

Conducting a Health Equity Assessment for a Leading Diagnostics Company

This client is a global life sciences leader recognized for its broad portfolio of diagnostics, medical devices, nutrition products, and branded generic medicines. As part of its commitment to advancing inclusive research, patient access, and product affordability, the organization sought to better understand its current state of health equity across clinical development and community outreach.

While health equity had been identified as a strategic priority, the client lacked a clear, measurable framework to assess maturity, benchmark progress, and define actions to embed equity across business units and research practices. This gap made it difficult to evaluate initiative effectiveness, prioritize investments, align internal stakeholders, and demonstrate accountability externally.

The client engaged Clarkston's health equity and life sciences experts to conduct a comprehensive assessment; develop a strategic framework for inclusive clinical research; identify opportunities in governance, data, patient engagement, and outreach; and build a multi-year roadmap and operating model to drive sustainable impact.

Life Sciences Case Study

PROJECT OVERVIEW

INDUSTRY:



Life Sciences

PRODUCTS AND SERVICES:



Diagnostic tests, medical devices, nutrition products, pharmaceuticals, and medicines

PRIMARY OBJECTIVES:

- Evaluate the effectiveness of the client's existing health equity initiatives
- Assess strategies, enrollment/retention approaches, and data collection tools
- Engage stakeholders across the organization to capture insights and align priorities related to inclusive clinical research
- Develop a sustainable health equity program structure for sponsorship, governance, and execution
- Create a model to prioritize future Diversity in Research (DIR) initiatives
- Build a 5-year strategic roadmap and operating model to guide long-term transformation

SOLUTION:

- Conducted a comprehensive assessment of current DIR initiatives, policies, and practices across business units
- Benchmarked client's health equity maturity against a health equity framework, identifying capability gaps and areas for improvement
- Designed a 5-year strategic roadmap with phased initiatives to move from "emerging" to "integrating" levels of maturity
- Developed a recommended program structure with defined roles, governance, and operating model to support long-term sustainability
- Created recommended tools and framework, including a DIR playbook, KPIs, patient advisory model, training programs, and data/metrics strategy

KEY BENEFITS:

- Established a clear enterprise strategy and roadmap for advancing diversity in clinical research, inclusive of a vision statement, purpose statement, guiding principles, objectives, goals, metrics, and prioritized actions
- Delivered a governance model and program structure that provides accountability, sustainability, and cross-business unit alignment that can be supported by executive leadership
- Defined measurable KPIs and prospective enrollment targets to move from advocacy to accountability
- Provided a plan to elevate the patient voice through the design of an advisory board and community engagement model, strengthening trust and relevance



KPIs

- 12 business units assessed
- 31 stakeholders interviewed and surveyed

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