



Accelerating health equity and belonging™

We have entered a new paradigm of health care – one that demands that we think and act differently to create a 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.

The economic burden of health inequity in the United States **costs our health care system more than \$57.5B**. In the face of staggering health disparities, lost lives and the resulting billions of dollars that these inequities cost us, we must chart a new course and collaborate across sectors to create value. Solving the problem is complicated but not impossible. Just Health Collective is here to guide you along the journey.

Our expertise. Your advantage. Join us in the pursuit of a society in which all people have a fair and just opportunity to achieve optimal health.

Client testimonial

The Just Health Collective team was able to capture the spirit that existed in our organization, assess the readiness of our employees, and develop a change leadership plan that gave us a roadmap to an equitable future across NHRMC and the communities we serve. We are already experiencing meaningful differences that are seen and felt by patients, their families, and our staff. We will continue to benefit from this investment for years to come.

Chief Physician Executive, New Hanover Regional Medical Center

Areas of expertise

- Strategy and implementation
- Organizational structure development
- Operational tactic co-creation
- Incentive and accountability models
- Change management communication
- Disparities data collection and financial analysis
- Culturally competent care model business development
- Executive coaching and retained advisory service

Our services

Consulting/advisory



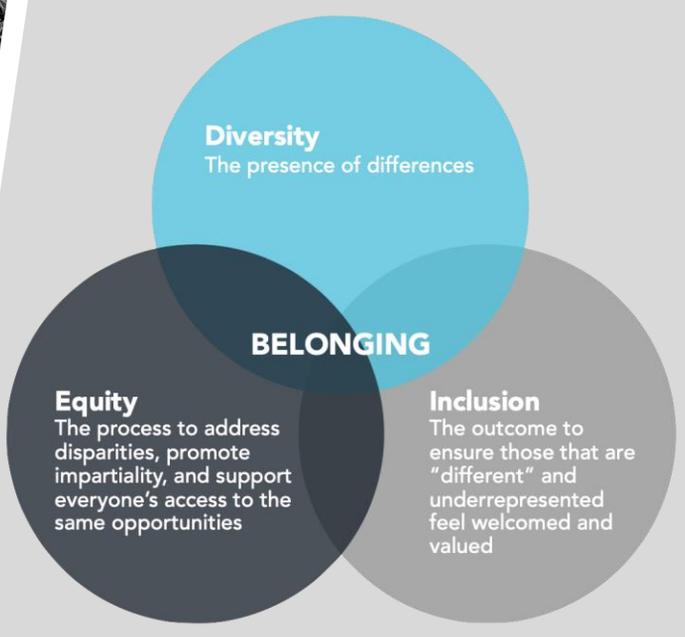
Digital engagement community

Learning collaboratives, training, and group facilitation



Together we can make it happen. Let's begin the conversation.

Ph: 404-458-7680 | info@justhealthcollective.com | justhealthcollective.com



Our Founder and CEO

Recognized by countless organizations as a change maker within the field, Duane Elliott Reynolds, MHA, has helped to lead the national conversation around belonging - the intersection of diversity, inclusion and health equity. His work is illuminating new perspectives and helping others connect the dots between value transformation and belonging.

As a Modern Healthcare and Business Equality Magazine 'up and comer,' Reynolds' ideas and guidance have led mission-driven organizations to boost consumers' access to care and have also enabled clients to realize millions of dollars in savings, while driving topline revenue growth. Since the onset of his more than two-decade health care executive career, Reynolds has actively created space for diversity, inclusion and health equity work where none before existed.

As a health care consulting leader for The Advisory Board Company, Reynolds developed the division's first inclusion and diversity department - and served as its inaugural chief executive. His work earned the organization recognition as a 2017 and 2018 "Best Place to Work for LGBTQ Equality" by the Human Rights Campaign. Reynolds was most recently the president and CEO of the American Hospital Association's Institute for Diversity and Health Equity and has held operational leadership positions at other prominent organizations including Johns Hopkins Medicine, Emory Healthcare, OhioHealth and Optum, a United Health Group company.

Reynolds' empathy, business savvy and knack for building trust enable him to diagnose cultural blind spots and work fluidly across teams. He passionately makes a case for why organizations must recognize and embrace their roles in battling historical and systemic injustices in order to advance health equity.

"We leverage our team's diverse expertise in business, healthcare finance, and management to ensure clients get the comprehensive, integrated services they need and desire. We partner with your organization for the long haul with execution plans that flex with your needs and focus on the impact you are looking to make in your respective communities."



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