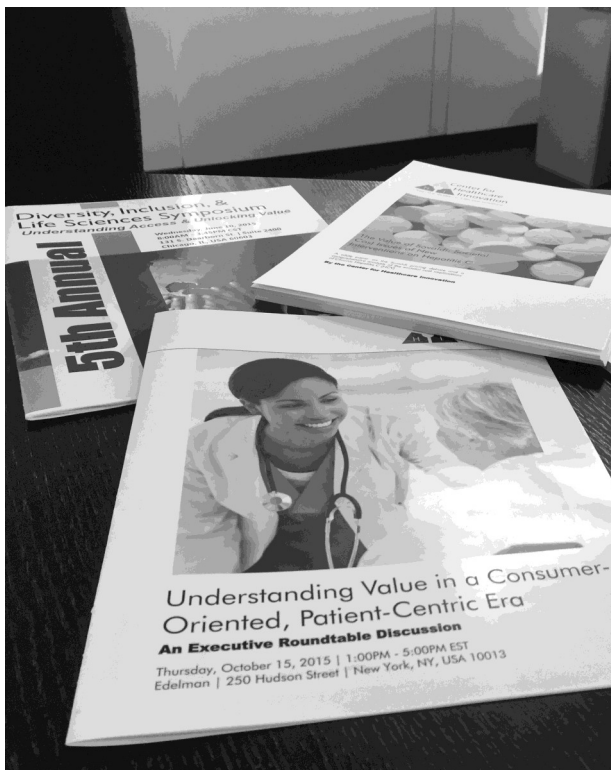


2022 Fundraising Case Statement





“An outstanding cross-sectional representation of healthcare experts provided the basis for a stimulating discussion on the meaning of patient-centricity and healthcare value from diverse perspectives.” – Dr. Greg Gilmet, MD, MPH, Vice President Medical & Scientific Affairs, Upsher-Smith Laboratories

Who We Are

The Center for Healthcare Innovation (CHI) is an independent, non-profit research and educational institute dedicated to making healthcare more equitable for all patients.

Our Vision

To be the leading global platform for meaningful change in health equity.

Our Mission

To bring together experts and ideas from all over the world to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

Our Value Proposition

Embracing new perspectives to make healthcare more equitable.

Our Values

- Welcoming - We bring together diverse viewpoints and invite all to participate
- Committed - We see our work through
- Imaginative - The possibilities for the next solution are endless
- Forward-thinking - We're already thinking about what's next

Our Objectives

- Advocate for vulnerable, at-risk, and underserved patients.
- Convene influential leaders, thinkers, and doers to develop collaborative relationships to make healthcare equitable for all patients.
- Increase the understanding of the definition, framework, and metrics of health equity.
- Produce primary, impactful research focused specifically on the latest trends, challenges, and opportunities of health equity.
- Analyze, identify, and disseminate best practices for reducing healthcare disparities for underserved patient groups.
- Develop ideas for policymakers to eliminate obstacles to care and reduce health disparities.



Our History

CHI was formed in 2009 to be an independent, objective, and interdisciplinary research and education institute for healthcare. CHI was founded in Chicago by Dr. James Gillespie, Ph.D., JD, MPA, healthcare researcher, thought-leader, and scholar; Michel Feldman, JD, a corporate attorney with over 35 years of experience in the pharmaceutical and medical device sectors; and Joseph Gaspero, healthcare entrepreneur and thought-leader. We have since grown to a 23-member Board of Directors, 6-member volunteer Executive Advisory Council, 8-member volunteer Research Group, and Management Team.

CHI's Founders set out to create an organization that serves a healthcare need and fills an empty niche around healthcare innovation, as no other such institutes existed. Through our personal healthcare experiences, we realized the dramatic need for such an organization. Our aim has been to provide patients, providers, pharma, pharmacy, payers, and policymakers with the latest healthcare value insights through research reports and educational programs. We have served as a neutral convener to bring diverse healthcare groups together to share ideas on how to make healthcare more efficient, effective, and innovative through our symposia, roundtables, and workshops. We have also aimed to provide new insights around accessible, quality healthcare in our research reports.

Our education and research have tackled a wide array of the most pressing healthcare issues, including how to define and deliver patient-focused care that is accessible to all, how to make clinical trials and quality healthcare accessible to minorities, unintended consequences of healthcare legislation, integrating patient-focused thinking into new technologies, drug pricing and value for consumers, and inspiring young girls to explore careers in healthcare by showcasing successful women. Since 2009, we have grown from a small, local organization with two annual events, smaller research initiatives, and a limited amount of stakeholders to a fully-staffed, global organization with a full series of educational workshops, symposia, and research reports serving thousands of stakeholders across the U.S.



[Click to see why CHI Board serves or visit chisite.org](#)

What Makes CHI Unique

- We focus on research and education that aims to optimize healthcare as a core human value
- We are a 501(c)(3) non-profit, charitable organization dedicated to making healthcare more equitable for all patients
- We are rigorously objective, unbiased, and non-partisan
- We are an independent, neutral institute, not associated with or captive of industry, academia, government, or other institutions
- We approach our research, solutions, and education through a multi-perspective lens, including the patient, provider, pharma, pharmacy, payer, and policymaker perspectives
- We aim to bring in new perspectives into healthcare - including consumerism, technology, artificial intelligence
- We are a global organization, and we view U.S. healthcare through a global lens
- We are an interdisciplinary group of innovative healthcare leaders, physicians, executives, entrepreneurs, authors, academics, and innovators
- We operate for the benefit of other healthcare groups - including patients, providers, pharma, pharmacy, payers, and policymakers - and we incorporate each unique perspective into our research

“CHI’s Diversity, Inclusion, & Life Sciences symposium was a great event because it addresses a wide range of topics from diversity in clinical trials to leadership development, including coaching and mentoring diverse groups in our organizations. We’ve really enjoyed and will be returning to the Diversity, Inclusion, & Life Sciences symposium because of the opportunity to network with colleagues in pharma, academia, community health and government sectors. - Ms. Nicole Mowad-Nassar, Vice President of External Partnerships at Takeda Pharmaceuticals

Frequently Asked Questions

What is CHI?

We are a healthcare research and educational institute.

What type of organization is CHI?

We are an independent, objective 501(c)(3) non-profit.

What does CHI hope to accomplish?

We hope to improve healthcare for everyone, regardless of socioeconomic status, gender, race, ethnicity, or other social determinants.

What activities does CHI do to achieve these goals?

We advocate, research, educate, communicate, train, convene, and report on healthcare equity.

How does CHI make the world a healthier place?

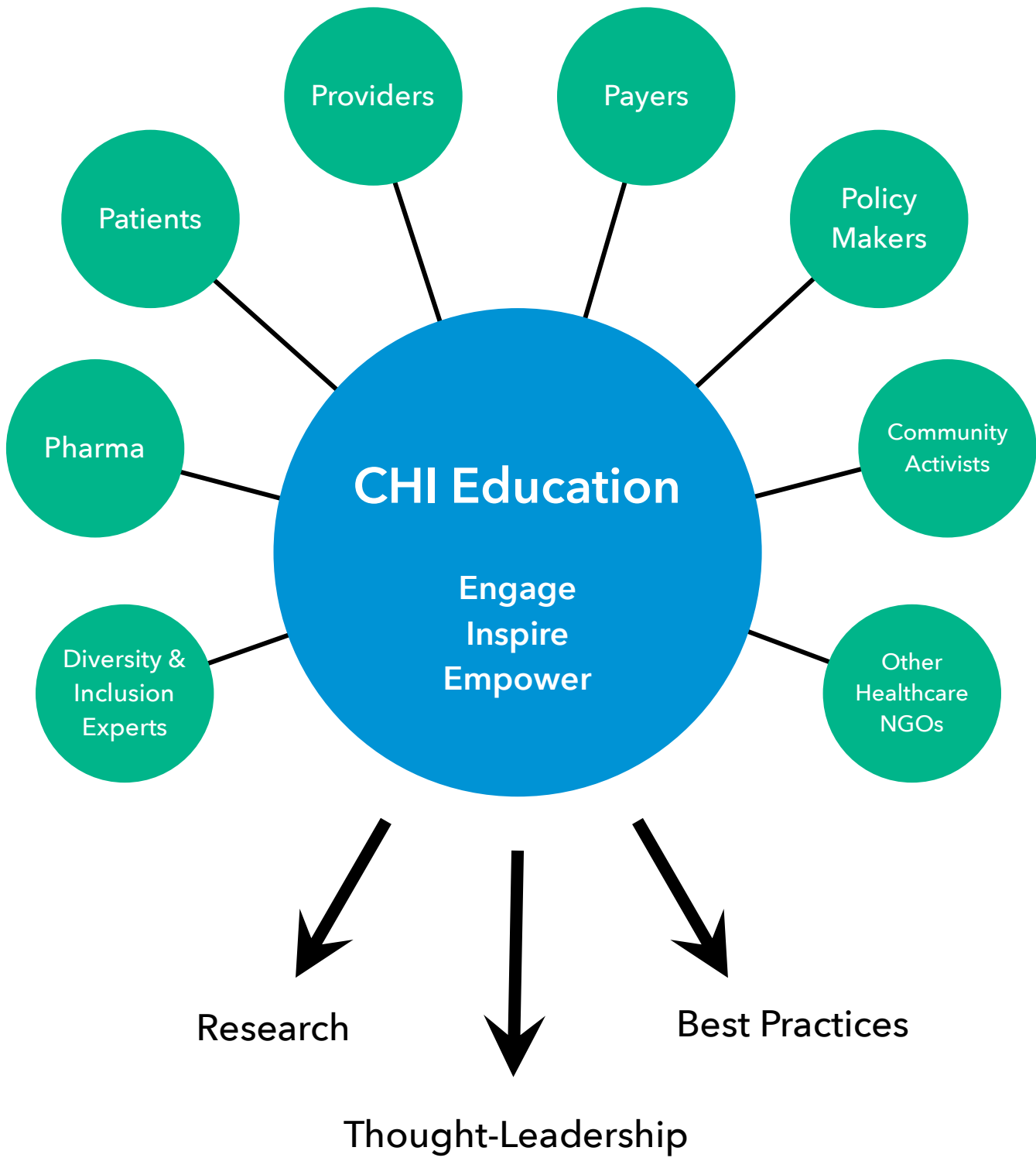
Our research and education focus on improving healthcare equity, eliminating and reducing healthcare disparities, and increasing access for all patient groups.

How is CHI funded?

CHI is funded through a combination of grants from philanthropic foundations, program revenue from educational events and memberships, and individual and corporate donations from our Board of Directors and external stakeholders.

What are CHI's future goals?

- (1) Increase the quantity and breadth of our research and education,
- (2) Continue to attract the best and brightest human talent and grow our team, and
- (3) Continue our journey to be the leading global platform for meaningful change in health equity.



Why We Need Your Support

CHI has historically been supported through a myriad of funding sources. However, as we seek to increase our research and education, we need additional funds to further support our programs and initiatives (see below), continue to attract the best human talent and grow our team, and further increase our impact and reach of making healthcare more equitable for all patients.

How We Will Use Your Support to Accomplish Our Goals

1. Organize innovative educational events focused on reducing health inequities for communities of color and other marginalized groups
2. Develop research reports, white papers, action plans, and other research around health equity
3. Circulate best practices for reducing healthcare disparities and making healthcare more accessible to all patients
4. Convene influential leaders, thinkers, and doers to develop collaborative relationships to make healthcare more equitable for all patients
5. Collect primary data and conduct surveys with CHI stakeholders to develop key health equity reports and infographics
6. Disseminate the latest thinking, best practices, and new ideas to policymakers
7. Publish peer reviewed-academic journal articles, industry reports, white papers, one-pagers, and infographics

Who Will Benefit from Your Support

CHI operates for the benefit of others, ultimately aiming to make healthcare better for patients. Our cross-sectoral research and education are designed to help all healthcare stakeholders - including patients, providers, pharma, pharmacy, payers, and policymakers. Our initiatives provide new ideas and innovations on how to reduce healthcare disparities for marginalized communities of color. Your donations will directly and immediately support these initiatives, and 87% of donations directly support our programs.

Why Should You Support CHI

There are thousands of worthy charities in the U.S. all asking for your help. However, CHI fills a unique void, as one of the country's leading independent, charitable research and education institutes aiming to understand and address health disparities. We aim to address specific challenges in three distinct ways. First, we are rigorously objective, unbiased, and non-partisan. Next, our research and education are interdisciplinary. Finally, we are an independent, neutral institute. Thus, CHI is inherently different from any other organization, and your support invests in solutions that address specific challenges of health inequities in the presence of disease (African American children have a 500 percent higher death rate from asthma compared to white children), health outcomes (a difference of 10 miles in where you grow up can account for more than 10 year difference in your life expectancy), or access to healthcare (4 in 10 adults with below-average incomes in the U.S. reported a medical problem but didn't visit a doctor because of prohibitive costs). In addition to the benefits donors receive by investing in a worthwhile cause, CHI donors are also widely recognized and acknowledged on our impact report, website, newsletters, event programs, research, and other widely distributed materials. With your support, together we can impact healthcare equity by researching and educating others on how to make healthcare more inclusive and accessible to all patients, how to maximize the quality of care that focuses on patient and family needs, and sharing industry best practices around culturally competent care.

What are Specific Examples of the Impact of CHI's Work

In May and June 2021, CHI led a 4-part education series, Culturally-Competent Strategies to Address Vaccine Hesitancy in Communities of Color. The virtual education series welcomed over 131 healthcare professionals. This 4-part education series provides an in-depth exploration of why vaccine hesitancy is prevalent in Communities of Color, the current challenges with COVID-19 vaccine administration in BIPOC communities, and proposed solutions that may be effective in addressing vaccine hesitancy. The educational series had 6 primary objectives (1) inform on the magnitude of vaccine hesitancy in Communities of Color, (2) convene interdisciplinary, leading experts to disseminate evidence-based, culturally-competent strategies to minimize vaccine hesitancy, (3) provide concrete solutions to address vaccine hesitancy in BIPOC communities, (4) provide healthcare providers, community health leaders, public health practitioners, and health-equity devoted professionals with an opportunity to learn from leading experts, (5) break down barriers between vaccine experts, public health leaders, and the general public by encouraging cross-sector collaboration, discussion, and information sharing, and (6) disseminate materials for mitigating vaccine hesitancy in BIPOC communities to leading experts and influential community members.

In 2021, CHI's Science Runway STEM mentoring Initiative served over 250 high school girls. The Science Runway is a national mentorship and educational program that encourages, inspires, and mentors girls interested in STEM and healthcare-related fields. The Science Runway is a curated collection of personal stories of women who have inspiring careers in the STEM and healthcare fields and a mentorship program designed to inspire girls by showcasing the multitude of careers possible with a scientific foundation through mentoring sessions. The program welcomes girls from all backgrounds to participate and strongly encourages the participation of females from underrepresented backgrounds and minorities. The Science Runway aims to address gender disparities in STEM and healthcare-related fields by inspiring, encouraging, and mentoring girls to reach their full potential and follow their passion and excitement for science. In addition, we aim to incorporate diversity, equity, and inclusion themes into our programming to uniquely address barriers for BIPOC girls.

In October 2021, CHI, PhRMA, and the United Negro College Fund organized the Pathways to Success in Biopharma Virtual Graduate Summit and Career Expo. The 2-day was a unique opportunity for academic and industry leaders to convene and illuminate the innovation and impact within the industry, pathways for career success, and connect the next generation of diverse biopharmaceutical leaders with potential career opportunities. The Summit welcomed over 600 students from nearly 250 universities around the country and featured 5 expert panels, 13 company breakout rooms, and 15 virtual booths with industry experts.



How Much is Needed to Fund CHI's Goals

To accomplish our future goals, we have set a charitable donation goal of \$100,000 for 2022. Your support, combined with other revenue sources detailed earlier, will ensure the continued sustainability of CHI's efforts and allow us to increase our impact, reach, and breadth in 2022. Additionally, CHI will continue to minimize all unnecessary expenses and overhead. To keep our non-essential expenses low and invest your support directly into our programs, CHI has secured an array of pro-bono resources for basic organizational overhead. For a full breakdown of CHI's income and costs, as well as financial statements, please contact us.

How CHI Measures Goals and Accomplishments

We understand that support of CHI is an investment in and a belief in our ability to impact a unique healthcare problem, and we take that responsibility seriously. Thus, we utilize an array of tools to help us measure progress, define problems, develop metrics, devise strategy, and ensure we accomplish our goals. These tools include direct stakeholder engagement, satisfaction surveys, stakeholder meetings, focus groups, feedback sessions, data analytics, and Board of Director meetings and strategic retreats.

"The Healthcare Executive Roundtable on Patient-Centric Healthcare Value was excellent. The quality of the program and the expertise of the other executives added extreme value to the experience. It was an excellent use of my time." - Matt Portch, Team Lead Commercial Effectiveness, Pfizer

Are There Certain Donation Levels

Individuals and organizations donate at any suitable amount levels. We also have corporate membership levels that offer organizations a myriad of benefits which can be found at: <https://www.chisite.org/supporters/>

Who Else Supports CHI

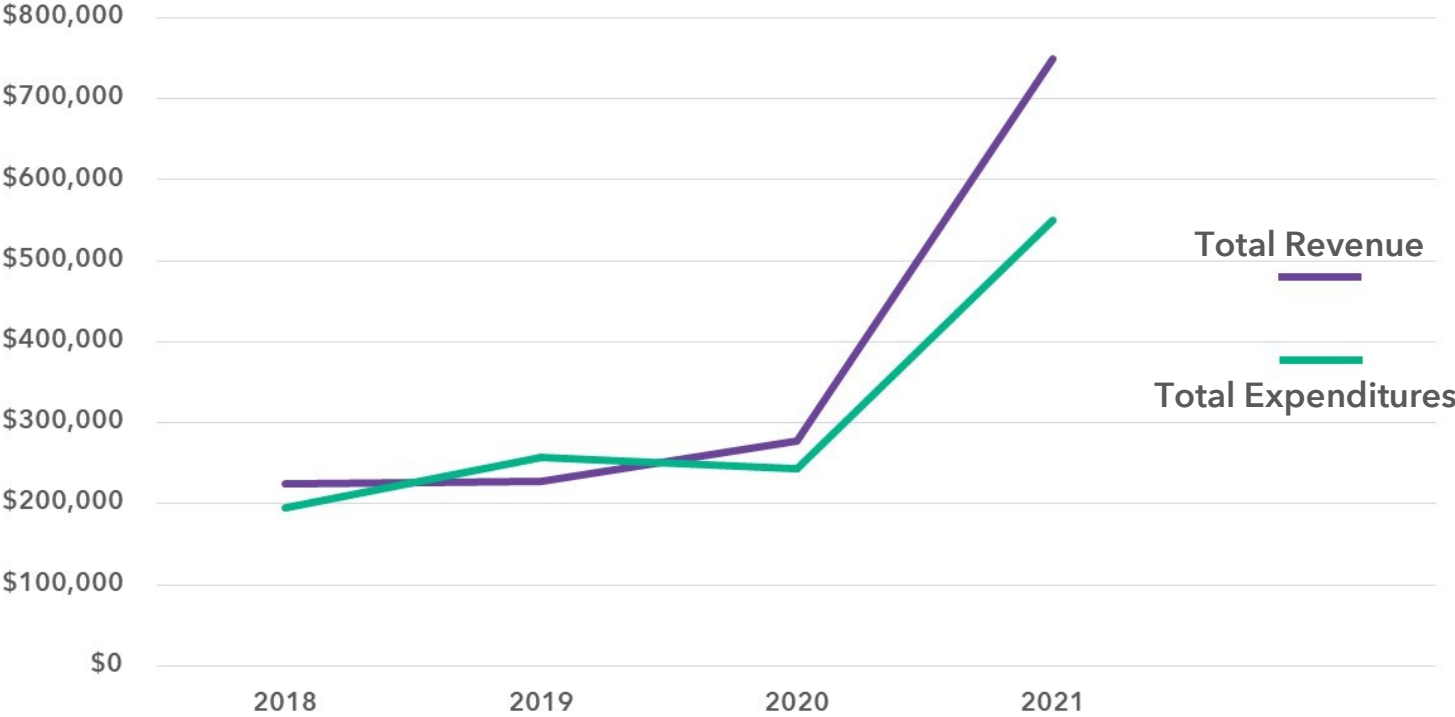
CHI has a variety of contributors from industry, academia, government, private foundations, and individuals, including supporters from the patient, provider, pharma, pharmacy, payer, and policymaker sectors. For a full list of 2020/21 supporters, please review our 2021 Impact Report on the CHI website or contact us directly.

How Can You Support CHI

You can support CHI through personal donations, organizational donations, grants, and matching corporate contributions. We also have other ways to contribute through CHI memberships and event sponsorships. CHI is a 501(c)(3) tax-exempt, charitable organization, and all donations are 100% tax-deductible (Federal Tax ID# 27-3041119). For more information on how to contribute, or if you have other questions, please contact Mr. Joseph Gaspero, CEO and Co-Founder, at (773) 330-2416 or joseph@chisite.org. You can also donate directly at chisite.org/donate or mail a check to Center for Healthcare Innovation, 625 W Adams St, 19th Floor, Chicago, IL 60661. For e-checks and other ways to donate, please contact joseph@chisite.org.



CHI Fiscal Stewardship



	2018	2019	2020	2021
Total Revenue	\$225,000	\$228,000	\$278,000	\$750,000
Total Expenditures	\$195,000	\$257,000	\$244,000	\$550,000
Total Debt	\$0	\$0	\$0	\$0

*The numbers of 2021 are projected.
(All numbers rounded to thousands.)

OUR IMPACT



4,400⁺
Total Event Attendees

15,000⁺
Monthly Digital Impressions

5,000⁺
Recipients of
Research Reports

500⁺
Girls Served by
Mentoring Sessions
via Science Runway

93%
Satisfied with the
Events
*Rated "excellent" or "very good"

3,000⁺
Social Media Followers

Our CHI Team



BOARD OF DIRECTORS

- Mr. Julius Pryor III (Chair)**, Senior Director of Government Services, Cerner
Dr. Thomas Summerfelt (Vice Chair), PhD, Vice President of Research, Feeding America
Dr. James Gillespie (President), PhD, JD, MPA, President & Co-Founder, CHI
Dr. Neelum Aggarwal, MD, Chief Diversity Officer, American Medical Women's Association; Associate Professor, Department of Neurological Sciences, Rush University
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Ms. Ricki Fairley, MBA, Chief Executive Officer, Touch: The Black Breast Cancer Alliance; Board of Trustees; Triple Negative Breast Cancer Foundation
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Ms.Carolynn Johnson, MBA, CEO at DiversityInc
Dr. Charlotte Jones-Burton, MD, MS, Vice President at Otsuka Pharmaceutical Companies (U.S.)
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Success Director of Healthcare &
Life Sciences, Salesforce
Dr. Eckhard von Keutz, Senior Vice
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Laboratories
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Based Health Care, Medtronic
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Earth
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Chief, Cardiac Surgery, SUNY Upstate Medical
University
Dr. Marco Quarta, PhD, Co-Founder & CEO,
Rubedo Life Sciences Inc.
Dr. Kate Rosenbluth, PhD, Founder and Chief
Scientific Officer, Cala Health
Dr. James Su, PhD, Chief Science Officer, Lap IQ

MANAGEMENT TEAM

- Mr. Joseph Gaspero**, CEO & Co-Founder, CHI
Dr. James Gillespie, PhD, JD, MPA, President & Co-
Founder, CHI
Ms. Ivory Chang, MS, Program Manager, CHI
Ms. Ann Elizabeth Chummar, Project Assistant, CHI
Ms. Hafsa Diakhate, Project Manager, CHI
Mr. Brandon Kortokrax, Director of Corporate
Development & Innovation, CHI
Ms. Lindsay Moore-Fields, Program Manager, CHI
Dr. Ali Solouk, Ph.D., Director of Strategic
Initiatives - Chief of Staff, CHI
Mr. Justin Williams, Program Manager, CHI

Our vision is
to be the
leading global
platform for
meaningful
change in
health equity.



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CHI is a 501(c)(3) non-profit, charitable organization, and all donations are tax-exempt. Federal Tax ID # 27-3041119.

