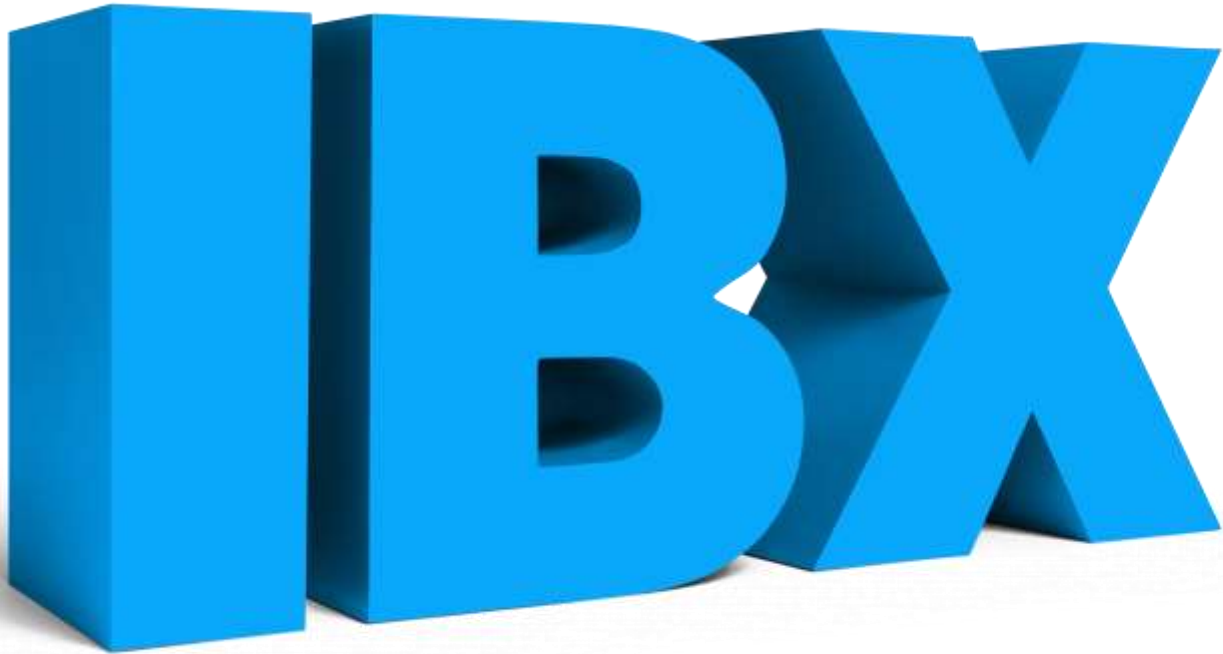
Dr. Seun Ross

Executive Director, Health Equity

Independence 

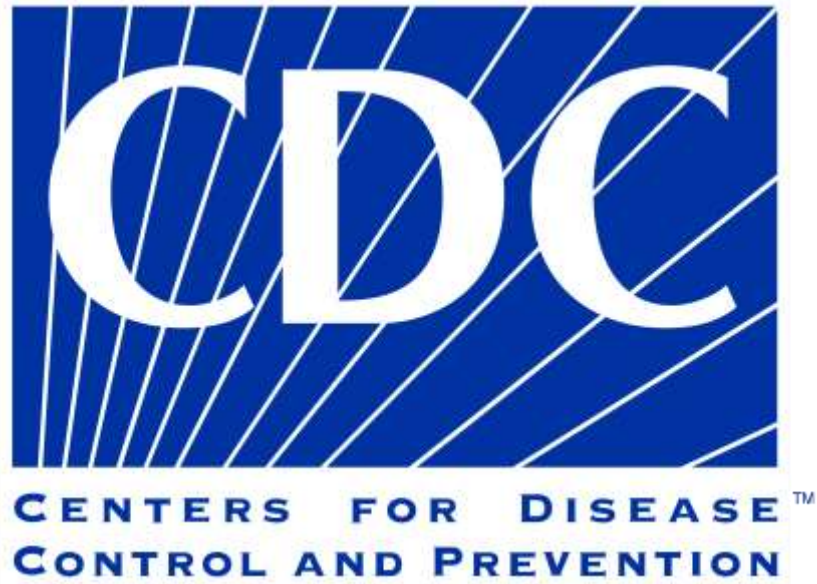
IBX

Independence Blue Cross Context

The image shows the letters 'IBX' in a large, bold, 3D blue font. The letters are rendered with a slight shadow on the surface below them, giving them a three-dimensional appearance. The 'I' is a simple vertical bar, the 'B' has two rounded humps, and the 'X' is formed by two intersecting diagonal bars.

- Formalized health equity work with creation of executive director function
- Intentional effort to advance equitable, whole-person health

Defining Health Equity



The state in which
**everyone has a fair
and just opportunity**
to attain their highest level of health



The Business Case for Health Equity



\$320B

Cost

to health care system annually



\$1T

Potential cost

by 2040 if unaddressed

Priorities to Meet the Challenge

Collaboration



**Addressing
historical biases**



Call to Action



Closer collaboration
between employers
and insurers



Increased **data**
exchange



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