



Partnering for Impact

About Palladium

Palladium is a leader in public health, working with governments and the private sector to improve reproductive, maternal, child, and adolescent health outcomes and equity. Palladium has staff across 31 U.S. states, Washington, DC, and 90 countries, with nearly 60 years of experience. Our commitment to racial equity is unwavering – we know that communities of color experience higher rates of morbidity and mortality across multiple health conditions in the United States, and that systemic change is required to address these disparities and inequities. We meaningfully engage with communities to center their lived experiences and work collaboratively to advance our shared goals. We also understand the continuous interplay between individuals; cultural contexts; social, economic, and political structures; history; and our own biases. With our global experience in health policy, we understand what makes the U.S. perspective unique and we consciously honor different outlooks and amplify unheard voices to shape the way we think, work, and continue learning. We are honored to partner with passionate, like-minded organizations to improve health for all people.

Our Offerings

- **Research & Evaluation:** We help clients gain the insights they need to improve systems and programs and shape policy and practice. We approach research and evaluation through a lens of diversity and inclusion, keeping racial equity central to the process. Our capabilities span quantitative and qualitative studies, feasibility studies and landscape analyses, needs assessments and formative research, implementation science, economic evaluation, program monitoring, and impact evaluation.
- **Data Analytics:** We apply advanced analytic methods to derive information for decisionmakers when and how they need it. We emphasize transparency in our methods, ensuring that all our code is open-source for external scrutiny, and stress the ethical use of artificial intelligence, including being intentional about the racial biases inherent in source data and the disparate impact that may result from our analyses. We offer machine learning and artificial intelligence, spatial and geographic information systems, text analytics including social listening, and predictive modeling to anticipate challenges and create innovative solutions.
- **Technical Assistance & Training:** Palladium's technical assistance and training services bridge the gap between research, policy, and practice. We partner with community organizations to ensure that our services are culturally relevant and responsive. We offer organizational strategy planning and execution support, collaborative partnership cultivation, stakeholder engagement and management, and curriculum development capabilities.
- **Program Design, Management & Implementation:** Palladium designs and implements complex projects in many environments. Our technical experts partner with the community and bring together government agencies, the private sector, and community-based organizations to advance health equity. We provide client-oriented partnership management, convening and facilitation, outcome harvesting, and impact and knowledge management.

Our Experience

- **Addressing Racial Inequities in Maternal Health.**

Data show that Pittsburgh – an otherwise thriving city by key economic indicators – suffers from an acute racial divide in maternal and infant mortality. The disparity between Black and White maternal mortality rates is greater in Pittsburgh than in 84 percent of similar cities, and fetal deaths are twice as likely among Pittsburgh’s Black women compared to Pittsburgh’s White women. Approximately half of all births are paid for by private employer-sponsored insurance or self-pay. In order to tackle these disparities, Palladium is collaborating with the Pittsburgh Business Group on Health, a regional coalition of employers focused on healthcare and benefits for employees. Employers and employer coalitions are uniquely positioned to reduce health inequities. Their insurance policies affect employee health and their benefits (coverage for doulas and lactation support, fertility benefits, etc.) impact the health of employees and their dependents. Employer policies, benefits, and partnerships with local community-based organizations have the potential to reduce health inequities. Employer coalitions wield collective purchasing power in health benefits, giving them power to demand systemic change.

- **Promoting Holistic Care through HIV Distress Screening.**

Access to medical care and life-saving drugs for many people living with HIV has improved in the United States, although racial and geographic disparities persist. Beyond medical care, many people living with HIV experience challenges related to mental health and the social determinants of health. Many people living with HIV lack basic needs such as a reliable income, food, and housing and disproportionately experience depression, anxiety, and post-traumatic stress – often undiagnosed and untreated. All of these factors can affect a person’s capacity to adhere to their medication and maintain a healthy lifestyle. To promote a more holistic approach to care, Palladium supported the Cancer Support Community (CSC) in developing a distress screening, referral, and follow-up pilot program for people living with HIV who seek care at community-based health clinics. The program was based on a similar program developed by CSC for cancer patients, which is widely used in health care settings across the United States. The pilot program was well received by

providers and clients and was perceived to improve equitable access to a broader range of essential services for people living with HIV, thereby improving their health and wellbeing.

- **Evaluating Pima County’s COVID-19 Vaccine Rollout.**

Pima County Health Department in Arizona was faced with a massive distribution challenge once COVID-19 vaccines became available in December 2020. Through a series of interviews with health department staff and focus group sessions with community partners, Palladium conducted the Health Department’s COVID-19 vaccine distribution evaluation and gathered insights into the successes, mistakes, and suggestions for future vaccine efforts to ensure that vaccines are equitably distributed. The study found that despite enormous external obstacles, the Health Department met its initial goals to vaccinate more than 300,000 people in three months, and in nine months had vaccinated 85 percent of the population 65 years of age and over. Within a year of vaccine distribution, Pima County achieved one of the highest vaccine distribution percentages among the most vulnerable populations in the United States and was as much as 10 percentage points ahead of other large Arizona counties in vaccine uptake. The Health Department is actively refining its distribution approach for COVID-19 boosters based on the study findings, which were published in an article in the *American Journal of Public Health*. More recently, Palladium conducted focus group sessions among Health Department and interviewed key community leaders to better understand whether the vaccine sites were appropriately located and to see how effective messaging was to reach vaccine-hesitant community members, historically marginalized groups, and people most at risk for severe COVID-19 infection.

Collaboration

We’d love to hear from you!

Contact Ellen Smith and Chinwoke Isiguzo at:

Ellen.Smith@thepalladiumgroup.com and

Chinwoke.Isiguzo@thepalladiumgroup.com

thepalladiumgroup.com/areas-expertise/us-health