

SOCIAL DISPARITIES IN HEALTH CARE

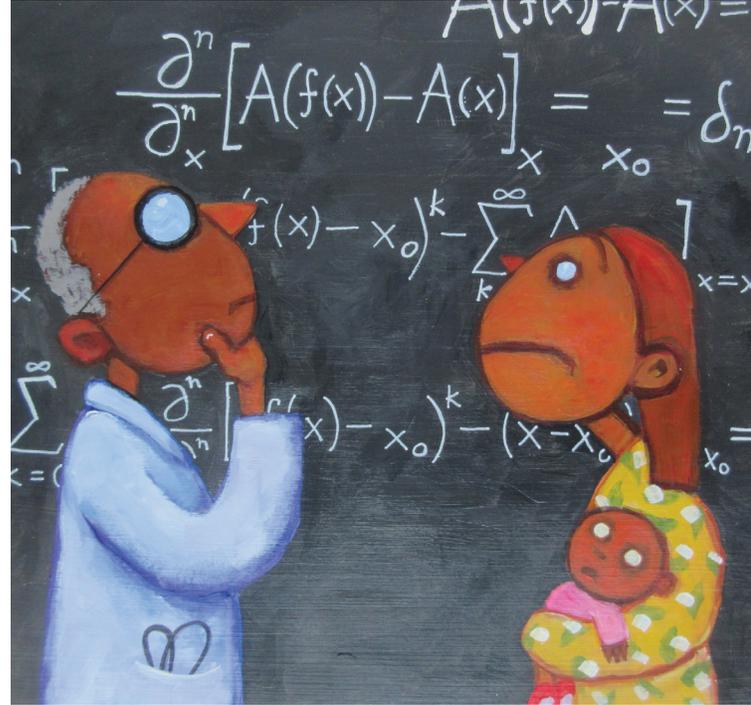
Correcting the curve

Thursday, April 25, 2019, 1–4 p.m.

The Gallery, Hilton Minneapolis

Background and focus:

Astonishing advances in medical science are coming more quickly than they can be incorporated into best practice. Unfortunately, another area of rapid advance involves social disparities. Social and economic factors can account for the greatest single element of being healthy. Whether we call it health equity, health inequity, social disparity, health disparity, or any related term, matters of race, age, disability, sexual orientation, geography, and economics create barriers to care with measurable negative downstream consequences. The number of people who are suffering and dying needlessly is growing and in five years projects as a major epidemic.



Objectives:

To solve any problem we must first understand the question, and we will start by defining the terms. We will examine the reasons certain populations are alienated and discouraged by our health care delivery system. We will share some of the extensive work that has been done to address these issues and discuss why it is not being implemented. We will discuss the role that every health care industry sector plays in creating these disparities and ways they can work together to correct them.

Sponsorship benefits for \$7,500:

- Placement of a member of your organization on the conference panel
- Participation in the development of conference themes through a three-phase curriculum development process
- Sponsor acknowledgement and branding through conference promotion in MPP journals—over six months and 150,000 copies
- Over six months of ongoing multimedia promotion
- Sponsor corporate bios in conference programs
- Sponsor recognition on conference signage
- Sponsor branding in published and online conference transcripts
- PDF of conference transcript/report to share with potential clients
- Online promotion includes weekly MedFax banners plus banners on the Minnesota Health Care Consumer Association site and newsletters