



## Health Equity Council Charter

**Overview:** The Health Equity Council serves as an advisory committee providing external oversight to health equity initiatives and activities to the Blue Cross Blue Shield of Massachusetts Health Equity team, including NCQA’s Health Equity Accreditation.

**COMMITTEE GOAL/MISSION:** In partnership with clinicians in our network and the Foundation, we intend to become market leaders in addressing inequities in healthcare—within our membership, and within our state.

**COMMITTEE PURPOSE:** In keeping with our commitment to act as a leader in addressing inequities in care, we have established the Health Equity Council to support this crucial work by advising and helping BCBSMA shape the strategy and design of health equity efforts. This group consists of leading experts in the fields of Population Health, Social Equity and Medical / Health Advisory experts.

### **Operating Guidelines:**

**EXECUTIVE SPONSOR(s):** Rich Lynch

**CHAIR(s):** Mark Friedberg

### **MEMBERSHIP:**

Council members are carefully selected to represent national health care leaders, academia, providers and community leaders from diverse backgrounds. These Council members provide a wide array of perspectives and feedback.

The recruitment process for the nine to ten members starts with the development of a candidate pipeline list with diverse professional, racial and ethnic backgrounds. The proposed list of Council members and potential substitutes are evaluated by the CEO. Once the CEO reviews the list and provides feedback, the Senior Vice President of Performance Measurement and Improvement and the Senior Director of Health Equity interview the candidates to determine fit and availability.

Once candidates express interest and Blue Cross establishes fit for the Council, the health equity teams start the contract process that includes a stipend, role description and confidentiality clauses.

Membership will be reviewed and updated no less than annually by the Committee Chairs.

**MEETINGS:** Six, 90–minute meetings a year, at the Boston 101 office and hybrid. The Health Equity Team creates and sets the agenda.

The frequency of the meetings will be reviewed on a yearly basis. Committee members are expected to attend all meetings but may be represented by an appropriate replacement in their absence.

Council members are evaluated annually to ensure that they meet the responsibilities of the role including attending and participating in the Council meetings and ensuring that their professional roles do not conflict with their roles as Council members.



## Health Equity Council Charter

### **Council Member Responsibilities:**

- To advise Blue Cross on the formulation of Health Equity goals, vision and strategies to fulfill these goals to build a community that is equitable and free of health inequities
- A passionate advocate for cultural competence in healthcare who understands the broader Massachusetts community
- As a key advisor to the highest level of organizational leadership, this council member will play a critical role in holding Blue Cross accountable to our mission.
- Leverage deep experience, broad expertise and wide network of relationships to identify and recommend potential partnerships
- Understands, appreciates, and accounts for how culture, trust and history influence and impact access to and quality of care
- Maintains confidentiality on any internal organizational affairs discussed
- In 2025 we expect to have six Council meetings, each lasting approximately lasting 90 minutes. There might be ad hoc requests for guidance between meetings with the goal of affording Council members with the opportunity to comment on major decisions before they are made.
- The term of this appointment is one year with potential for renewal.

**OBJECTIVES:** The Health Equity Council serves as a committee providing external oversight to health equity initiatives and activities to the Blue Cross Blue Shield of Massachusetts Health Equity team.

**DECISION-MAKING:** N/A – the Health Equity Council is an advisory committee

**EXPECTED OUTCOMES:** The Health Equity Council serves as a committee providing external oversight to health equity initiatives and activities to the Blue Cross Blue Shield of Massachusetts Health Equity team.

### **REPORTING STRUCTURE OF COMMITTEE:**

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## Health Equity Council Charter

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### CONFIDENTIALITY

In conducting its business, members of the Committee will take special care, consistent with the Company's Code of Ethics and Conduct (the Blueprint) to protect the confidentiality of sensitive information it receives.

### CONFLICTS OF INTEREST

Committee members will promptly disclose any conflict of interest they may have with respect to any matter to be discussed by the Committee.

**POLICIES:** n/a

**ANNUAL REVIEW:** The Committee Charter will be reviewed and updated annually, and when significant changes occur such as leadership changes, changes in focus to respond to revised corporate priorities, changes in reporting, changes in decision making authority and/or structure, and/or responding to external changes such as regulatory updates.

**Document Information:** [Version control and record of annual review and updates.]

### REVISION HISTORY:

Version	Date	Revision Summary
1.0	5/29/2025	Charter created

### DOCUMENT OWNER:

Name	Organization
Kristine Sand	PMI



## Health Equity Council Charter

**REVIEWERS:**

Name	Division	Versions
Carmen Pimentel	PMI	1.0
Eileen Alexopoulos	PMI	1.0

Appendix:

**Health Equity Council Members:**



## Health Equity Council Charter

Maria Gonzalez Albuixech	Dr. Monica Bharel	Dr. Thea James
Gary Bailey	Dr. Dharma Cortés	Beya Jimenez
Aswita Tan-McGrory	Jose de la Rosa	Dr. Sandra Stratford

**Additional Invited Attendees:**

Eileen Alexopoulos	Senior Director, Health Equity and DEIB
Laura Carr	Director, Provider Network Performance Support
Morgan Brown	Health Equity Operations Specialist
Michele Courton-Brown	Chief Talent Equity Officer
Cecilia Flores-Rodriguez	Senior Program Manager, Provider Performance and Equity
Dr. Mark Friedberg	Senior Vice President, Performance Measurement & Improvement
Anna Gosline	Senior Director, Policy & Research
Rich Lynch	Executive Vice President, Chief Operating Officer
Carmen Pimentel	Senior Program Manager, Health Equity Program
Kristine Sand	Director, Health Equity Program
Naomi Wan	Health Equity Oversight Manager
Hector Rodriguez	Director, UC Berkeley CHOIR Faculty (External Evaluator)
Amanda Brewster	UC Berkeley
Timothy Brown	UC Berkeley
Sarah Epstein	UC Berkeley
Guests:	K. Howitt; J. Meisinger; K. Brudnicki