



### Our Approach

Our goal is to provide an objective evaluation of the organization’s product strategy, process and overall experience provided to its diverse target market from an equity, diversity, and inclusion lens. Using a numerical scoring system, each aspect of the product strategy and process will be rated to identify areas that would benefit from improvement. Additionally, we gather diverse demographic patient insights through in-depth interviews and moderated user testing using a proprietary platform for engagement.

#### Phase 1



Product audit and patient insights survey

#### Phase 2



Product department process evaluation and key stakeholder interviews

#### Phase 3



Audit Presentation and Report Out

#### Phase 4



Ongoing and new product evaluation

### What to Expect

#### Estimated Timeline



45 days

#### Deliverables



- Objective observation and analysis
- Summary audit report and presentation

#### ABOUT JUST HEALTH COLLECTIVE

*Just Health Collective, LLC is a digital engagement community and consulting services firm focused on accelerating belonging (the intersection of health equity + diversity + inclusion) in health and healthcare. Our vision is to help organizations build a just healthcare system that is fair, impartial, and representative of its community - giving employees a sense of inclusiveness, consumers a sense of trust, and everyone the opportunity to achieve good health.*