

1:20 PM – 2:10 PM

General Session 5 - *You can Be my Wingman Anytime*: Bridging the DEI Divide to Make Your Healthcare Strategy More Inclusive

Speakers:

Liana Guzman
FOLX Health



Michelle Brookes
Southwest Airlines



Marlette Jackson
Frontier



Gretchen Zimmerman
Vida Health



Session 3 Speakers:

Liana Guzman, FOLX Health

Liana Guzmán is CEO of **FOLX Health**, the first digital healthcare service provider designed by and for the medical needs of the LGBTQIA+ community. Liana manages day-to-day operations, focusing on equitable healthcare for the LGBTQIA+ community in all 50 states. Liana's role at FOLX Health has further increased diversity in the company's C-Suite, which empowers other Queer women across the nation. Prior to joining FOLX Health, Liana was Chief Marketing Officer of Skillshare, an online learning community for creatives. She played a key role in the company's growth, responsible for brand marketing, acquisition, communications, partnerships, and sales. Before that, Liana was COO of Blockchain, where she oversaw the expansion, partnerships, operations, talent, user success, research, marketing, growth and communications functions. Under her leadership, Blockchain's usership grew from 4 million to 40 million within two years.

Michelle Brookes, Southwest Airlines

Michelle Brookes is Senior Benefits Consultant, Planning, and Operations at **Southwest Airlines**. In this role, Michelle oversees vendor relationships and leads large-scale projects supporting implementations of Southwest's Health & Welfare Benefits. Michelle also represents Southwest's People Department in supporting the Diversity, Equity, and Inclusion Team, focusing on numerous company-wide DEI projects, including benefits supporting a diverse workforce. She uses her benefits experience and expertise to support projects targeted at reducing healthcare costs and refining efficiencies, while always focusing on the "employee experience" for over 70,000 employees. Michelle also represents Southwest Airlines on the DFWBGH Board of Directors.

Session 3 Speakers (Continued):

Marlette Jackson, Frontier Communications

Marlette Jackson is Head of Diversity, Equity, and Inclusion at Frontier Communications, a US telecommunications company, where she combines empirical research with a human-centered framework to drive meaningful and sustainable DEI efforts. She is dedicated to removing barriers and providing equitable opportunity through systemic change. This goal hinges on her core belief that DEI efforts should not be siloed but ingrained in the very fabric of an organization. Previously, Marlette was Senior Director of Social Justice, Equity, Diversity, Inclusion Employee Experience at Virgin Pulse, responsible for the global DEI strategy and employee experience strategy across the talent lifecycle.

Gretchen Zimmerman, Vida Health

Gretchen Zimmermann is Head of Cardiometabolic Diseases at Vida Health, in Denver, where she leads a nationwide team of registered dietitians and diabetes experts in delivering best-in-class patient care through a virtual care platform. **FOLX Health** Gretchen has over a decade of clinical dietetics experience specializing in GI, autoimmune conditions, and diabetes management. As a Registered Dietitian and Certified Diabetes Care and Education Specialist, Gretchen is especially interested in the intersection of physical health and mental health, particularly related to patients with diabetes and other chronic conditions. She has written and published on various topics, including how diabetes digital health interventions can improve glycemic control and address the myriad barriers that people living with diabetes face.



Diversity, Equity & Inclusion

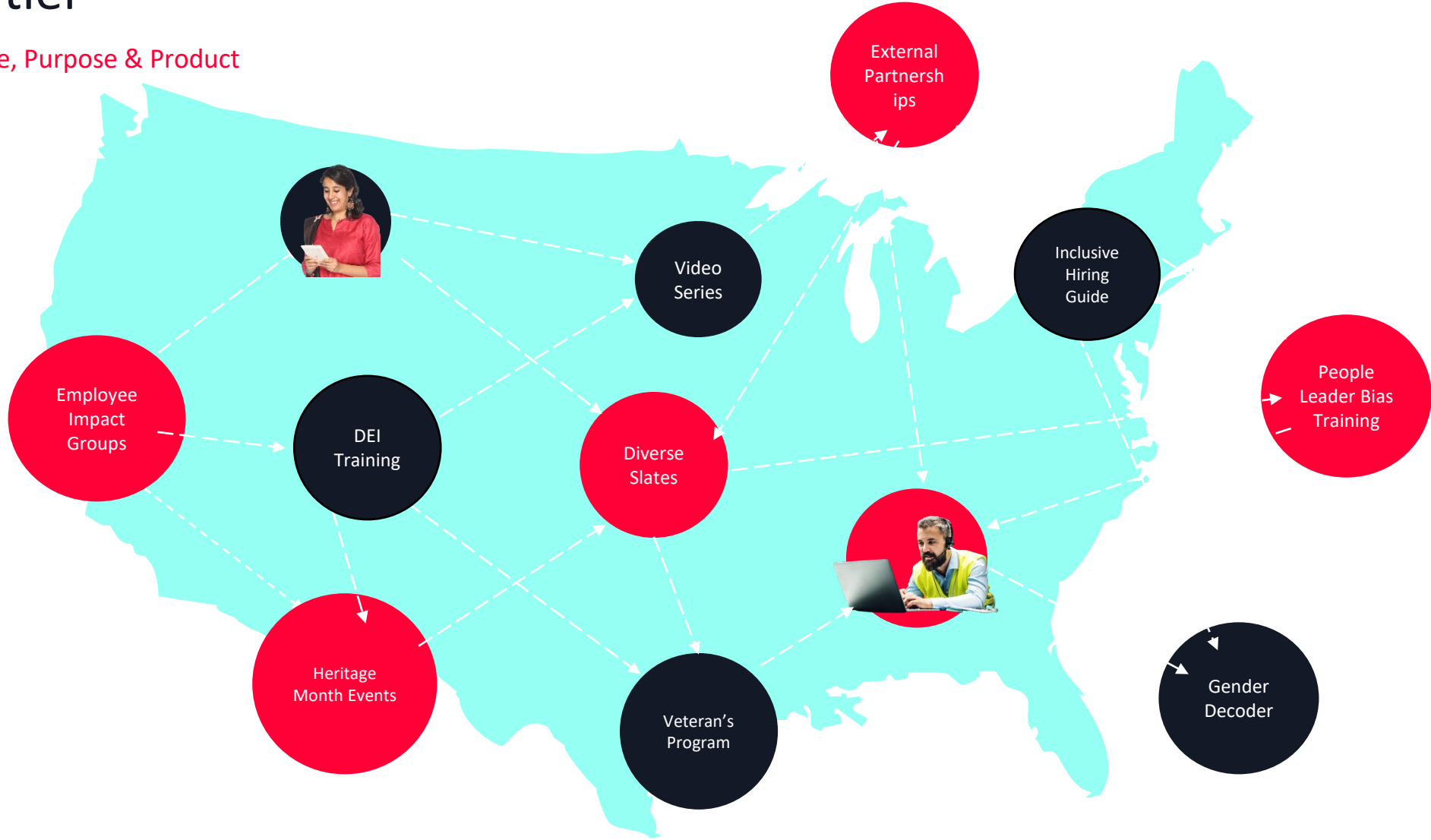
AT frontier

TBGH & DFWBGH 18th Annual Benefits Forum



DEI @ Frontier

Connecting Our People, Purpose & Product



Strategic Pillars

Diverse Representation

Equitable Opportunity

Inclusive Culture

Outreach & Engagement



Rural Healthcare Discount Program

The Intersection of DEI and Healthcare @ Frontier



Building Gigabit America

Improve patient satisfaction and outcomes with fast, secure connectivity from Frontier at a reduced rate through the Rural Health Care Program.

✓ Healthcare Fund

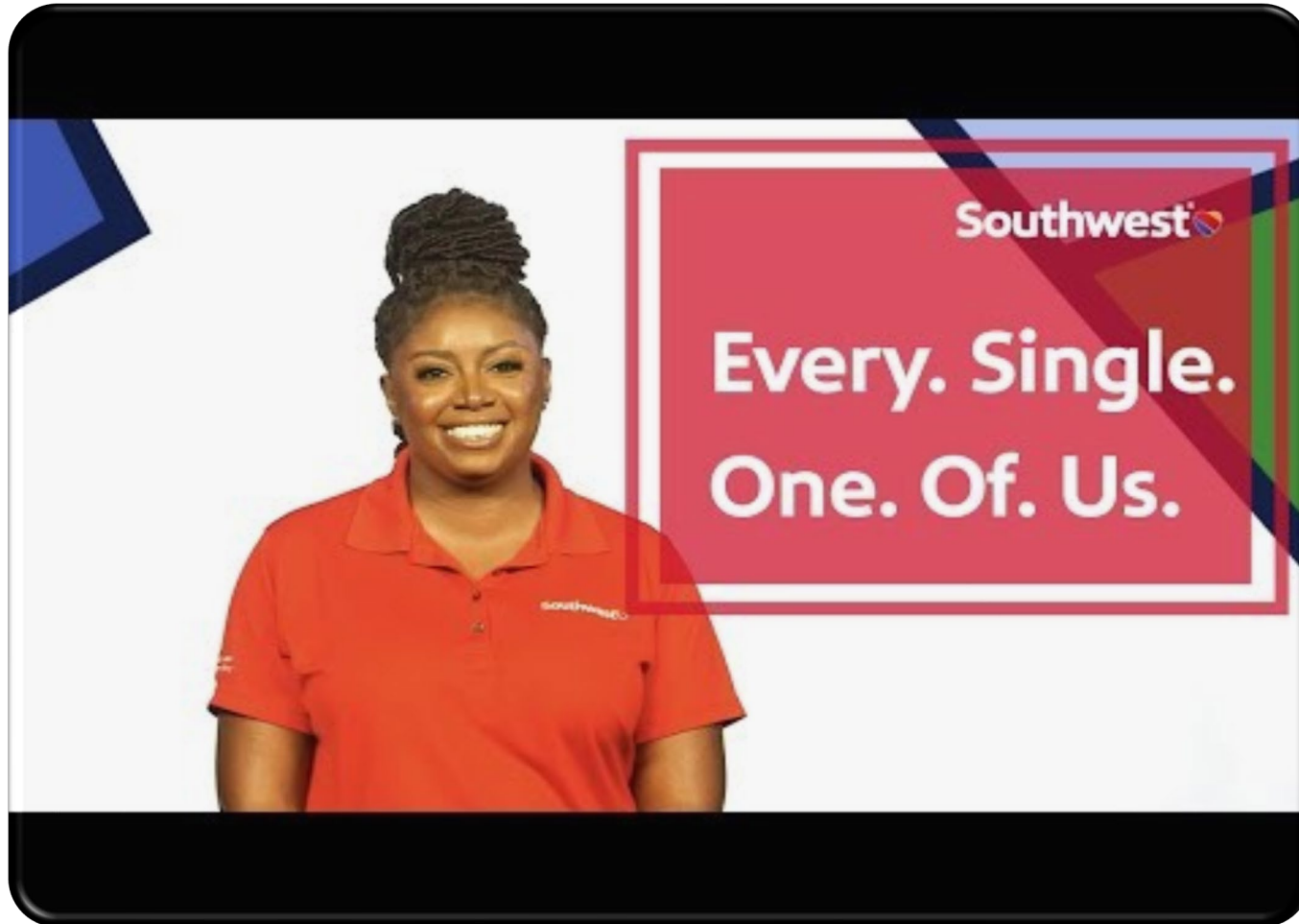
- ✓ A flat 65% discount on eligible expenses
- ✓ Consortia of eligible rural and non-rural public/nonprofit HCPs, individual rural public/nonprofit HCPs...and more!

✓ Telecommunications Program

- ✓ Discount rate determined using the urban/rural cost differential.
- ✓ Hospitals, community health centers, health clinics, local health departments, post-secondary education institutions...and more!



Diversity, Equity, & Inclusion at SWA



Southwest Strategic Pillars of DE&I

- **Culture & Values:** Support Employee self-expression, establish a collective responsibility toward DEI, and create a feedback loop to explicitly incorporate DEI sentiment into our Values
- **Talent:** Building diverse pipelines, facilitating connections, and standardizing the promotion process are foundational to meet our commitment to diversify Leadership
- **Brand, Reputation, & Social Topics:** Incorporate diversity, equity, and inclusion into external touchpoints and activities, guided by a purpose
- **Communication & Reporting:** Centralize data, broadly share DEI content and metrics, and engage with external raters and rankers

DEI and Healthcare Inclusion

Pillars of DEI and Healthcare

Diversity

Understand the background of Employees and their dependents being supported, including their culture, gender, sexual orientation, religious beliefs, languages, disabilities, and socioeconomic status

Equity

Ensuring all Employees have access to a Total Rewards package to support what they need to do their jobs effectively

Inclusion

Give Employees and their dependents a voice to help provide and receive high-quality care and actively listen to concerns when it comes to the care/treatment they need

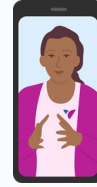
Commitment

Leaders committed to DEI healthcare issues, and being open with messages that the organization takes DEI healthcare issues seriously

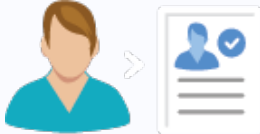
Significant hurdles persist towards true inclusivity



Cultural support



Access to care



Integrated care



Stigma



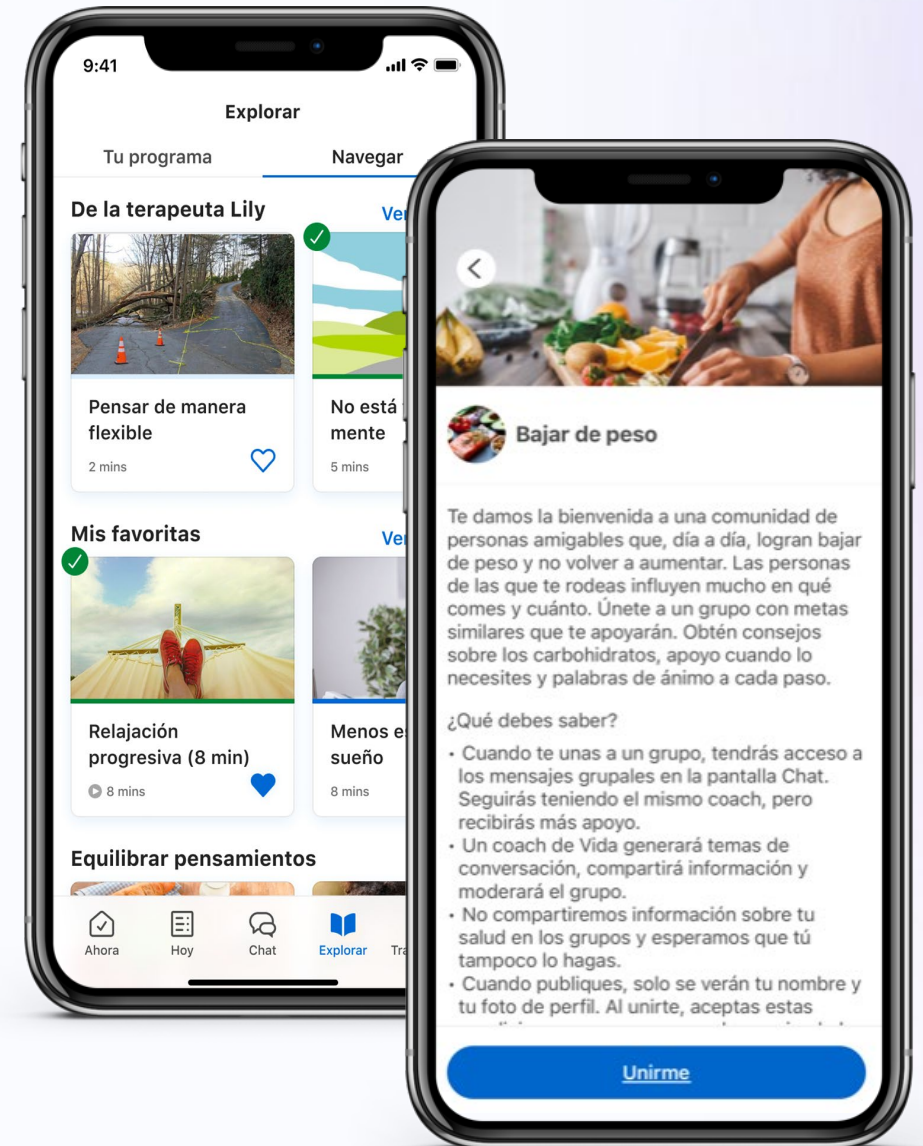
Nutrition



Health literacy

Dialing into better cultural support is the key to success

- The enrollment experience through to the care journey and reporting needs to be uniquely localized
- Vida RDs go way past traditional coaching, within the members native language
- Inclusive imagery and adapted content drives better member engagement
- The secret sauce lies within culturally-adapted nutrition planning:
 - *Cuba, Honduras, Mexico, El Salvador, Belize, Brazil, Guatemala, Nicaragua, Puerto Rico, Venezuela, Columbia, Dominican Republic, Argentina, India/Pakistan/Bangladesh (SE Asia), Jamaica*



EXPERT CARE • ACCESS • SAFETY • AGENCY

SOLVING THE HEALTH AND WELLNESS NEEDS OF THE LGBTQ+ COMMUNITY.

- **FOLX** solves provider access challenges by providing end-to-end virtual care including primary care, gender-affirming care, sexual and reproductive health care and behavioral health
- **In-Network, In-Person Referral Network and Care Advocacy**
- **Innerspace Platform** designed to engage and inform the Community
- **Personalized DEI Training and Education**
- **Corporate Equality Index and HR & Benefit Guide Support**



<2 days access for
primary care

7-Day/week access,
including evenings

<5 days access for
gender-affirming care

WHY IT MATTERS

100% OF YOUR MEMBERS WORK WITH OR LOVE SOMEONE IN THE COMMUNITY

10%

of U.S. adults openly
identify as LGBTQ+

20%

of Gen Z identifies
as LGBTQ+

46%

of LGBTQ+ are still closeted
at work

>20M

Americans identify within
the Community

98%

of FOLX members report
making progress toward
health goals

100%

of FOLX members report
their FOLX clinician is a
partner in care

91%

said having FOLX at
their company would
encourage them to stay

90%

said having FOLX at
employer would impact
their support of brand

SOURCES: 2020 Gallup Poll, 2021 HRC
analysis of U.S. Census Bureau's Household
Pulse Survey data, FOLX Member Survey

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