

POSITION SPECIFICATION

Position	DEIA Generalist & Economic Inclusion Lead
Company	Point32Health
Location	Canton, MA / In-person or Hybrid
Reporting Relationship	Director of Workforce DEIA
Website	www.point32health.org

COMPANY BACKGROUND

The combination of Tufts Health Plan and Harvard Pilgrim Health Care represents the coming together of two of New England's most iconic nonprofit healthcare companies. Representing nearly 90 years of combined service to our members and the community, together we are building upon our diverse legacies and innovative collaboration by making it our purpose to guide and empower healthier lives for our members — no matter their age, health, race, identity, or income.

That's why we've named our new corporate entity Point32Health. The Point32Health name is inspired by the 32 points on a compass. It speaks to our critical role in guiding and empowering the people we serve to achieve healthier lives.

Point32Health is our corporate name. Harvard Pilgrim Health Care, Tufts Health Plan, and our other brands will continue to show up as they have since becoming a part of this new family—trusted, high-quality health services for people across the country.

At Point32Health, we strive to be a different kind of nonprofit health and well-being company, with a broad range of health plans and innovative tools that make navigating health and well-being easier, guiding our members at every step of their healthcare journey to better health outcomes. We are committed to providing high-quality and affordable health care, improving the health and wellness of our members, and creating healthier communities across the country.

THE ROLE

At Point32Health, we believe that business can be powerful platform for social change. Economic inclusion is fundamental to this belief. We are committed to health equity and addressing social determinants of health—particularly jobs and income, which Economic Inclusion underpins. Our mission is to leverage people's differences to create better outcomes and guide and empower healthier lives for everyone. Diversity, Equity, Inclusion, Accessibility (DEIA) and health equity in the Point32Health ecosystem are top priorities.

Position Summary

Reporting to the Chief Diversity Officer, this exciting dual role encompasses the DEIA generalist duties and economic inclusion pillar within our multiyear plan. The DEIA Lead will lead initiatives and programs related to our seven pillars and two enablers strategy, both internally and externally, for the organization, driving ownership of colleagues in critical roles for understanding and executing the economic inclusion approach and equipping them to optimize marketplace diversity, spend and supplier diversity. In collaboration with the DEIA leadership team, they will create and implement a plan to build out Point32Health's marketplace and economic inclusion framework. They will lead efforts to keep Point32Health a company of choice for suppliers, providers, members, and community partners. Additionally, 30% of the work will be dedicated to supporting enterprise-wide DEIA initiatives that build trust and reputation as a healthcare provider, employer of choice, and forward-thinking leader.

KEY RESPONSIBILITIES

- **Marketplace Diversity:** Review policies, practices, and procedures directly impacting economic inclusion and marketplace diversity. This discovery will include, but will not be limited to, the examination of policy documents and operating systems, an evaluation of internal and external communications, and any economic inclusion-focused diverse member feedback from member surveys.
- Grounded in the process above, provide consultative guidance and priority recommendations while implementing an economic inclusion strategy aligned with the company's DEIA approach, which may include activities such as:
 - Creating an economic inclusion strategy in collaboration with key internal stakeholders aligned with the company's DEIA strategy.
 - Further integrating economic inclusion throughout the organization.
 - Consulting with Colleague Resource Group (CRG) members to engage them as appropriate on marketplace economic inclusion strategy.
 - Program management of supplier and provider summits and annual Economic Inclusion Report.
 - Coaching for executives and leaders in their initiative sponsor/champion role.
 - Working with IT, Marketing, Communications, and other program teams to ensure all products, websites, and collateral are up-to-date and regularly reviewed and refreshed.
 - Be a thought leader and represent Point32Health within the provider, supplier, and economic inclusion communities.
 - Partner with Procurement to assess current relationships with accessibility/digital asset consultants and vendors and determine critical partners to continue working with and maintain consistency across the company for vendor use.
- Create a short and long-term plan for Point32Health's marketplace/economic inclusion communication, including programs and initiatives, and develop a budget and appropriate resourcing plan.
- Lead creation for marketplace/economic inclusion DEIA-related content in all appropriate communications (e.g., internal/external messaging, RFPs, etc.).
- Work in partnership with the internal DEIA team and stakeholders throughout the organization to influence positive change.
- Coordinate external benchmarking submissions, recommendations for action/follow-up and overall strategic approach.

PROFESSIONAL EXPERIENCE/ QUALIFICATIONS

Education

- Bachelor's Degree.

Experience

- Knowledge in at least two of the following areas: DEIA, health equity, supplier diversity, and/or provider relations standards, trends, best practices, and requirements.
- Demonstrated experience in influencing executive leaders to align on bold goals.
- Confidence in change management and guiding teams through ambiguity and changing context.
- Strong communicator who can translate complex subjects into inspiring, action-oriented proposals aligning stakeholders with common goals.
- Project management and executional acumen: Ability to break down complex problems into parts and focus on and implement areas that yield the highest progress.

- Passion for and deep understanding of economic inclusion access and DEIA principles and practices.
- Deep connections to economic inclusion communities and a commitment to building a lasting network of relationships between these communities and Point32Health health.

Additional Requirements

- Weekly travel within the Greater Boston area
- Other travel as needed
- Virtual and in-person attendance at external events at times taking place on evenings and weekends