# Enhancing Diversity, Equity, and Inclusion in the Workplace and CME/CE Program

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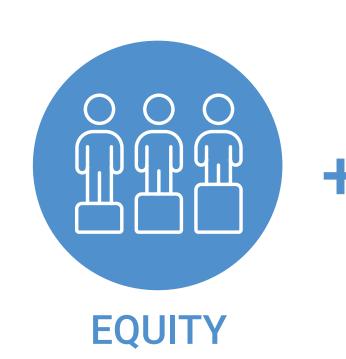


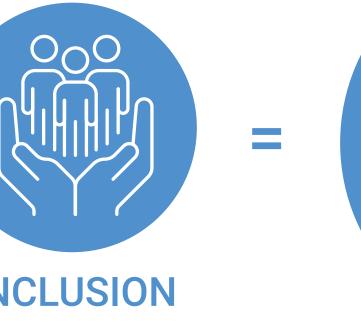
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## Introduction

As part of our commitment to diversity, equity, and inclusion (DEI), we have conducted research and developed a DEI strategy focused on cultivating a diverse and inclusive workplace at Pri-Med that reflects the values of DEI throughout our CME/CE Program.









## Methods

## DEI Strategy in the Workplace

#### **Baseline Survey**

To ensure that we take an approach to DEI that targets the right areas and makes a meaningful impact in our workplace, Pri-Med first employed a data-gathering exercise. Pri-Med partnered with a UK-based technology provider and consultancy, Clusivity, to implement an employee survey to measure inclusion from a holistic and equity lens, covering gender, race/ethnicity, sexual orientation, socioeconomic background, and disability/health condition. 93% of our workforce participated in the survey, providing insights for improvement within our organization.

#### **Workforce Representation**

In response to the Clusivity survey results, we did the following:

- Set a goal of increasing our workforce representation of underrepresented communities from 12% to 20% by the end of 2024, to better represent the populations that we serve
- Introduced an internship program for employees in underrepresented communities
- Created a DEI Committee

#### **DEI Committee**

A DEI Committee was formed, consisting of 16 employees, and is responsible for:



Internal Training: Create and implement a DEI training program for all employees, covering topics such as unconscious bias, cultural competence, allyship, and inclusive communication. This training will build upon an initial company-wide workshop on DEI (facilitated by Blue Level, a Black-woman-owned DEI training provider).



**Communication:** Celebrate and leverage the diversity of our workforce through events, initiatives, and platforms that showcase and amplify the voices and contributions of our employees from different backgrounds, cultures, and identities.



**Community Partnerships:** Establish and maintain partnerships with community organizations that support underrepresented groups and align with our values and goals.

#### **Support from Parent Company**

Our commitment to diversity and inclusion in the workplace stems from our parent company, Diversified Communications. We strive to create a welcoming and respectful environment for everyone who visits or works with us, regardless of their background and identity. We also expect our employees to uphold our standards of equity and justice, and to speak up and engage in constructive dialogue when they witness or experience any form of discrimination or exclusion.

### DEI Strategy in Our CME/CE Program

As part of our DEI strategy, our commitment is for faculty and content to represent the diverse patient populations that they serve. Since 2020, Pri-Med has made a concerted effort to not only diversify our faculty and CME/CE Advisory Board but also incorporate discussions around health equity into content.

#### Content

To carry DEI efforts into our CME/CE program, Pri-Med launched a web series titled Bridging the Gap, aimed at educating PCPs on different aspects of African American health. Additionally, Pri-Med has developed education on topics such as health inequalities, microaggressions, implicit bias, and strategies to overcome cost and access barriers among minority populations. We are seeking to increase the presence of health equity topics within all CME/CE sessions, when applicable.

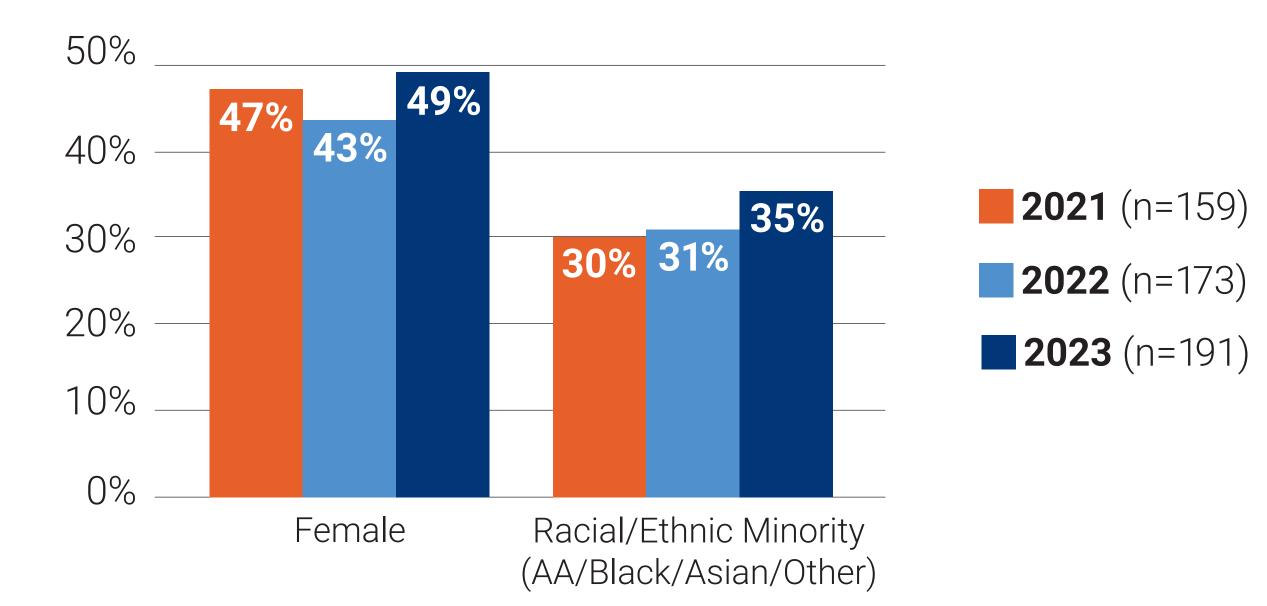
#### **Faculty**

We have made a concerted effort to incorporate racial/ethnic and gender minority faculty throughout our CME/CE program. Because women in medicine continue to be underrepresented in areas of leadership and as key opinion leaders, we have sought to increase their representation among faculty. Below is a table representing the increase in diversity among faculty from 2021 to 2023 (Table 1). Notably, the proportion of faculty who are female increased from 2021 to 2023, as did the proportion who represent a racial/ethnic minority (Table 2).

Table 1. Diversity Among Faculty

	2021	2022	2023
Male	85	99	98
Female	74	74	93
White	111	120	123
Racial/Ethnic Minority (AA/Black/Asian/Other)	48	53	67
Total Unique Faculty	159	173	191

Table 2. Female and Racial/Ethnic Minority Faculty



# NAMEC 2023 Award Recipient Best Practice in Advancing Diversity, Equity, and Inclusion in Medical Education

## Results

We believe cultivating a diverse, inclusive organization is directly linked to our ability to create a CME/CE program representative of the communities we serve.

#### In the Workplace

Our community of diverse ethnic employees has increased from 12% to 18.4% throughout 2023. We foster an inclusive environment with a turnover rate of 5%. In recruiting, we interview at least one candidate from an underrepresented group in every job search and remove college degree requirements from open positions when feasible. All Pri-Med employees report feeling safe, respected, and valued, driving above average Clusivity scores within every group for "Cultivating an Inclusive Culture."

#### In Our CME/CE Program

DEI efforts have influenced positive outcomes within our CME/CE program. Throughout 2023, we collaborated with more faculty who are new to our program, resulting in a greater percentage (+17% over 2022) of people from an underrepresented group, and will continue this effort in 2024. We acknowledge that this metric isn't exact, given "diversity" isn't a checkbox and can't necessarily be seen.

Diversity in Our Advisory Board: An African American physician who is an expert in Black American health and healthcare has joined our Advisory Board to provide a more diverse perspective; another member is Associate Dean for Diversity and Inclusion at their institution, also providing valuable insights.

**Diversity in Our Content:** Below (Table 3) is a list of representative Bridging the Gap sessions. Building on this series, we have established a partnership with the National Institute for African American Health to continue to address DEI topics and will also discuss health equity within our FDA Opioid Analgesics REMS education.

#### Table 3. Representative Bridging the Gap Sessions

Understanding Bias and Mistrust in Communities of Color and Applying Sensible Solutions for Improvement Cardiovascular Disease and Patient-Centered Care for African Americans

Alcohol and Communities of Color

Advanced Directives and End-of-Life Issues for African Americans

Understanding and Improving Vaccine Hesitancy in African American Patients



SCAN TO VIEW BRIDGING THE GAP | PRI-MED ACTIVITIES ON PRI-MED.COM

pri-med.com/topic/bridging-the-gap

# Conclusion



#### Leadership Support

With the support of our Leadership
Team and Diversified Communications,
our DEI Committee has made great
strides in building an organization that
understands and reflects the diversity
of the communities we serve, especially
employees, clinicians, and partners.



#### **Continued Partnership**

We will continue our partnership with Blue Level, facilitating workshops for continued team professional development in 2024.



### **Content and Program Management**

We will continue to improve our content and program management and determine how we can expand our DEI strategy to other aspects of our CME/CE program.

