

# Beth Israel Lahey Health Diversity, Equity and Inclusion Progress Report

2024



"Our DEI vision is to transform care delivery by dismantling barriers to equitable health outcomes and become the premier health system to attract, retain and develop diverse talent."

# A Message from Juan Fernando Lopera, Chief Diversity, Equity and Inclusion Officer

I am pleased to share the progress we have made over the past year to advance our commitment to diversity, equity and inclusion (DEI) across Beth Israel Lahey Health (BILH).

When we came together as Beth Israel Lahey Health in 2019, we committed to working collaboratively to deliver high-quality, affordable and equitable care in the community. The DEI Office was officially formed in 2021 to help achieve that vision. As we celebrate BILH's fifth anniversary, we are proud of the progress we have made and of the way our BILH community has come together in our efforts to promote diversity, equity and inclusion. The journey to equity is challenging, rewarding and important. We are working each and every day to fulfill our underlying purpose as an organization, united to enable each person to achieve their best health and build healthier communities.

We are thankful for all of those who, each in their own way, take actions that help us transform care delivered by dismantling barriers to equitable health outcomes and becoming the premier health system to attract, retain, and develop diverse talent.

### **Juan Fernando Lopera**

Chief Diversity, Equity and Inclusion Officer

# **BILH Purpose and Values**

We create healthier communities—one person at a time—through seamless care and ground-breaking science, driven by excellence, innovation and equity.



### Wellbeing

We provide a health-focused workplace and support a healthy work-life balance

### **Empathy**

We do our best to understand others' feelings, needs and perspectives

### **Collaboration**

We work together to acheive extraordinary results

### **Accountability**

We hold ourselves and each other to behaviors necessary to achieve our collective goals

### Respect

We value diversity and treat all members of our community with dignity and inclusiveness

### **Equity**

Everyone has the opportunity to attain their full potential in our workplace and through the care we provide

# We Care



## **Meet Our Team**



Juan Fernando Lopera Chief DEI Officer



Joseph Baylon **Executive Assistant** 

Community **Benefits** 



Nancy Kasen, MSc Vice President. Comm. Benefits/ Relations

**DEI Programs** 



Bethany Serota, Esq. Exec. Director. DEI



Daniele Olveczky, MD Faculty Director. Office of DEI, BIDMC



Jennifer Kincaid Exec. Director, DEI

**Health Equity** 



Leonor Fernandez, MD Health Equity Medical Director

Adelline Ntatin, RN, MPH Vice President Health Equity

Managers and staff assigned across hospitals, clinical entities and system services

**BILH Board Community Benefits Committee Community Benefits Advisory Committees** 

**DEI Advancement Board DEI Advisory Group** 

**Quality Health Equity Committee (QHEC)** 

### **Health Equity & Health Care Equity**

Health equity means that every individual has an equal and unbiased chance to achieve their optimal health. Equitable health is a result of a broad spectrum of individual and societal factors that are experienced over one's lifetime.

Health care equity describes equity specifically in the experience of accessing and interacting with the health care system and its organizations. Health care equity more directly examines whether patients have equitable access, receive equitable care, and have equitable experiences. The ability to impact those health care equity measures are largely within the institution's control.

# **Progress Updates**

In Fiscal Year 2023 (ending September 30, 2023), we made notable progress on our three primary DEI goals.

### Talent

### Long-term Aim:

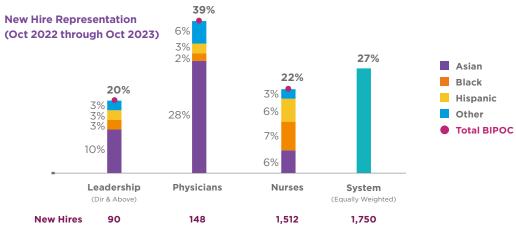
To have a workforce that mirrors the increasing diversity in the communities that BILH serves, with a focus on representation in leadership and care delivery roles.

### FY23 Goal:

Leadership & Clinical Hires: Increase Black, Indigenous, and People of Color (BIPOC) representation among new leadership (directors & above) and clinical (physicians & nurses) hires with an aim of at least 25% representation.

### Results

For fiscal year 2023, equally weighting new hires across leadership, nursing and physicians, resulted in 27% BIPOC representation.



### **Patients/Health Equity** Long-term Aim:

To eradicate disparities in health outcomes within our diverse population of patients.

### FY23 Goal:

Diabetes & Hypertension Disparities: Achieve a 25% reduction in the racial/ ethnic disparities in diabetes (HbA1c control and DM BP\*) and hypertension (HTN BP control\*).

### Results

Across diverse patient cohorts, fiscal year 2023 results show marked improvement from fiscal year 2021 baseline year. The goal of reducing racial and ethnic disparities by 25% was not consistently achieved. We recognize that we are early in our health equity journey and that addressing deeply rooted, longstanding health disparities will require sustained efforts over time. Teams have made tremendous strides in establishing a health equity infrastructure and in meeting The Joint Commission and Mass Health 1115 Waiver milestones. See Health Equity Highlights for additional details.



1. Closing the gap between diverse patient cohorts and White cohort, aiming to reduce the gap by 25% in FY23

Using Diabetes Blood Pressure (BP) Control as an example, the bars show the percentage of adults 18-75 years of age with type 1 or 2 diabetes whose blood pressure was well controlled (less than 140/90 mm Hg,) stratified by race and ethnicity. The FY23 goal aims to reduce racial and ethnic differences in blood pressure control by 25% (comparing all groups to the White cohort, based on the disparity level in 2021). Results show that the 25% goal was achieved in (or among) Asian and Black patients but not in Hispanic patients.

### **Community/ Supplier Diversity** Long-term Aim:

To expand investments in underrepresented communities to close socioeconomic disparities that impact population health.

### FY23 Goal:

Increase spend with diverse businesses (supplier diversity) by 25%.

BILH increased supplier diversity spending by 29%, from \$47M in fiscal year 2022 to \$60M in fiscal year 2023.

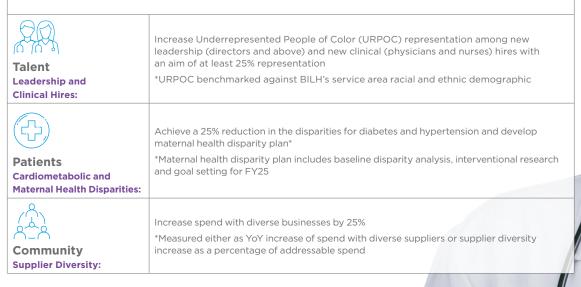


\*\$s in millions: \*\*MBE; Minority-owned Business Enterprises; Women-owned Business Enterprises; VET; Veteran-owned Business Enterprise

# **FY24 Goals**

In Fiscal Year 2024, we are expanding on the same three DEI areas of focus: talent, patients and community, including system goals, as well as goals for our 14 hospital and four clinical units. The local entity goals from those 18 entities are being developed through a collaborative process with DEI and local entity leaders.

### **BILH's DEI System goals for Fiscal Year 2024 include:**



### **FY24 DEI Entity Goals for Hospitals and Clinical Units**

The DEI capability development framework will be used to establish DEI strategic plans across BILH's 18 entities, to advance workforce, health equity and supplier diversity system goals.

Using the framework, each entity has established DEI plans by conducting a self-assessment of current capabilities on a scale from "Non-existent/ Underway" to "Best Practice" and selecting priority capabilities that align with entity-specific DEI journeys.

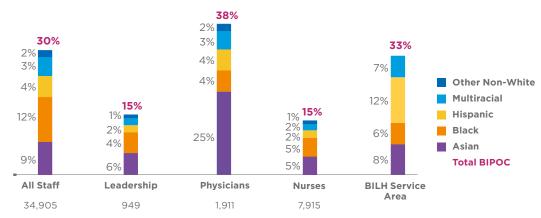


The DEI capability framework is comprised of 17 capabilities, with established best practice definitions for each.

See appendix for framework definitions.

# **DEI Scorecard**

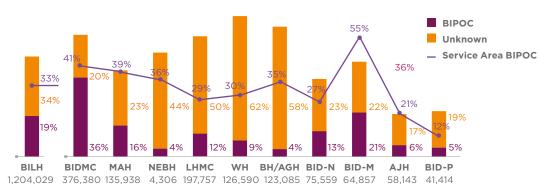
**Goal:** To provide increased transparency and inform progress over time, using key DEI metrics for workforce, patients and suppliers.



### Source: HR Data as of February 2024; BILH Service Area from Sg2 Health Care Intelligence as of October 2023

### 53% 43% 41% 40% 40% BIPOC 24% 24% 20% Women BILH BILH BILH **BILH First** Executives **Presidents Board** Tier 1 Boards 20

Source: Board representation as of October 2023 based on self-reported survey; board membership does not include ex-officio members.

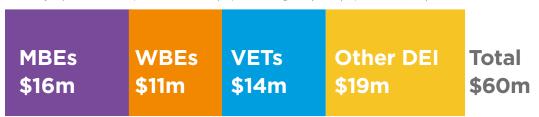


Source: BILH patient data from electronic health records and claims data combined as of November 2023; BILH Service Area from Sg2 Market Snapshot as of 10/26/2023

BIPOC: Black, Indigenous and People of Color

Unknown data: We continue to prioritize the collection of patient demographic data including Race and Ethnicity to minimize the percentage of unknown data across the system.

Hospital Definitions: BILH: Beth Israel Lahey Health; AJH: Anna Jaques Hospital; BH/AGH: Beverly and Addison Gilbert Hospitals; BIDMC: Beth Israel Deaconess Medical Center; BID-M: Beth Israel Deaconess Hospital - Milton; BID-N: Beth Israel Deaconess Hospital - Needham; BID-P: Beth Israel Deaconess Hospital-Plymouth; LHMC: Lahey Hospital & Medical Center; MAH: Mount Auburn Hospital; NEBH: New England Baptist Hospital; WH: Winchester Hospital



### \*\$s in millions; \*\*MBE: Minority-owned Business Enterprises; Women-owned Business Enterprises; VET: Veteran-owned Business Enterprise

### **Workforce Representation:**

We want our workforce to mirror the increasing diversity in the communities weserve. Analysis shows the most opportunity to increase representation exists within our Black and Hispanic talent.

### Senior Leadership and Board Representation:

While we continue to strive for increased representation, we are pleased about the strong foundation of diverse leaders across the BILH executive team, hospital and business units, as well as our BILH hospital Boards of Trustees.

### **Patient Diversity:**

Based on 2023 data, 19% of patients hospitalized across BILH were racially/ethnically diverse compared to 33% in BILH's Service Area.

### **Supplier Diversity:**

Total Spend with diverse suppliers for Fiscal Year 2023 was \$60 million, representing a 29% increase over 2022 spend.

# **Health Care Equity Highlights**

We are dedicated to the mission of promoting health equity for our community. Our efforts focus on addressing the systemic barriers that prevent historically marginalized populations from achieving optimal health and well-being.

In FY23, we expanded our health equity efforts across the system to align with the requirements of The Joint Commission, the MassHealth 1115 Waiver, and private payers.

### Infrastructure

- One BILH: The DEI Office has been actively involved in advancing several critical system priorities.
   Our system design in our electronic medical record, One BILH through EPIC, will enable the comprehensive capture of patient demographics, including factors such as race, ethnicity, language (REaL), sexual orientation and gender identity (SOGI), and social determinants of health (SDOH).
- Health Equity Dashboard: In close partnership with the BILH Performance Network team, we have
  established a BILH Health Equity Dashboard of All Patients to guide our priorities for health equity
  and track our progress across the system and by individual hospitals and clinical units.

### MassHealth 1115 Waiver & Joint Commission

- Teams successfully submitted all deliverables across 10 hospitals, capturing 100% of MassHealth health equity incentives.
- Examples of key deliverables include: (1) establishing comprehensive health equity strategic plans
  across all hospitals; (2) designating a health equity leader at each hospital; (3) cultural literacy training
  focused on disability; (4) shaping the design and architecture of One BILH (Epic) as we implement
  new standards and scripts for the collection of patient demographic data; and (5) establishing
  a performance improvement plan (PIP), which will focus on diabetes disparities.
- Additionally, all hospitals successfully met newly established health equity Joint Commission requirements.

### Research

MIELHSS: A new state-wide institute to accelerate health equity-focused research was
 established including patients and leaders from across BILH, Brigham & Women's Hospital
 and Massachusetts General Hospital. Funded by a grant awarded by the federal Agency for
 Healthcare Research and Quality (AHRQ), the Massachusetts Institute for Equity-Focused
 Learning Health System Science (MIELHSS) will be the first-of-its-kind in New England and one
 of only 16 institutions in the nation dedicated to accelerating equity-focused, patient-centered
 research to address health disparities and improve outcomes.

### Interventions

- Equity Areas of Focus: Using stratified data, we identified disparities in outcomes among Black and Hispanic patients in relation to diabetes and hypertension. We partnered with eight practices, (Beth Israel Deaconess Health Center, Bowdoin Street Health Center, Cambridge Health Alliance, The Dimock Center, Healthcare Associates, Lahey Affiliated Physicians Inc. and Winchester Primary Care Associates, in and around Boston that serve diverse and under-resourced communities and developed interventions together to promote health equity. Our Equity in Practice Committee, made up of leaders, staff, navigators and community members who are deeply engaged in the care of these communities help us develop innovative and locally informed care strategies to promote equity.
- Bilingual health navigators: Health navigators are a growing part of our team that help address
  barriers to care. Language, lived experience, and cultural context matter, especially when reaching
  out to patients. We have hired multiple health navigators and population health specialists to
  help patients access care, with a focus on community practices who deliver care to patients
  who experience high levels of health-related social needs and health inequities. If patients need
  transportation, we help arrange it. If they're facing housing insecurity, we help patients connect
  with community resources.
- Pharmacists: We have integrated pharmacist expertise and consultation into primary care and in some specialty services. Pharmacists help patients learn more about the medications that may best treat their diabetes and other metabolic conditions and conduct outreach to meet patients at home when necessary.
- Resource allocation: Our teams have expanded access to blood pressure monitoring cuffs, glucose monitoring devices and other resources that are essential to manage diabetes and cardiovascular health.
- Medical Legal Partnership: We are piloting free legal support to low-income patients, beginning
  at Beth Israel Deaconess Medical Center. Medical-legal partnerships are an innovative way to
  integrate free legal support into clinical settings. The collaboration will expand BILH's ability
  to address health.





# **FY23 DEI Highlights**

### Workforce

- Workday: With the implementation of Workday, we now have expanded capabilities for employees to self-identify important demographics to inform and prioritize our efforts to attract, retain and develop our diverse staff. Demographics include race, ethnicity, language, sexual orientation, gender identity, disability and veteran status.
- **WE CARE Survey:** Our WE CARE employee engagement survey introduced expansive DEI questions and provides enhanced reporting to provide insights and highlight opportunities to increase our culture of belonging across BILH.

### **Supplier Diversity**

- Tronex Highlight: Awarded multimillion-dollar contract system-wide for exam gloves to Tronex International, Inc, a nationally certified Asian-American MBE that supplies cross-contamination control and infection-prevention solutions. Previously, Tronex products were in use only at one BILH facility and when utilization was expanded systemwide, it resulted in savings of -\$1.6M in FY23.
- **DEI Supply Chain Specialist:** We welcomed a dedicated Supply Chain team member to further inform and manage our supplier diversity programming. As a resource, the role of Senior Strategic Sourcing Specialist for DEI, Supply Chain Sourcing works collaboratively with DEI partners throughout the healthcare system.
- **Networking Expansion:** BILH joined the Healthcare Anchor Network, a national collaboration of 70+ leading healthcare systems building more inclusive and sustainable local economies to build upon our reporting capabilities and best practice knowledge.

### **Awards & Recognitions**



BILH was honored by the Greater Boston chapter of the National Association of Health Services Executives (NAHSE) with the 2023 Presidential Award for commitment to Black Healthcare Executives.



Adelline Ntatin, Vice President of Health Equity at BILH, has been named a Health Equity Champion in Boston Business Journal's Innovators in Healthcare program!



Gov. Maura Healey created a Governor's Council on Latino Empowerment that includes Chief Diversity, Equity & Inclusion Officer, Juan Fernando Lopera. Amplify Latinx honored Juan Fernando Lopera, Chief Diversity, Equity and Inclusion Officer, BILH, as one of the 100 Latinx who inspire others and uplift our Latinx community. Lopera was also recognized Massachusetts Women's Political Caucus (MWPC) Winners Circle Awardee for 2023; a 2023 DEI Champion Award at the annual MV CDO Summit, the second annual gathering of Chief Diversity Officers from around the country; and was named Boston's Most Influential Man of Color for DEI.

### **DEI Program Highlight**



The DEI Office distributed optional Pronoun Badge Buddies to affirm gender identities and create safe spaces by referring to people in the way that feels most accurate to them. The program featured a toolkit with training on the importance of appropriate pronoun use.

# System-Wide DEI Observances

The DEI team with input from across Beth Israel Lahey Health (BILH) selected 24 DEI-related recognition events (five monthlong observances and 19 recognition days/ weeks) throughout the year that meet one or more of the following criteria:

- Acknowledge historically marginalized communities
- Are recognized at the national, state and/or international level
- Are meaningful to a broad and encompassing array of people

BILH celebrates the following month-long observances with internal and external audiences: Black History Month, Women's History Month, Asian American & Pacific Islander Month, PRIDE Month, and Hispanic Heritage Month; in addition to significant recognition days throughout the year. See appendix for details.











### **BILH DEI Progress Report**













- BILH invited antiracist scholar, historian, and New York Times best-selling author Dr. Ibram X. Kendi for a conversation on Anti-Racism.
- 2. Hispanic Heritage Month celebrations including an event with prominent Latinx leaders to discuss the economic, political and social growth and prosperity of the Hispanic and Latinx communities, including Josiane Martinez, founder and CEO of Archipelago Strategies Group, and Joseph R. Betancourt, MD, MPH, President of the Commonwealth Fund.
- 3. El Mundo's morning show featured a different BILH guest each day of the week leading up to Tu Salud, including Pablo Quintero, MD, Advanced Heart Failure and Transplant Cardiology, Cardiovascular Disease, BIDMC, Leonor Fernández, MD, Medical Director, BILH Health Equity; Primary Care Physician, and Ana Sofia Ore, MD, MPH, General Surgery Resident, BIDMC, member of the Latinx Colorectal Surgery Clinic.

- 4. At the Tu Salud Health Fair at Fenway on June 11 featured dozens of BILH clinicians with bilingual health information and family friendly activities including doctor kits for kids.
- 5. The Health Equity Compact (the "Compact") was established two years ago with the vision of eliminating systemic barriers and creating new structures and processes that will lead to equitable healthcare and health outcomes for all in Massachusetts.

The Compact was co-founded by Michael Curry, President and CEO, Massachusetts League of Community Health Centers, Jeffrey Sanchez, former Massachusetts Chair of the House Ways & Means Committee and, our very own, Juan Fernando Lopera and now includes more than 80 leaders of color across a diverse set of Massachusetts organizations – including hospitals, health centers, payers, academic institutions and public health – to advance health equity in Massachusetts.

In 2023, the Compact filed a first-of-its-kind omnibus bill, <u>An Act to Advance Health Equity</u>, which now has 32 sponsors from the Massachusetts House and Senate. The Compact collaborated with Blue Cross Blue Shield Foundation on <u>The Time Is Now: The \$5.9 Billion Case for MA Health Equity Reform</u>.

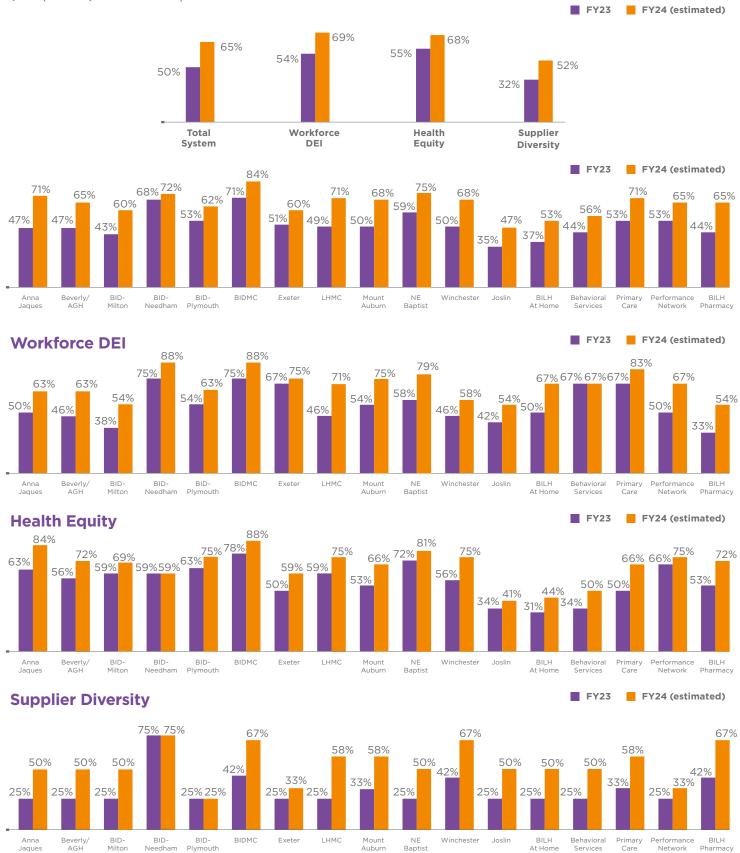
6. BILH had a significant presence with a marching contingent at Boston Pride for the People Parade Saturday, June 10, and participated in a health fair after the event with representatives from Transgender Medicine at both BIDMC and LHMC.

### **Appendix:** DEI Capability Development Framework Definition

|                                   | Capability                | Non-existent/<br>Underway (1)  | Partially Established (2)  | Established (3)   | Best Practice (4)  |
|-----------------------------------|---------------------------|--|--|---|--|
| Suppliers Health Equity Workforce | 1. DEI Council(s)         | Site does not currently<br>have a DEI council or<br>resource groups or<br>planning is underway   | DEI council may exist but needs<br>to be re-invigorated due to lack<br>of participation and/or employee<br>interest                        | DEI council is established<br>though primarily focused on<br>cultural observances, not yet<br>evolved for broader impact  | Council established with comprehensive<br>annual planning process, utilizing the "4<br>C" model, local executive sponsorship and<br>active membership  |
|                                   | 2. DEI Training           | No current DEI training in place or planning is underway   | Some DEI training previously conducted but not offered across all staff  | DEI learning is available to all<br>staff with some (<50%) level<br>of participation  | DEI learning is available to all staff with 90%+ participation   |
|                                   | 3. DEI Engagement         | Site not currently<br>assessing employee<br>engagement across<br>various DEI demographics  | Site has received employee<br>engagement results stratified by<br>race/ ethnicity  | Site has established programs<br>to increase employee<br>engagement for identified<br>engagement opportunities<br>across diverse staff                                  | Site is improving year-over-year<br>performance in employee engagement<br>across various diverse staff (racial<br>groups, gender diverse, etc)   |
|                                   | 4. DEI Policies           | DEI policies (e.g.,<br>anti-discrimination,<br>harassment) not currently<br>in place   | DEI policies in place but site<br>would benefit from revising and<br>increasing awareness  | DEI policies recently revised<br>to enhance awareness and<br>address incidents of bias from<br>colleagues and patients  | DEI policies well established with<br>effective documentation and follow<br>through on incidents of bias, resulting in<br>year-over-year reduction in DEI-related<br>incidents   |
|                                   | 5. DEI Observances        | Lack of engagement in<br>DEI observances   | Minimal level of engagement in<br>DEI observances throughout<br>the year   | Local leaders and local DEI<br>council members are actively<br>engaged and promote system<br>and/or local DEI observances   | Site is one of the top three sites, across<br>the system, in level of attendance at<br>local and/or system DEI observances<br>(measure as number of local participants<br>divided by total staff)                              |
|                                   | 6. Inclusive Hiring       | Inclusive hiring guidelines<br>not currently in place/<br>followed locally   | Guidelines in place, though with limited adherence   | Guidelines in place and<br>adherence less than 50% of<br>the time   | Inclusive hiring guidelines are well established and have 90%+ level of adherence  |
|                                   | 7. Leadership             | Health equity planning<br>underway   | Local health equity leader<br>named only but no governance<br>established  | Local health equity leader identified and governance structure established  | Site has a designated health equity lead, governance established, vision/mission/goals and resources dedicated to advancing local health equity priorities with ongoing reporting to senior leadership and the board           |
|                                   | 8. Demographics           | Low level of completeness<br>(<50%) of patient<br>demographic data (e.g.,<br>race, ethnicity, language,<br>sexual orientation, gender<br>identity) | Completeness >80% for at<br>least REaL data (race, ethnicity,<br>language) and REaL health<br>disparity dashboard established              | Completeness >80% for all key sociodemographic data (race, ethnicity, language, sexual orientation, gender identity) and partial health disparity dashboard established | Completeness >80% for all key<br>sociodemographic data (race, ethnicity,<br>language, sexual orientation, gender<br>identity) and robust health disparity<br>dashboard established   |
|                                   | 9. SDoH                   | No standard approach<br>to screening for social<br>determinants of health<br>(SDoH)  | Standalone SDoH tool in place,<br>not integrated into EMR and<br>limited resources to connect<br>patients with resources to close<br>gaps  | SDOH tool in place, integrated<br>into EMR and some level of<br>resources to connect patients<br>with resources to close gaps   | Fully integrated SDoH FindHelp tool<br>into Epic, with high level (>50%) of<br>completeness and patient gaps identified<br>being addressed the majority of time<br>(>50%)  |
|                                   | 10. Communication         | Site lacks resources<br>to meet the needs<br>of patients based on<br>language and health<br>literacy level   | Site provides limited services   | Site provides on-demand<br>access to language services to<br>respond to patient needs   | The site has expansive, scalable infrastructure for assessing and effectively communicating with patients and families to provide robust language access services for non-English speakers and meeting patient literacy levels |
|                                   | 11. Disability            | Disability competencies<br>assessment has not been<br>conducted  | Disability team identified, training<br>underway and assessment has<br>been initiated  | Disability team established,<br>disability assessment<br>completed and training<br>deployed   | Site has conducted all MassHealth<br>disability requirements and meets the<br>majority (50%) of capabilities assessed,<br>including training   |
|                                   | 12. Collaborations        | No current process<br>for seeking input from<br>patients, families,<br>caregivers and community<br>organizations                                   | Process partially in place but<br>needs to be revamped/ improved<br>for greater impact and to increase<br>representation of diverse voices | Site collaborates with patients,<br>families, caregivers, and<br>community organizations to<br>support health care equity   | Collaboration guides interventions   |
|                                   | 13. Interventions         | Targeted health disparity interventions not currently in place   | Site has defined areas of focus, informed by health disparity dashboards   | Disparity analysis guides<br>selection of health<br>disparity interventions and<br>performance improvement<br>plans (PIPs)  | Health disparity interventions/ PIPs<br>demonstrate improvement in outcomes<br>to close gaps   |
|                                   | 14. Strategic Plan        | Site does not have a<br>documented health equity<br>strategic plan   | Site has a partially defined plan,<br>with limited scope   | Site has a robust health equity<br>strategic plan   | Site has deployed its health equity<br>strategic plan and meets regulatory<br>requirements (e.g., The Joint<br>Commission)   |
|                                   | 15. Policy                | No supplier diversity policy established   | Supplier diversity policy communicated   | Supplier diversity policy<br>established and followed for<br>several contracts  | Supplier diversity policy established, followed for majority of contracts and year-over-year supplier diversity spend meets or exceeds system goals  |
|                                   | 16. Baseline Analysis     | No baseline analysis conducted   | Baseline analysis and local<br>diverse supplier opportunities<br>are identified  |   |  |
|                                   | 17 .Expanded<br>Contracts | No contract opportunities identified   |  |   |  |

### **DEI Capabilities Across BILH Entities**

The following graphs show current state and fiscal year 2024 DEI assessments for the 18 hospitals and clinical units, across BILH. Percentages are derived from a one to four scale, scored for each DEI capability, with 100% equating to a score of four (best practice) across all 17 capabilities.





# Diversity, Equity and Inclusion (DEI) Observances

The DEI team with input from across Beth Israel Lahey Health (BILH) selected 24 DEI-related recognition events (five month-long observances and 19 recognition days/weeks) throughout the year that meet one or more of the following criteria:

- Acknowledge historically marginalized communities
- Are recognized at the national, state and/or international level
- Are meaningful to a broad and encompassing array of people

### **Month-long observances**

BILH celebrates the following observances with internal and external audiences

- Internal: BILH newsletter feature, Hospital/Clinical Unit newsletter feature, Digital signage
- External: Web content, Social media posts with launch graphic and series of features



### **Day/Week-long observances**

BILH celebrates the following observances with Internal audiences with a digital sign and external audiences with a celebratory social post.

### **January**

Martin Luther King, Jr. Day Holocaust Remembrance Day

### **February**

Lunar New Year

### March

Holi (varies from Feb.-Mar)

### **April**

Ramadan and Eid al-Fitr (varies from Mar.-Apr.)

Passover

Easter

### June

Juneteenth

### July

Eid al-Adha (varies from June-July)

### September

Rosh Hashanah

### October

Yom Kippur

Indigenous People's Day

Diwali (varies from Oct.-Nov.)

### **November**

**Veterans Day** 

Transgender Day of Remembrance

### **December**

International Day of Persons with Disabilities

Hanukah

Christmas

Kwanzaa



**Beth Israel Lahey Health** 

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