<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3–4</td>
<td>Message from the CEO</td>
</tr>
<tr>
<td>5</td>
<td>Mission &amp; Vision</td>
</tr>
<tr>
<td>6–7</td>
<td>Leadership</td>
</tr>
<tr>
<td>8</td>
<td>Corporate Roundtable</td>
</tr>
<tr>
<td>9–10</td>
<td>Annual Summit</td>
</tr>
<tr>
<td>11–13</td>
<td>40 Under 40 Leaders</td>
</tr>
<tr>
<td>14–16</td>
<td>Advocacy Efforts</td>
</tr>
<tr>
<td>17</td>
<td>The All of Us Research Program</td>
</tr>
<tr>
<td>18</td>
<td>Friday Webinars</td>
</tr>
<tr>
<td>19–22</td>
<td>Data and Research</td>
</tr>
<tr>
<td>23</td>
<td>Communication Highlights</td>
</tr>
<tr>
<td>24</td>
<td>In the Media</td>
</tr>
<tr>
<td>25</td>
<td>Published Works</td>
</tr>
</tbody>
</table>
MESSAGE FROM THE CEO

Dear Friends,

2020 was, to say the least, interesting. It was one of the most difficult and challenging years we have ever faced. Not only as patient advocates, data scientists, clinicians, policymakers, and Americans, but as humans all across the world. In March of 2020, “normal” daily things we once did were put to a halt. We were all immediately faced with the “new normal” of living in and surviving a pandemic.

We had to move from in-person to virtual platforms, sanitize everything before it came into our homes, cancel family vacations and trips to see loved ones, and postpone all our programs to make certain we were as safe and healthy as possible as we contended with a novel coronavirus. This was followed by the very public murder of George Floyd, the killing of Breonna Taylor at home in her bed, and the countless other deaths of Black and Brown people whose stories were brought to light through social media, activism, and a relentless pursuit of justice.

These events ignited communities worldwide and brought some important questions to the forefront. Questions like: why are so many innocent Black people killed by officials? Why are Black and Brown people dying of COVID-19 at disproportionate rates than other ethnicities? Why is there a 20-year difference in life expectancy for people living in the same city? And why aren’t we addressing these public health disparities to build sustainable healthy communities?

Like any organization, to survive, we had to be flexible and determine how to provide information to the communities we serve. Through a partnership with the American Medical Association, we began hosting weekly webinars to inform and educate on COVID-19 and policies that would help end health disparities. We have had physicians and public officials, business and community leaders, and experts in general speak to our audience about how to drive real change for the better.

We added more programming around issues that are greatly impacted by COVID-19, like our brain health alliance, expanded sickle cell disease programming, hosted quality improvement events, and published studies. NMQF was also able to add more talent to our roster, including Dr. LaTasha Lee, a 2017 40 Under 40 awardee who serves as Vice President of Social and Clinical Research & Development and Mary Stober Murray, Vice President of Collaborative Networks. And we were still able to host our 18th Annual Summit on Health Disparities, where we convened virtually for the first time in our Summit history.
As we gain a better understanding of COVID-19, we must not forget the issues of race, class, and privilege that put so many of those we work to serve in danger. Over half of a million Americans have died, many solely due to those very issues. Even if we are able to return to “normal,” we must still remember to invest in, to protect, and to provide education and services to all those in need. NMQF will continue to live our mission to “provide data-driven solutions” to improve health and healthcare. And we hope to continue to live that mission with all of you.

Sincerely,

Gary A. Puckrein
OUR MISSION

Reducing patient risk by assuring optimal care for all. We aim to assist healthcare providers, professionals, administrators, researchers, policy makers, and community and faith-based organizations in delivering appropriate health care to minority communities. This assistance must be based on science, research, and analysis that lead to the effective organization and management of system resources to improve the quality and safety of health care for the entire U.S. population, including minorities.

OUR VISION

An American health services research, delivery and financing system whose operating principle is to reduce patient risk for amenable morbidity and mortality while improving quality of life. The National Minority Quality Forum is a research and educational organization dedicated to ensuring that high-risk racial and ethnic populations and communities receive optimal health care. This nonprofit, nonpartisan organization integrates data and expertise in support of initiatives to eliminate health disparities.
LEADERSHIP

ADVISORY BOARD

Chijioke Asomugha, MBA
Co-Founder and Managing Partner, The Inkwell Group

Ulysses Burley III, MD
Director of HIV/AIDS Programs, Heights Pharmacy

Michael R. Crawford, MBA, MHL
Associate Dean for Strategy, Outreach, and Innovation, Howard University College of Medicine

Kafui Dzirasa, MD, PhD
Associate Professor, Duke University Medical Center

Bryan T. Fisher, Sr., MD
Chief of Vascular Surgery, The Surgical Clinic, PLLC

Vin Gupta, MD, MPA
Affiliate Assistant Professor of Health Metrics Sciences, Institute for Health Metrics and Evaluation, University of Washington

Donney John, PharmD
Executive Director, NOVA ScriptsCentral

Mia Keeys, MA, DrPH(c)
Director, Health Equity Policy & Advocacy American Medical Association

Rosalyn Kumar
Senior Director, Federal Government Affairs, Abbott

Javier Martinez
Director of Federal Government Affairs, Davita

Michelle Mathy
Director, Federal Public Policy and Government Affairs Associate Director, Biogen

Kameron Matthews, MD, JD, FAAFP
Chief Medical Officer, Veterans Health Administration

Winta Menghis, LLM
Senior Manager, Federal and State Outreach and Health Equity Alliance Development, Amgen

Suzanne Miyamoto, PhD, RN, FAAN
Chief Executive Officer, American Association of Colleges of Nursing

Ravyn Miller, MBA, MDiv
Senior Director, US Marketing, Medtronic

LaTasha Seliby Perkins, MD
Georgetown University Student Health Assistant Professor Department of Family Medicine, Georgetown University

Jirair Ratevosian, MPH
Executive Director, Global Patient Solutions, Gilead Sciences

Loren Robinson, MD
Chief Medical Officer and Vice President of Medical Affairs, Christus St. Michael Health System

Shyrea Thompson
Founder & Principal, IRIS Collaborative

Brandon Webb
Senior Manager of Public Policy, Amazon

Victor Yang
Consultant, Asian Pacific American Institute for Congressional Studies (APAICS)
The National Minority Quality Forum (NMQF) convenes a Corporate Roundtable to address critical challenges in the era of health care reform. NMQF’s Corporate Roundtable works to advise NMQF with federal, state, and local government through partnerships on events and activities. In addition to the Annual Summit on Health Disparities, NMQF works with Corporate Roundtable members on a variety of events including the Annual Legislative Conference Fall Health Braintrust, Community Health Clinics and Festivals, as well as various policy reports and research.

MEMBERS
Eighteen years ago, NMQF established the Annual Summit on Health Disparities. This annual Summit aims to assist healthcare providers, professionals, administrators, researchers, policy makers, and community and faith-based organizations in delivering quality care to diverse populations. With more than 500 attendees each year, the Summit has educated thousands of health leaders.

Our 2020 theme of Democratizing Data to Build Healthy Sustainable Communities was especially relevant, with COVID-19 data and statistics revealing the ugly truth about inequities in many fundamental aspects of life, including healthcare. We brought in another impressive class of 40 Under 40 Leaders in Health and presented our Lifetime Achievement Awards—in honor of the late John Lewis and the late Bernard Tyson—to Chicago Mayor Lori Lightfoot and “America’s Doctor” Dr. Anthony Fauci for their great work protecting our most vulnerable, both throughout their careers and especially amidst the pandemic and racial and political tensions.
ANNUAL SUMMIT ON HEALTH DISPARITIES

AWARD WINNERS

LIFETIME ACHIEVEMENT AWARD
Dr. Anthony Fauci

LIFETIME ACHIEVEMENT AWARD
Mayor Lori Lightfoot

BOOKER T. WASHINGTON AWARD
Pro Football Hall of Fame

OUTSTANDING CORPORATE CITIZEN AWARD
Medtronic
Every year, NMQF recognizes the achievements of outstanding young individuals across the healthcare space. These individuals are recognized for their hard work and dedication to bridging the equity in order to achieve sustainable healthy communities.

“Our country needs new leaders to fulfill the dream of eliminating health disparities in a generation. Fresh ideas and new approaches are needed to decrease health inequalities for minority communities currently suffering from poor access to quality health care.”

– The Honorable Robin Kelly, Ph.D.
Congressional Black Caucus Health Braintrust Chair
DIVERSE CANCER COMMUNITIES WORKING GROUP

NMQF’s Diverse Cancer Communities Working Group (CWG) brings together multiple stakeholders from industry, academia and provider and patient organizations with the aim of delivering quality, impactful and sustainable practices throughout the cancer continuum of care to erase disparities and improve outcomes for racial and ethnic minority groups and medically underserved cancer patients.

We convened stakeholders throughout the year to address cancer health and care disparities, particularly in the context of the COVID-19 pandemic. Our programming and publications facilitated awareness and inspired action among multiple stakeholders to continue progress in improving cancer care and outcomes for medically underserved populations, and documenting new best practices during the pandemic.

Notably, we delivered virtual sessions on current topics, including:

1. Promoting Health Equity in Cancer Screening in a COVID-19 World
2. Addressing Patient Risk related to Clinical Trial Participation—Managing Cancer Clinical Trials During COVID-19 Pandemic
3. Addressing Patient Risk through consideration of technologies for Multi-Cancer Early Detection
4. Harmonizing Cancer Testing Terminology
5. Cancer and Flu Vaccination

"A great example of NMQF collaboration following the meeting last month."

– CWG member Cindy Gavin,
  Executive Director of Let’s Win! Pancreatic Cancer,
  (Describing how she was able to reliably inform her patient constituency about multi-cancer screening technologies and research following a CWG meeting.)
# CeliacExposed: NMQF announced a partnership with Beyond Celiac, the leading catalyst for a celiac disease cure in the United States, to take action against inequities in celiac disease care. There is a gap in research describing diverse populations living with celiac disease, which poses limitations to existing research and therapies.

Beyond Celiac is exclusive community manager for the Celiac Disease Index and Learning Community using NMQF’s dynamic, user-friendly data platform to analyze and visualize the past five years of data to visualize the burden of celiac disease and non-celiac gluten sensitive disorders among Medicare and Medicaid beneficiaries. In the coming year, NMQF and Beyond Celiac will use these visual formats and maps, paired with its engine of advocacy and scientific research, to increase awareness, improve clinical practice, expand research, reduce disparities and ultimately improve health outcomes for people living with celiac disease and related conditions.

“Part of our work as a cure accelerator for celiac disease is making sure our efforts are benefiting the whole community. We need to identify those who are slipping through the cracks of diagnosis, who don’t have access to gluten-free foods and who are not being represented in clinical trials. Only then can we be truly effective in our mission for all to live in a world beyond celiac disease.”

- Alice Bast
CEO, Beyond Celiac
CALL FOR COMMUNITY-DRIVEN EQUITY IN FLU VACCINATION

NMQF’s Center for Sustainable Health Care Quality and Equity led a major effort to promote flu vaccination in communities of color in 2020—as an SHC-convened panel of experts, clinicians, and stakeholders called for even stronger efforts to promote flu vaccination, as racial and ethnic disparities persist in the face of the continuing COVID-19 pandemic with its disproportionate impact on communities of color.

“It has never been more important to get a flu vaccine, so as to minimize respiratory illness and its impact on patients’ health as well as the healthcare system.” — UAMS College of Medicine’s Robert H. Hopkins, Jr., M.D., M.A.C.P., F.A.A.P., who is also the National Vaccine Advisory Committee Chair at US Department of Health and Human Services, and Chair of the Communications and Advocacy Subgroup of DRIVE Advisory Group

“I believe it is critical for all of us to work together, basing our efforts on evidence-based strategies and innovative approaches, in partnership with members of communities of color to protect everyone from the flu in the ongoing COVID-19 pandemic” — Gregory A. Poland, M.D., M.A.C.P., F.I.D.S.A., F.R.C.P., Distinguished Investigator of the Mayo Clinic, Director of the Mayo Vaccine Research Group and Editor-in-Chief at “VACCINE”

THE RESULT

Global Business Alliance’s 2020 Leaders in CSR
A PATHWAY TO INCLUSION FOR UNDERREPRESENTED COMMUNITIES WEBINAR

The National Institutes of Health All of Us Research Program is part of an effort to advance individualized health care by enrolling one million or more participants to contribute their health data over many years. The program aims to reflect the diversity of the United States and to include participants from groups that have been underrepresented in health research in the past.

This makes All of Us uniquely positioned to help advance the conversation and research into why COVID-19 is impacting communities of color at an alarming rate.
FRIDAY WEBINARS

On March 23, 2020, NMQF participated in a telephone town hall with Congressional Black Caucus Health Braintrust Chairwoman Congresswoman Dr. Robin Kelly (IL–02) to educate over 100,000 people on the threats of COVID–19 and to inform the public on how the federal, state, and local leaders were assisting communities.

Due to the public’s desire to learn more about the impact of coronavirus and our mission as an educational and research organization, NMQF decided to host weekly webinars throughout the pandemic to highlight health equity concerns and keep our stakeholders abreast of coronavirus–related issues that would impact them.

As a trusted voice in advocating for healthcare equity, NMQF is uniquely positioned to deliver important information in a way that acknowledges the mistrust and skepticism towards the medical community—especially in minority communities—with cultural–sensitivity. Webinars such as COVID–19 Prevention: Infographics for Everyone provided plain–language, science–based guidance for both patients and providers alike during a time when misinformation was rampant and varying State guidelines further amplified confusion. Some other webinar topics include Mental Health, Addressing Obesity in Communities of Color, The COVID–19 Prevention Network’s Community Engagement Strategy, and How to Bring the Flu Vaccine to the Community.

Thousands of attendees tuned into the Friday webinars throughout the year, and NMQF looks forward to building on the webinar’s success. For more information on how to sponsor a webinar, please contact Brandon Garrett at bgarrett@nmqf.org.

View the webinars anytime on NMQF’s YouTube page.
Since 1998, NMQF has collected more than five billion patient records.

To put that into perspective:

five million = 8.25 weeks; Five billion seconds is 158.55 years.

If each record were represented by a sheet of standard U.S. Letter paper and they were stacked, the stack would be more than 310 miles high. That is more than the height of 1,300 Empire State Buildings stacked on top of each other.
INDEX DEVELOPMENT

NMQF had an exciting year in 2020 for development of our indices. Working with partner organizations, we added seven new indices for mapping ATTR amyloidosis, celiac disease, chronic gout, COVID-19, osteoporosis, ophthalmology and skin cancer. In addition to these new indices, much was done to enhance the user interface of the index for improved user friendliness and the addition of new features.

New Features in 2020

- Updated User Interface
- Addition of ClinicalTrials.gov Data
- Addition of Research Triangle Institute Race Data
- Deep Linking (shareable map links)
- Addition of Provider Data
- Ability to Import Custom Locations
- Enhanced Congressional District Report

ClinicalTrials.gov data overlay for lung cancer trials
Custom Location import interface
In response to the COVID-19 pandemic, NMQF created a publicly available COVID-19 Index that went live in November of 2020. The index utilizes COVID-19 data from John Hopkins University, aggregated at the same geographies available in NMQF’s other indices. Users have the ability to map COVID nationally for both past and present cases and death rates. Additionally, NMQF created 4-week case projections of COVID-19 that rely on Bayesian Modeling that can also be mapped at various geographies.

The COVID-19 Index is unique from many other COVID dashboards publicly available in a few ways. The ability to aggregate data at the ZIP code level is not common to many dashboards. Users also have the option to overlay wider geographies such as congressional districts on top of the ZIP code level aggregations so that policy makers and healthcare professionals can see how COVID manifests at the ZIP code level within the borders of larger geographies such as congressional district. Users then have the ability to view charts for both ZIP code level and congressional district level cases over time.

Other features unique to the COVID-19 Index include a downloadable Top 25 list that can be generated for any combination of the available geographies and date. Population minimums can be utilized to find the top 25 geographies above a specified population. Finally, the 4-week projections included in the index are also unique to the NMQF COVID-19 Index.
In partnership with Centene and Quest Diagnostics, NMQF launched the Minority and Rural Health Coronavirus (MRCIS) Study, a research initiative aimed at ascertaining the disparate impact that COVID-19 is having in specific communities across the United States. Utilizing big data and analytics, the goal is to expand our understanding of disease incidence and outcomes; underlying risk factors; and social determinants of health for demographic subpopulations by geography (ZIP code, state, county, and congressional and state legislative districts).

Although no one is immune to the spread of coronavirus or COVID-19, certain populations are more vulnerable than others to serious complications as a result of a coronavirus infection. As COVID-19 sweeps across the United States, it appears to be infecting and killing African Americans and other minority populations at a disproportionately higher rate. This research initiative aims to understand and potentially identify solutions to address its disproportionate burden to combat COVID-19. This research study is also identifying some solutions to engage with and enroll minority individuals in underserved communities into research studies.

In 2020, NMQF began enrollment of study participants at five (5) clinical sites across the US - California, Florida, Illinois, Louisiana, and Ohio. An enrollment goal of over 1,000 at one of our clinical sites was reached by the end of 2020. The MRCIS study continues to enroll, and NMQF hopes to reach the enrollment goal of 5,000 study subjects in early 2021.
COMMUNICATIONS HIGHLIGHTS

SOCIAL MEDIA

Top Followers of 2020

@AOC 12M Followers
@AyannaPressley 1M Followers
@MelDMann 542K Followers

Top Mention of 2020

At 25 years old, I'm feeling extremely honored to have been named a #40Under40 Leader in Minority Health by @NMQF. While I'm sad we weren't able to meet in person this year, I'm so blessed to join and learn from this cohort of passionate leaders doing such inspirational work! 😊

103 Retweets 12 Quote Retweets 1,840 Likes

Thank you, @AOC, for doing your part to help protect your community & healthcare workers! Lower ❌ Cases = Less ❌ Visits + More ❌ For People Who Need Them Most #DontWaitVaccinate!

📸: @UrbanHealthPlan’s Plaza del Sol Family Health Center in NY. Thank you, Helen Arteaga.

#DontWaitVaccinate Campaign

Up to 6M impressions generated!

Protect yourself, protect the people you LOVE #FightFluTogether

PROTECT OUR COMMUNITY. GET THE FLU VACCINE.

FIGHT THE FLU

COMMUNITY-DRIVEN EQUITY IN FLU VACCINATION

FLU SYMPTOMS AND POSSIBLE COMPLICATIONS

931K users reached!
IN THE MEDIA

- Diversity in Clinical Trials Benefits Everyone (May 18, 2020)
  - [https://powerfulpatients.org/2020/05/18/diversity-in-clinical-trials-benefits-everyone/](https://powerfulpatients.org/2020/05/18/diversity-in-clinical-trials-benefits-everyone/)

- Centene, National Minority Quality Forum team up to study COVID-19's impact in minority communities. by Paige Minemyer (June 10, 2020)

- What Is Being Done to Assess the Disproportionate Effect of COVID-19 on Minority, Rural Communities? By Matthew Gavidia (June 17, 2020)

- U.S. lacks plan for getting vaccine to communities of color devastated by virus. By Rachel Roubein and Sarah Owermohle (August 3, 2020)

- New Campaign Encourages All to “Keep Up The Rates” and Get Vaccinated Amidst COVID-19. (August 18, 2020)

- Black Diabetics Lose Limbs at Triple the Rate of Others. Here’s How Health Care Leaders Are Starting to Act. by Lizzie Presser (August 27, 2020)

- As In-Home Care Providers Embrace Medicare Advantage, They’ll Need to Better Manage Vulnerable Populations. By Robert Holly (September 8, 2020)

- U.S. panel tackles race, poverty in virus vaccine priorities. By Carla K. Johnson (October 2, 2020)

- Telehealth’s digital divide is real, and members of Congress want to address it. By Kat Jercich (October 6, 2020)

- A vaccine helped end racial disparities in pneumococcal disease. There’s hope a vaccine will do the same for Covid-19. By Elizabeth Cohen (October 24, 2020)
  - [https://www.cnn.com/2020/10/24/health/covid-vaccine-end-racial-disparity/index.html](https://www.cnn.com/2020/10/24/health/covid-vaccine-end-racial-disparity/index.html)

- Diabetes & The Future of Healthcare Reform. The Hill Live (November 18, 2020)

- Increased flu vaccination has never been more important for communities of color. Opinion & Editorial by Laura Lee Hall and Gary Puckrein. (December 12, 2020)
  - [https://www.modernhealthcare.com/opinion-editorial/increased-flu-vaccination-has-never-been-more-important-communities-color](https://www.modernhealthcare.com/opinion-editorial/increased-flu-vaccination-has-never-been-more-important-communities-color)
PUBLISHED WORKS


ACCEPTED FOR PUBLICATION:

