



**EQUALITY HEALTH**

The New Culture of Care

Press Kit  
2019



## Our Purpose

The one-size-fits-all U.S. healthcare system must change to meet the needs of diverse individuals and communities. Racial and ethnic health disparities are linked to poorer health outcomes and lower quality care—and these groups suffer disproportionately.

Equality Health is the leading integrated healthcare delivery system centered on cultural, holistic care. Our passion is to ensure equal healthcare for all.

To this end, we partner with health plans, providers, and key stakeholders in the community to improve health outcomes, transition to value-based care, serve as a trusted resource, and better engage their most vulnerable members through culturally relevant care.



# Embracing culture. Empowering health.

Dear Reader,

It's our pleasure to introduce you to the nation's fastest growing healthcare company, Equality Health.

Our innovative and integrated healthcare delivery system is focused on improving care delivery for diverse populations with culturally sensitive programs that improve access, quality, and patient trust. We're focused on the Hispanic and Latino community in Arizona, but are expanding soon to include diverse populations in the Southwestern U.S.

Our goal? To reduce health inequalities and improve the health of individuals, families, and communities—regardless of sociodemographic factors, income, or zip code.

To accomplish this, we partner with health plans and providers to offer an integrated technology and services platform, a culturally competent provider network, and a unique cultural care model that encompasses primary care, behavioral health, and community-based services.

We're very excited to share our passion and heartfelt enthusiasm in delivering quality healthcare for all.

Thank you for your time and interest.





## Equality Health: A history rooted in diversity and equity

### **An integrated, holistic healthcare delivery system founded on cultural care**

Challenges with language, health literacy, cultural understanding, and socioeconomic factors have created large health inequalities for a growing portion of our society. For many, the current one-size healthcare system does not fit all.

*"You zip code can say more about you than your genetic code, especially when it comes to the accessibility of high-quality healthcare." – Hugh Lytle, Founder, Chairman and CEO*

Equality Health is the nation's leading integrated healthcare delivery system focused solely on improving care delivery through the lens of culture. The company promotes healthy communities by addressing the medical, spiritual, behavioral, social, cultural, economic, and environmental factors that can impact health.

Equality Health partners with health plans and providers to improve health outcomes, transition to value-based care, and better engage their most vulnerable members through culturally relevant care.

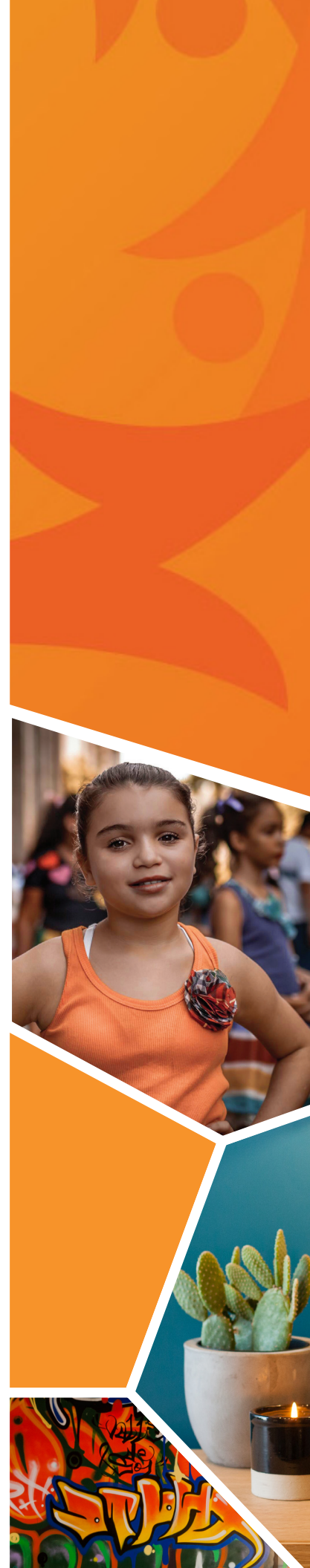


## Disrupting the status quo. Delivering cultural expertise.

Equality Health was founded in 2015 by entrepreneur Hugh Lytle. A self-described “healthcare rebel,” Hugh’s career spans more than 25 years and includes starting two other nationally recognized healthcare companies. His keen insights and expertise in the industry have been instrumental in the development of Equality Health’s product portfolio. The core premise guiding each is the belief that all people share a common humanity and have a right to equitable treatment, support for their human rights, and a fair allocation of community resources.

*“Equality Health is taking a comprehensive look at what factors impact a person’s health, and we’re building an integrated delivery system to directly manage members through risk-based contracting.”*  
- Lisa Stevens Anderson, Q Point Health

Through years of research and personal experience, Hugh and Equality Health have created centralized technology, services, and network designs intended to organize a better healthcare delivery system and build a culture of quality care for all.





## Closing the gap in health disparities. Opening the door to a new culture of care

Equality Health's innovative approach to providing healthcare stems from years of research on the impact of health disparities among the Latino population and the continual struggle to achieve health equality with limited healthcare resources.

Witnessing challenges with language, cultural understanding, social determinants, addiction, health literacy, and sustainable engagement led us to create a cultural care network of like-minded Hispanic physicians. What started as a group of nine primary care physicians in 2015, has grown into a network of more than 1,000 providers in Arizona.

*"We work relentlessly to do our part. Our deepest sense of inspiration has come from working directly with patients and independent physicians in the community." – Hugh Lytle, Founder, Chairman & CEO*

This unprecedented growth was due, in part, to Equality Health's investment in a deep data analysis of Maricopa County's most underserved areas. Looking at community factors like access to public transportation and availability of healthcare providers, Equality Health was able to target key locations to build Complex Care Centers that house primary care, behavioral health, and social support services. In addition, the company created the first patient whole health assessment that takes into account not just health risks, but social and cultural factors.

## The app that helps close the gap

Another way Equality Health is closing the gap in health disparities is by offering the first culturally-enabled mobile engagement application for smart phones. The innovative platform provides easy access to bilingual care coordinators with concierge-level service that gives patients the ability to:

- Schedule an office visit or a virtual telemedicine visit
- Request to “chat” with doctors, pharmacists, and eventually, behavioral health specialists
- Access information to improve health care literacy
- Learn what community resources are available and relevant to their needs
- Connect to diabetes, maternity, asthma, high cholesterol, high blood pressure, behavioral health, and pharmacy adherence services

## A universal vision that keeps expanding

Equality Health is targeting other innovations around cultural wellness programs, diabetes education, pain and addiction treatment, and patient self-management tools. The vision of Equality Health is two-fold: to prove that a culturally focused delivery system can produce better outcomes and higher patient satisfaction—and then scale and replicate this cost-efficient model across other minority communities nationwide.





## Equality Health Fact Sheet

**Year Founded** 2015

**What We Do** Equality Health is the nation's leading integrated healthcare delivery system focused solely on improving care for diverse communities by facilitating culturally relevant care. The company is the fastest growing healthcare network in Arizona.

**Headquarters** 521 S. 3<sup>rd</sup> Street  
Phoenix, AZ 85004

**Website** [equalityhealth.com](http://equalityhealth.com)

**Employees** 180

**Divisions**

- HealthBI
- Q Point Health (MSO)
- Equality Health Network
- Equality Care Centers
- Equality Medical Group
- Equality Health Foundation





## Who we are

Equality Health is a revolutionary, integrated healthcare delivery system for populations that have long struggled with integrating into the traditional one-size-fits-all U.S. healthcare model. We ensure people receive high-quality healthcare that improves and enhances their lives—regardless of sociodemographic factors, income, and zip code.

## What we do

We worked closely with managed care organizations, providers, and community stakeholders to pioneer an innovative, replicable, and sustainable Cultural Care Model that establishes a trusted resource among diverse patients and providers alike. This model promotes healthy communities by addressing medical, behavioral health, and socioeconomic factors that impact a person's overall health and well-being.

## Why we do it

Challenges with language, health literacy, cultural understanding, and socioeconomic factors have created large health inequalities for a growing portion of our society. Racial and ethnic minorities have suffered the most when it comes to access, cultural assistance, and quality of care. At its core, Equality Health exists to end health disparities and improve the health of individuals, families, and communities.



## How we do it

Through an integrated population health technology and community platform, culturally competent physician network, and community partnerships, Equality Health helps managed care plans and health systems improve care for underserved populations, while simultaneously making the transition to risk-based accountability.

## Where we started

Equality Health began its pursuit of better healthcare for all by analyzing community-based data from Maricopa County's most underserved areas. These disparities drove us to develop a proprietary Cultural Care Model.

Looking at factors like population trends, food insecurities, transportation, education, employment, and access to care allowed Equality Health to target key hotspots for community interventions, provider network design, and complex care centers that will house primary care, behavioral health and social support services—all specifically tailored to better serve the community.

This holistic, technology-enabled approach increases health literacy, integrates physical and behavioral health with primary care, and creates an alignment with community based organizations to close gaps in care and solve for social determinants of health.



# Hugh Lytle

## Founder, Chairman and Chief Executive Officer

Hugh Lytle is a serial entrepreneur and self-described “healthcare rebel” with more than 25 years of executive healthcare leadership experience. Hugh focuses on health service innovations that have a strong social mission and bring systemic change to the U.S. healthcare system. His passion for disrupting an undesirable status-quo is what drives him to develop groundbreaking healthcare solutions like the work being done at Equality Health.

Prior to founding Equality Health, Hugh co-founded Univita Health, a unique home-based care management business that improves the coordination and effectiveness of care delivered in home settings. For three and a half years he led the company as President and Chief Executive Officer, building Univita into a national independent-aging platform, serving more than six million commercially insured, working-age, Medicare and Medicaid seniors and low-income beneficiaries.

Hugh also was President and Co-Founder of Axia Health Management, LLC, a leading population health management company. Axia’s flagship product, The Silver Sneakers Fitness Program, is the nation’s top fitness program designed exclusively for active older adults. The program currently engages more than two million seniors nationwide.

Hugh holds an MBA from Butler University and a BA in Economics from the University of Indianapolis.

In addition to his work with Equality Health, Hugh is a Principal with StarWest Ventures, a strategic healthcare advisory firm based in Scottsdale, Arizona, and is a guest-lecturer at the University of Arizona Eller School of Management.





## Executive Bios

### **Anabell Castro Thompson, NP** - Senior Vice President, Equity, Diversity & Inclusion

A 20-year industry veteran and Latino advocate, Anabell was founder and director of the largest non-profit hospice in the nation. She currently is President of the National Association of Hispanic Nurses. Her vision is to transform health care delivery for vulnerable populations through advocacy, public policy and implementation of culturally congruent models of care—all with the goal of fostering healthy, equitable communities.

### **Mark Hillard** - President, Equality Health Network

Mark is a seasoned C-suite executive with experience in for-profit, not-for-profit, and government entities. One of the company's original trailblazers, he wants to provide quality healthcare for all—not just for those who can afford it. By becoming a trusted partner, he believes we can close the gap of health disparities in the communities we serve, and in doing so, make a real difference in lives of the underserved.

### **Mark Stephan, MD** - Vice President, Medical Officer

A mission-driven physician, Mark believes the greatest impact to be made is by helping those who have the least. He says patients should “drive their own bus” and feels strongly about providing patient advocacy and education. His intense interest lies in improving integrated medicine and care delivery systems for providers and patients.

### **Scott McFarland** - President, HealthBI

A nationally recognized health innovator and technology disruptor, Scott leads HealthBI's health information technology platforms and contact center solutions for providers and payers. His executive management experience includes stints as CEO of the Hawaii Health Systems Corporation, President of Wellness and Population Health at Cleveland Clinic, and Healthways where he led innovation, product development, and product management.



## Executive Bios continued

### **Lisa Stevens Anderson** President, Q Point Health

Lisa is a healthcare veteran who has served in executive leadership roles at both TriWest Healthcare Alliance and Banner Health. She made the switch to Equality Health because she wanted to align her personal and professional mission and values to improve the health of the community with a like-minded organization. She's excited about providing the resources that allow people to control their own destinies.

### **Mark Wright** - President, Equality Health Medical Group

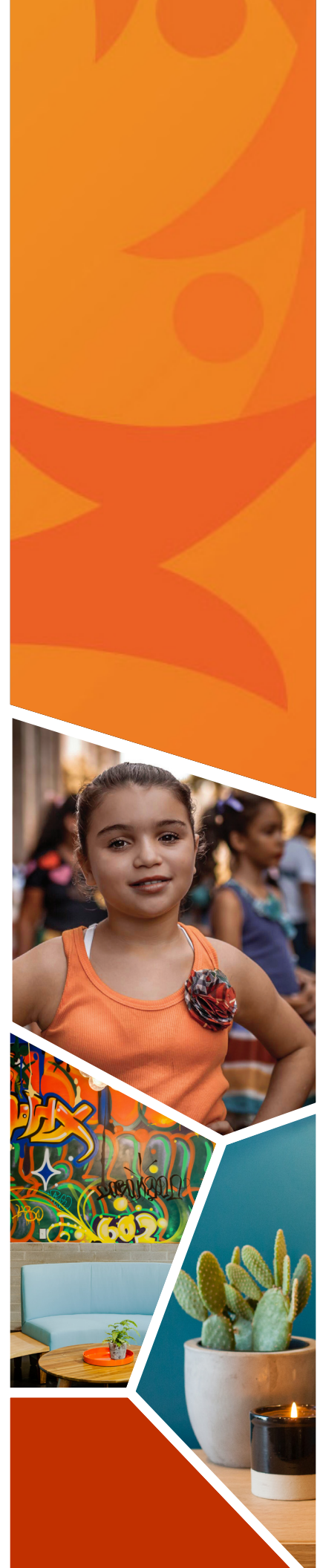
After 25 years of medical operations experience and 20 years in the Valley of the Sun, Mark saw an opportunity to revolutionize health care by giving independent physicians the tools, resources, and technology needed to manage patients in a culturally sensitive way. He's excited about growing a comprehensive, culturally competent network of trained providers.

### **Laurie Susie** - Executive Director, Equality Health Foundation

Laurie leads the Equality Health Foundation, a nonprofit whose mission is to engage donors and collaborate with partners to improve the vitality and wellbeing of diverse and underserved communities. A fundraising professional since 1994, her expertise in foundation leadership has helped organizations including Catholic Charities, Catholic Healthcare West, and St. Rose Dominican Health Foundation.

### **Mark Best** - Chief Growth Officer Equality Health

With an impressive track record in the healthcare sector, Mark is an expert in building teams, developing strategy, and growing revenue. Previous positions at iHealth Technologies and Schaller Anderson, Inc. were focused on generating thoughtful and profitable quality growth, resulting in remarkable value creation.





## Executive Bios continued

### **Jason Ahn, MD** - Chief Development Officer, California Market

A Harvard-trained emergency medicine physician, Jason is a leader in value-based healthcare delivery, policy, and innovation. Committed to making an impact for the populations who need it most, Jason says at the end of the day, he'd like to look back on his life and see that he gave his all to make the world a better place, especially for the underserved.

### **Shar Najafi, PhD** - Senior Vice President, Behavioral Health

With a wealth of experience in streamlining, standardizing, and quantifying healthcare programs, Shar envisions creating easily accessible and nationally replicable comprehensive care centers with primary care, behavioral health, and pain management all under one roof. She also believes taking a concierge-level approach to Medicaid populations will elevate their quality of care.

### **Jeff Butcher** - Chief Financial Officer, Equality Health

Jeff who has unparalleled expertise in finance for health insurance, hospital management and physician practice entities, is helping to set a new standard of excellence at Equality Health. Jeff oversees the alignment of the company's strategic and financial goals and is establishing the financial structure and discipline necessary to meet the demands of a fast-growing enterprise.

### **Tomás León**- Senior Vice President , Marketing & Strategy

Tomás has been a lifelong advocate for advancing diversity and inclusion, bringing more than two decades of experience in business development, policy advocacy, and marketing communications to his role at Equality Health. He says the company mission aligns with his purpose in life—advocating for people left behind—and his role allows him to “bring all of who he is to work.”

# Executive Quotes

*"Your zip code can say more about you than your genetic code, especially when it comes to the accessibility of high-quality healthcare."*

- Hugh Lytle, Founder and CEO, Equality Health

*"Challenges with language, health literacy and cultural and social norms have created large healthcare disparities for a growing portion of our society, and that's unacceptable. Equality Health is breaking down these barriers to provide individualized care that will ultimately improve the overall health of these communities."*

- Hugh Lytle, Founder and CEO, Equality Health

*"Medical science has come a long way, but it doesn't do any good if people don't have access to care and are not being treated well. Our model is changing the current standard in healthcare and instead looks at the deeper needs of individuals in our community to determine how we can better manage their care."*

- Hugh Lytle, Founder and CEO, Equality Health

*"We have a very mission-driven business, and we're attracting people who see the same challenges and want to help. I think we're tapping a nerve for people who see that the system is broken and want to contribute in a way that they haven't in the past. Ideas and innovation are really encouraged. It's sort of an anti-corporate culture."*

- Hugh Lytle, Founder and CEO, Equality Health

*As more focus is placed on the rising costs of healthcare and value-based payment systems, Equality Health is acutely focused on supplementing healthcare interventions with efforts and programs that meaningfully address the social determinants of health."*

- Anabell Castro Thompson, NP - Senior Vice President, Equity, Diversity & Inclusion

*"Equality Health is taking a comprehensive look at what factors impact a person's health, and we're building an integrated delivery system to directly manage members through risk-based contracting."*

- Mark Hillard, President, Equality Health Network

*"Equality Health is making a true difference in the lives of some of our community's most vulnerable, and too often, overlooked populations."*

- Lisa Stevens Anderson, President, Q Point Health

(A division of Equality Health)

*"Q Point's credentialing experts and efficient vetting process remove the credentialing burden that keeps good providers from getting on health plans faster. It also reduces the administrative burdens that too often stand in the way of what these providers do best—taking care of patients while maintaining the highest standard of quality and safety."*

-Monique Delgado, vice president of Equality Health Network

*"On behalf of everyone in the Equality Health family, from our passionately dedicated provider network to our trailblazing professional staff, we are thrilled to be recognized by the Greater Phoenix Chamber as the Business of the Year in Phoenix in the small-to-medium business category and its 2018 Exceptional Innovator."*

- Hugh Lytle, Founder and CEO of Equality Health

*"Our goal with CareEmpower® is to thrill clinicians with a tool that, at long last, helps them provide true, comprehensive care to all patient populations. It will also help them finally complete that last mile needed to integrate and coordinate both physical and behavioral care for their patients. These are two monumental capabilities—in one platform."*

- Mark Wright, President of Equality Health Medical Group

## Reach Out to Us

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