

October 21-  
24,  
2024

Closing the Gap:  
Spotlight on Health  
Inequities



# SOLVE SESSIONS

## 2024 Solve Sessions Theme

### Closing the Gap: Spotlight on Health Inequities

Health inequities plague societies across the world, the result of outdated and harmful systemic practices that have existed throughout history. These inequities have become the status quo in many areas of healthcare, leading to unnecessarily poor health outcomes for marginalized groups.

The healthcare industry is in a unique position to disrupt this cycle of health inequity and help bridge the gap for disenfranchised groups to have access to health services and new technologies

This season of Solve Sessions will explore a spectrum of health inequities, focusing on specific issues affecting women's health and how new technologies can impact mental health experiences across generations and communities.

We will examine these issues through our role as communicators to identify ways in which our teams can build brands that foster a culture of inclusivity and help create opportunities for healthcare access, education and better health outcomes.

# Solve Sessions: **Internal Modules**

## Monday, October 21 – Thursday, October 24

Session Title	Description	Moderators	Date and Time
<b>The Hidden Divide: Examining Healthcare Inequities in HCP Training and Practices</b>	<p>This module will introduce highlights from an Executive Report underscoring the disproportionate impact that social determinants of health (SDOHs) have on diverse and marginalized groups. The report provides insight on the pivotal role of HCPs to alleviate health inequities as the main patient – facing and frontline sentinels of healthcare.</p> <p>Panoptic in scope, "The Hidden Divide" unveils three overarching contributors to healthcare inequities driven by the HCP side: unconscious bias, lack of representation, and inadequate cultural competency. To truly improve health outcomes, we must consider both the social context of patients and the role of providers in mitigating or perpetuating these inequities.</p> <p>This panel discussion will touch on actionable insights to better understand these systemic issues and initial thought starters on considerations to address inequities in healthcare.</p>	<p><b>Suketu Patel</b> <i>Global Chief Medical Officer</i></p> <p><b>Jarvier Mohammed</b> <i>Scientific Associate</i></p> <p><b>Brianna Calderon</b> <i>Senior Strategist</i></p> <p><b>Eirasmin Lokpez-Cobo</b> <i>EVP, Brand Strategy Health</i></p>	<p><b>Monday, October 21<sup>st</sup></b> 10:00 am – 11:00 am EST</p>
<b>From the Red Carpet to the Real World: GLP-1's Impact on Health, Culture, and Equity</b>	<p>GLP-1 medications like Ozempic, Wegovy, and Zepbound are making waves, especially among celebrities and the wealthy, but their influence is poised to go far beyond Hollywood. In this discussion, we'll explore the current inequities in access to these medications and what will happen when they become available to more people.</p> <p>How will these medications, which are already reshaping health and wellness for those with access, impact cultural perceptions and societal norms when they are no longer as exclusive? How will brands and industries adapt to this evolving landscape, and what opportunities will emerge as more people gain access to these treatments?</p> <p>Join us to learn more and participate in the discussion <b>that affects everyone and every brand.</b></p>	<p><b>Jennifer Tsitsopoulos</b> <i>Medical Anthropologist Practice Lead</i></p> <p><b>Nicole Maunder</b> <i>SVP, Strategic Planner</i></p>	<p><b>Tuesday, October 22<sup>nd</sup></b> 10:30 am – 11:30 am EST</p>

## Solve Sessions: **Internal Modules**

Monday, October 21 – Thursday, October 24

Session Title	Description	Moderators	Date and Time
<b>Writing Briefs that Inspire Great Ideas</b>	Introduction and review of Havas Health creative briefs. Definition and role of components within, example briefs; the value of the brief and the partnership with the planner from the creative's point of view.	<b>May Leen Wong</b> <i>Planning Partner</i>  <b>Maureen Alves</b> <i>Chief Strategy Officer</i>	<b>Wednesday, October 23<sup>th</sup></b> 10:00 am – 11:00 am EST
<b>Equity in Action: Mapping the Multicultural Patient Journey for Inclusive Strategies</b>	<p>This module will introduce highlights from a comprehensive and indispensable guide for healthcare professionals seeking to successfully connect with diverse communities and address patients' specific healthcare needs and concerns to build viable and lasting equity across platforms.</p> <p>Offering critical insights into some of the most persistent and behavioral-related health concerns for Blacks, Hispanics, Asian Americans, and Pacific Islanders in the United States, this module will present key data from the 2023/2024 MARS Consumer Health Study, which surveyed more than 40,000 respondents across varied cultural, ethnic, and socioeconomic strata.</p>	<b>Eirasmin Lokpez-Cobo</b> <i>EVP, Brand Strategy Health</i>	<b>Thursday, October 24<sup>th</sup></b> 10:00 am – 11:00 am EST