



# *Joint Community and Policy*

## **– Community Collaborations to Reduce Disparities and Improve Wellness**

- Moderator:
  - William Daley, MD, MPH,  
Associate Vice President, Cardiovascular & Thrombosis,  
Sanofi-aventis



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- Speakers:
  - **Bryan Alsip, MD, MPH, FACPM,** Assistant Director for Clinical and Population-Based Services, City of San Antonio Metro Health
  - **James Gavin III, MD, PhD,** Clinical Professor of Medicine and Senior Advisor of Health Affairs, Emory University
  - **Maria Lemus,** Executive Director, The Promotoras Community Health Network



## *Community Collaborations to Reduce Disparities and Improve Wellness*

- Objective: Demonstrate that provision of culturally-competent healthcare is most effectively delivered when community-based programs engage in multi-partner collaborations drawing on each others strengths to achieve desired outcomes



# **Community Collaborations to Reduce Disparities and Improve Wellness: An Industry perspective**

William Daley, MD, MPH,  
Associate Vice President, Cardiovascular & Thrombosis,  
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## *Industry Partners in Community Collaboration*

- Industry programs must have community involvement
- True partnership means listening and learning
- Messaging must be patient focused, acculturated and in-language
- Pharmaceutical partners can effect change in healthcare but not alone