



*Advancing Health Equity & Economic
Opportunity Initiative*

Introduction to the Anchor Mission Virtual Workshop

Tuesday, January 31, 2023

Program: 9 a.m. - 12 noon

Communities Lifting Communities (CLC), in partnership with the **Hospital Association of Southern California (HASC)**, is working to advance health equity and economic opportunity through the regional collaboration of hospitals, health systems and partner organizations to collectively address the underlying racial, social, economic, environmental, and systemic conditions that fuel health inequities.

The Advancing Health Equity and Economic Opportunity Initiative will convene, engage and support hospital and health system executives and human resources, procurement/supply chain, DEI and community health managers to advance health equity and improve economic opportunities in the communities they serve.

Join us to learn about the anchor mission — defined as a commitment to apply economic power in partnership with the community to mutually benefit the long-term well-being of both. In a series of four workshops, participants will learn about anchor mission and strategy, address common challenges, share best practices and identify opportunities where collective action is possible in workforce development, local purchasing, place-based investments, policy and advocacy as a part of a regional collaborative.

Introduction to Anchor Mission Session Description

In this hands-on interactive session, participants will learn about the anchor mission and how to apply that frame to their day-to-day work, within their institutions and as a member of a regional collaborative of hospitals and health systems.

At the end of this course, participants will be able to:

- Create momentum and build a desire among a core group of champions to steward the anchor mission in their institutions and communities.
- Support participants in discussing how they want to engage in the anchor mission workstreams of workforce development, local purchasing and place-based investing.
- Learn about other collaborative learning opportunities and engage with HASC and CLC in the initiative.



Registration and Participation

Registration is complimentary and includes meeting materials, self-assessment tools and handouts.

Participating hospital teams should include at least one executive leader, along with a representative(s) from human resources, workforce development, purchasing/procurement, community benefit/population health diversity, equity and inclusion, and treasury.

All designated team members must attend the first session. Subsequent sessions should be attended by specific team members responsible for overseeing the following anchor strategies:

- March 30: Inclusive Hiring
- May 31: Impact Purchasing
- August 30: Place-based Investment

Workshop Agenda

9 – 9:15 a.m.	Welcome and Introductions
9:15 – 9:45 a.m.	Anchor Mission 101
9:45 – 10:45 a.m.	Hospital Panel Presentation on Anchor Mission/Q & A
10:45 a.m. – 10:55 a.m.	Morning Break
10:55 a.m. – 11:20 a.m.	HASC/CLC Presentation: Advancing Health Equity & Economic Opportunity Initiative
11:20 a.m. – 11:50 a.m.	Participant Group Sessions
11:50 a.m. – 12 p.m.	Closing and Next Steps

[Register Here](#)

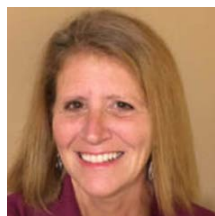
FACILITATORS



David Zuckerman founded and has served since 2017 as president of the Health Care Anchor Network (HAN). David has authored or co-authored publications that have helped propel the anchor mission movement, including *Hospitals Building Healthier Communities: Embracing the Anchor Mission* and the *Hospitals Aligned for Healthy Communities* toolkit series. The lead author of a National Academy of Medicine paper, *Building a Culture of Health at the Federal Level*, he has contributed to *Can Hospitals Heal America's Communities* and the *2020 Surgeon General's Report on Community Health and Economic Prosperity*. As a speaker, David has promoted the anchor mission movement at key sector events for the World Health Organization, American Hospital Association, National Academy of Medicine, American Organization of Nurse Executives and *Modern Healthcare's* Leadership Summit.



Claire Brawdy is a project manager and facilitator with a background in human-centered design, strategic planning and change management. As Project Manager, Initiatives and Advisory Services for the Healthcare Anchor Network, Claire collaborates with HAN members from across the country, identifying strategies, models, and training to build and sustain their anchor mission implementation approach. Before joining HAN, Claire worked with a Washington, DC-based consultancy and an array of federal and commercial clients to roll out consulting products grounded in human-centered design. Claire holds a B.A. in History from Dickinson College.



Debbi Perkul provides strategic guidance and coaching for the Anchor Mission Implementation group for inclusive local hiring. Debbi offers human resource solutions and helps stakeholders engage in effective workforce development initiatives to enhance the careers and lives of employees and job seekers. Previously, she developed, designed, and implemented a systemwide workforce development strategy for University Hospitals (UH) in Cleveland, Ohio. Over her eight and a half years' tenure, she helped grow workforce development from a concept into an award-winning, multi-tiered people strategy now embedded in the UH human resources strategic plan and the systemwide culture.



Erika Rincón brings more than ten years of experience in advancing equity and access to opportunity for low-income people of color in California, with a focus on workforce development and transportation justice. She holds wide-ranging experience in coalition and capacity building, policy advocacy, community-based planning, education outreach, technical assistance and research.

Registration Information

CONTINUING EDUCATION CREDITS

ACHE Credit: The Hospital Association of Southern California is authorized to award contact hours of pre-approved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives.

Attendees who wish to have the continuing education hours applied toward ACHE Qualified Education credit must self-report their participation. To self-report, participants must log into their MyACHE account and select "My Education Credit" to log hours earned.

IMPORTANT REMINDERS

Registration deadline is two weeks prior to the start of the program.

SPECIAL NEEDS or QUESTIONS

Americans With Disabilities Act (ADA): Please email Stephanie Benjamin at sbenjamin@hasc.org.

[Register Here](#)