



FOR IMMEDIATE RELEASE

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Establishing structures and processes that respond to, empower and facilitate communities in defining and resolving issues related to disparities in health

Greensboro Health Disparities Collaborative Releases In-Depth Case Study on Effective Systems-Change through Anti-Racism Organizing

GREENSBORO, NC | June 30, 2022 – The [Greensboro Health Disparities Collaborative](http://greensborohealth.org/index.html) (GHDC) is proud to announce the publication of an in-depth case study telling the story of how and why the GHDC was able to successfully resolve racial disparities in cancer treatment completion.

The Greensboro Health Disparities Collaborative (GHDC) is a 19-year-old community-academic-medical partnership that uses anti-racism, community organizing principles, and community-based participatory research to guide successful efforts to implement systemic change. University of North Carolina at Chapel Hill, Cone Health, and the University of Pittsburgh Medical Center have been stalwart partners in conducting rigorous research with the GHDC over the years. The case study is a result of collaboration by The Bridgespan Group, the Groundwater Institute, and the Racial Equity Institute.

The case study tells the story of the GHDC's founding and how the group went on to conduct the National Cancer Institute-funded Accountability for Cancer Care through Undoing Racism and Equity (ACCURE) study which eliminated racial inequities in breast and lung cancer treatment outcomes. [Results](#) from the ACCURE study were published in the *Journal of the National Medical Association*. Further information about the ACCURE interventions are described in a chapter of the book [Racism: Science & Tools for the Public Health Professional](#) and on the GHDC website. The voices of several GHDC members, including Co-Chairs, Terence "TC" Muhammad and Kari Thatcher, and founding members Geni Eng and Jennifer Schaal, are featured in a [teaching case study module called "Seeking Health Equity: Examining Racism as a Social Determinant of Health."](#)

COLLABORATORS

University of North Carolina at Chapel Hill, Gillings School of Global Public Health is the #1 public school of public health in the U.S. Its mission is to improve public health, promote individual well-being and eliminate health inequities in North Carolina and around the world. With its special focus on the science of implementation and delivery, UNC Gillings faculty, staff, and students are bridging the gap between academic research and practical public health that can make a world of difference – and a different, healthier world. The ACCURE grant project featured in the case study was funded by the National Cancer Institute through the UNC Center for Health Promotion and Disease Prevention, which is part of the CDC's network of prevention research centers.

Cone Health (Greensboro, NC) is a not-for-profit health care network serving people in Alamance, Forsyth, Guilford, Randolph, Rockingham, and surrounding counties. Their brand promise – We Are Right Here With You – is shared by more than 13,000 employees, 1,800 physician partners and 1,000 volunteers. As one of the region's largest and most comprehensive health networks, Cone Health has more than 100 locations, including five hospitals, six ambulatory care centers, three outpatient surgery centers, six urgent care centers, two retirement communities and more than 120 physician practices.

UPMC (Pittsburgh, PA) is inventing new models of patient-centered, cost-effective, accountable care. UPMC's mission is to: (1) serve their communities by providing outstanding patient care; and (2) shape tomorrow's health system through clinical and technological innovation, research, and education. The largest nongovernmental employer in Pennsylvania, UPMC integrates more than 92,000 employees, 40 hospitals, 800 doctors' offices and outpatient sites, and a more than 4 million-member Insurance Services Division, the largest medical insurer in western Pennsylvania.

Racial Equity Institute, LLC is an alliance of trainers, organizers, and institutional leaders who have devoted themselves to the work of creating racially equitable organizations and systems. They help individuals and organizations across the nation to develop tools to challenge patterns of power and grow equity. They guide communities and organizations through a multi-phase capacity-building process designed to help leaders and organizations proactively understand and address racism in their organizations, and in the communities where they work.

The Groundwater Institute works with leaders of major institutions across the country in the corporate, nonprofit, and government sectors. They partner with leaders who intend to bring the full weight of their organizations and influence to bear in the struggle for racial equity. They believe in the power of connecting community, grassroots networks, and institutional leaders together in this work. The Groundwater Institute's work strengthens leaders' skills to communicate, translate, and apply a racial equity analysis for strategic action to impact change.

The Bridgespan Group is a global nonprofit that collaborates with social change organizations, philanthropists, and impact investors to make the world more equitable and just. Bridgespan's services include strategy consulting and advising, sourcing and diligence, and leadership team support. We take what we learn from this work and build on it with original research, identifying best practices and innovative ideas to share with the social sector. We work from locations in Boston, Johannesburg, Mumbai, New York, San Francisco, and Singapore.

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