

FOR THE EXCLUSIVE USE OF BRIAN_EAGAN@TRIHEALTH.COM

From the Cincinnati Business Courier:

<https://www.bizjournals.com/cincinnati/news/2022/06/02/2022-health-care-heroes-winner-otabil.html>

2022 Health Care Heroes winner: Tashawna Otabil

Category: Community Outreach

Jun 2, 2022, 9:00pm EDT

Tashawna Otabil

Title: Vice president of managed care and chief diversity officer

Organization: TriHealth

Under Otabil's guidance, TriHealth's managed care division's value-based revenue has tripled in two years, earning it recognition as a top accountable care organization in the nation by Anthem. As chief diversity officer, she leads inclusion strategies for TriHealth's 12,000 employees and advocates for health care equity for the organization's 650,000 patients. During the Covid pandemic, Otabil met leaders in the African American and Latino communities to better understand barriers to vaccine access, such as a lack of transportation or child care. She then initiated a campaign to eliminate those barriers by



TRIHEALTH

Tashawna Otabil is chief diversity officer and vice president of managed care for TriHealth.

establishing vaccine “pop-up” clinics in trusted locations like churches and community centers in underserved neighborhoods.

How has the Covid-19 pandemic magnified disparities in health care? The most “at risk” population is experiencing more severe adverse health outcomes due to lack of access in receiving timely care. Indigenous people are sicker, suffering from food insecurities, unemployment and mental health challenges, which ultimately has been magnified throughout this pandemic.

With regard to vaccination, what are some specific ways TriHealth has worked to improve access and build trust among minority populations? TriHealth implemented Covid Command Center using a multidisciplinary approach to ensure adequate communications and access to care. We expanded appointment access in our physician offices, increased telehealth services and transitioned same-day surgery areas into inpatient settings. We also created a Covid Call Center to assist with scheduling vaccines and testing. In addition, we provided electronic devices to provide equal access to those requiring language services, hosted vaccine clinics, special edition educational sessions and engaged in community outreach with churches other community-based organizations.

What's been the most rewarding part of your work recently? During this pandemic many people have found themselves in need of help, which includes physical, mental, emotional and financial support. Being able to prioritize and serve the needs of others over my own desires has been extremely rewarding.

If you could change one thing to improve health care equity in our community, what would it be? Provide resources for health systems to screen patients to better understand their social needs and connect them to community resources. This would help provide fair and just opportunities to be healthy.

Nikki Kingery
Projects editor
Cincinnati Business Courier

