



Delivering culturally responsive care together.

2025



Growing health disparities underscore the urgent need for culturally responsive health care.



CAUSES



01

Systemic bias and discrimination

02

Structural racism

03

Lack of access to culturally appropriate care

04

Social determinants of health

THE COST OF INEQUITY



Annual wasted health care spending

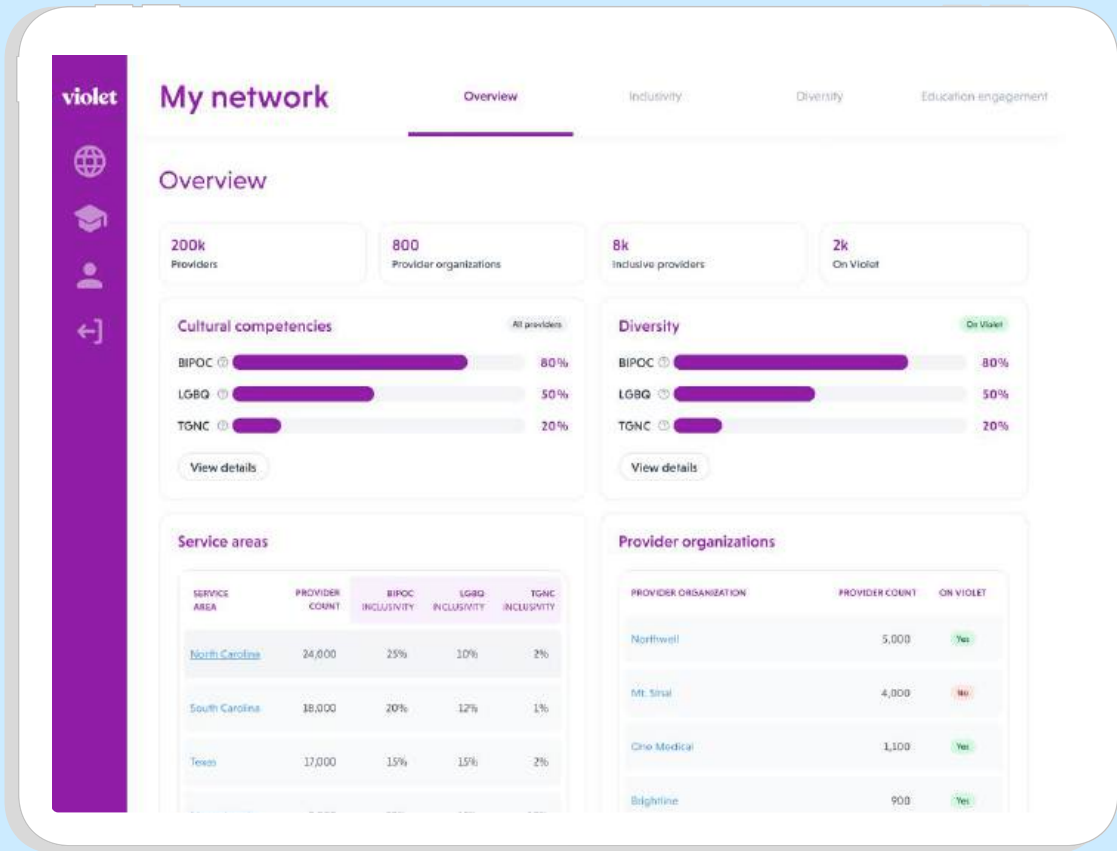


Lost life years

1 [Click for source.](#)

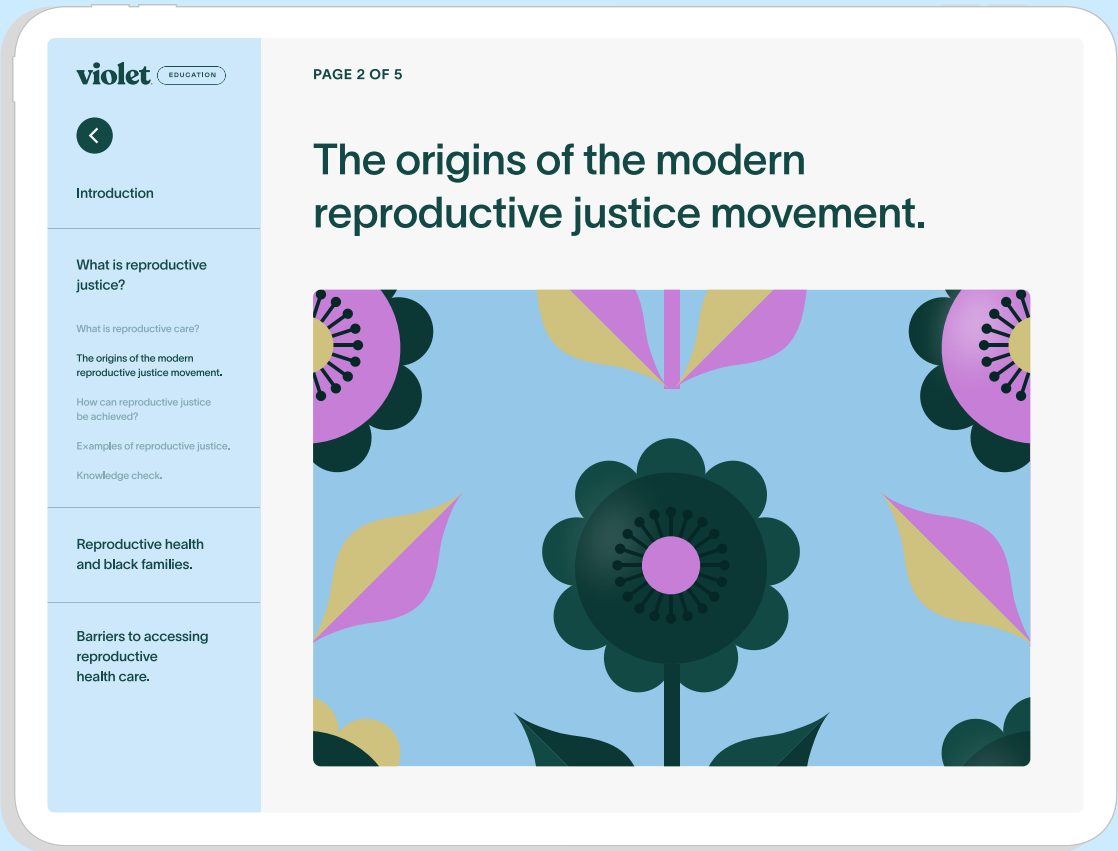
We benchmark and improve quality of care across the entire organization.

Violet identifies culturally responsive providers and organizations, then supplies partners with the essential training to address clinical skill gaps, effectively improving the overall quality of care.



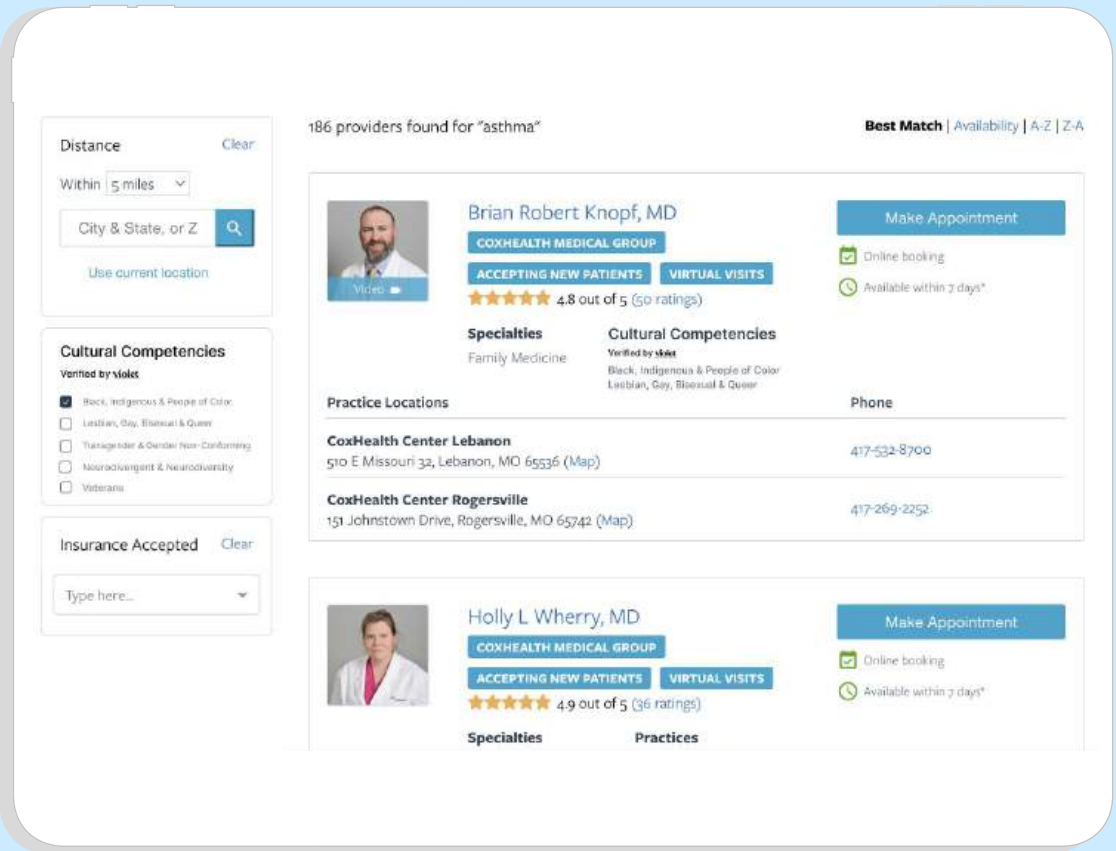
Benchmark, analyze, and report on network inclusivity with ease.

Violet collects provider SOGI and REALD data and benchmarks providers for their ability to deliver inclusive care.



Improve quality of care with clinical education.

Violet upskills providers to be more inclusive with clinical quality education that earns CE/ CMEs from 12+ associations.



Deliver a better member experience.

Surface inclusive providers in member-facing directories using Violet’s structured cultural competence data (Violet Benchmarks).

Benchmark, analyze, & report on
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Improve quality of care with
clinical education.

Deliver a better member experience.

We’re building the infrastructure for identity-centered care by benchmarking provider cultural competence.

We’ve embraced the concept of cultural competence as a skill - one that can be measured, improved, and recognized in every provider – much like other clinical skills.

A standardized measure of inclusivity allows health plans to assess the adequacy of the network and streamlined reporting assures payers that they’re purchasing quality healthcare.



Benchmark, analyze, & report on
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Deliver a better patient experience.

We engage providers across the organization, combining identity and skilling data to deliver a unified, dynamic provider record connected to each unique NPI.

Inclusivity skills

Cultural competence & humility

Language capabilities



Diversity

Sexual orientation and gender identity

Race and ethnicity

Clinicians with at least one
community Benchmark
exhibit greater rates of:



Adult Preventive Visit



Preventive Care and Screening:
Screening for Depression and
Follow-up plan



Hypertension: Controlling High
Blood Pressure

Benchmark, analyze, & report on inclusivity with ease.

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A standardized measure of cultural competence fosters transparency for all.

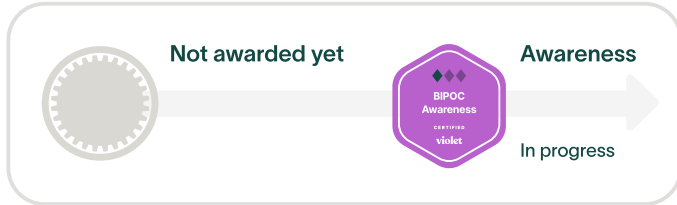
Providers

Providers gain actionable insights to inform learning goals.

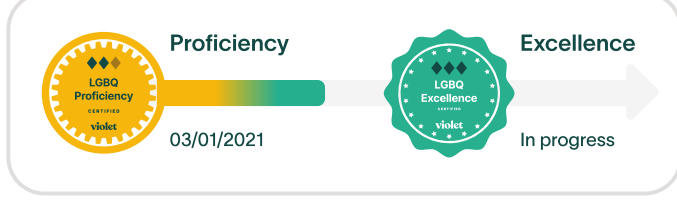
Hi Maya

Your Benchmarks

BIPOC



LGBQ



TGNC



Organizations and networks

In the aggregate, these provider Benchmarks paint a comprehensive picture of an organization’s inclusivity and how it compares to patient needs.

violet

Network Inclusivity Analysis

Generated on: 10/26/2023

Bridge Equity Gaps in Massachusetts with {{network}}’s Inclusive Providers.

This report compares the community-specific cultural competencies between Sample Plan’s in-network providers and all health care providers in Massachusetts.

Understanding this Report

Violet is a third-party organization that assesses and benchmarks health care providers’ ability to deliver quality care to communities disproportionately impacted by health inequities.

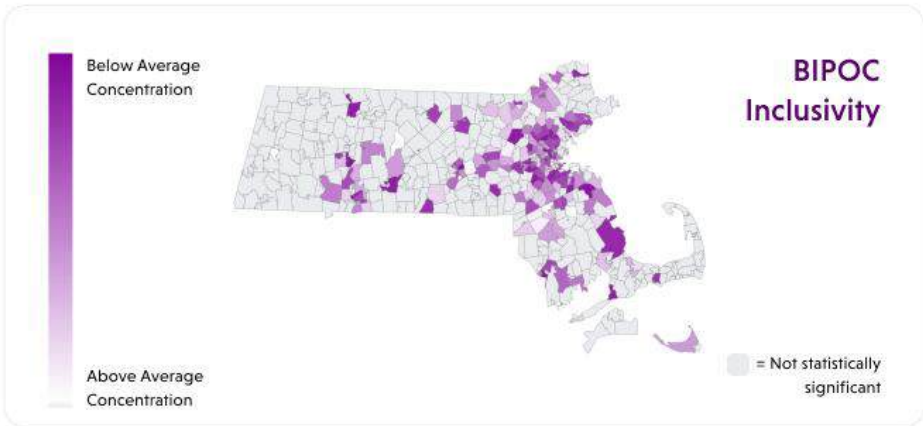
Inclusive: Violet views cultural competence as a clinical skill that can be measured and improved. Inclusive providers are evaluated and benchmarked based on their level of cultural competence. To learn more about Violet’s methodology, head to [joinviolet.com](#).

BIPOC	LGBQ	TGNC
Black, Indigenous, People of Color	Lesbian, Gay, Bisexual, Queer	Transgender, Non-conforming

Demographics: Demographic data is compiled based on providers’ self-reported identity information collected by Violet.

MA Equitable Care Landscape and Opportunity

This map illustrates the concentration of BIPOC-inclusive providers across the state of Massachusetts. The heat map was created by comparatively ranking BIPOC-inclusive providers per capita within each zip code, relative to the concentration of BIPOC-inclusive providers across all other zip codes in the United States.



Provider Inclusivity Across Key MA Markets

Market	Providers	BIPOC-Inclusive	LGBQ-Inclusive	TGNC-Inclusive
Massachusetts (All Markets)	99,897	10.3%	8.3%	1.2%
Boston	27,354	15.2%	8.1%	1.3%
Cambridge	2,775	4.9%	9.3%	1.5%

{{Network}} Overview

40,239 Providers

Provider Demographics

Market	BIPOC-Identifying	LGBQ-Identifying	TGNC-Identifying
Massachusetts	12.1%	5.3%	0.4%

Provider Inclusivity

Market	BIPOC-Inclusive	LGBQ-Inclusive	TGNC-Inclusive
Massachusetts (All)	18.6%	12.5%	2.2%
Boston	20.1%	7.9%	2.0%
Cambridge	8.7%	13.6%	2.3%
Springfield	9.3%	9.8%	0.9%
Worcester	15.4%	15.1%	2.4%

The color-coded table highlights instances where BCBS IL either exceeds or falls short of the average provider inclusivity within a service area.

Summary of Findings

- Inclusive providers are distributed unevenly across the state, creating

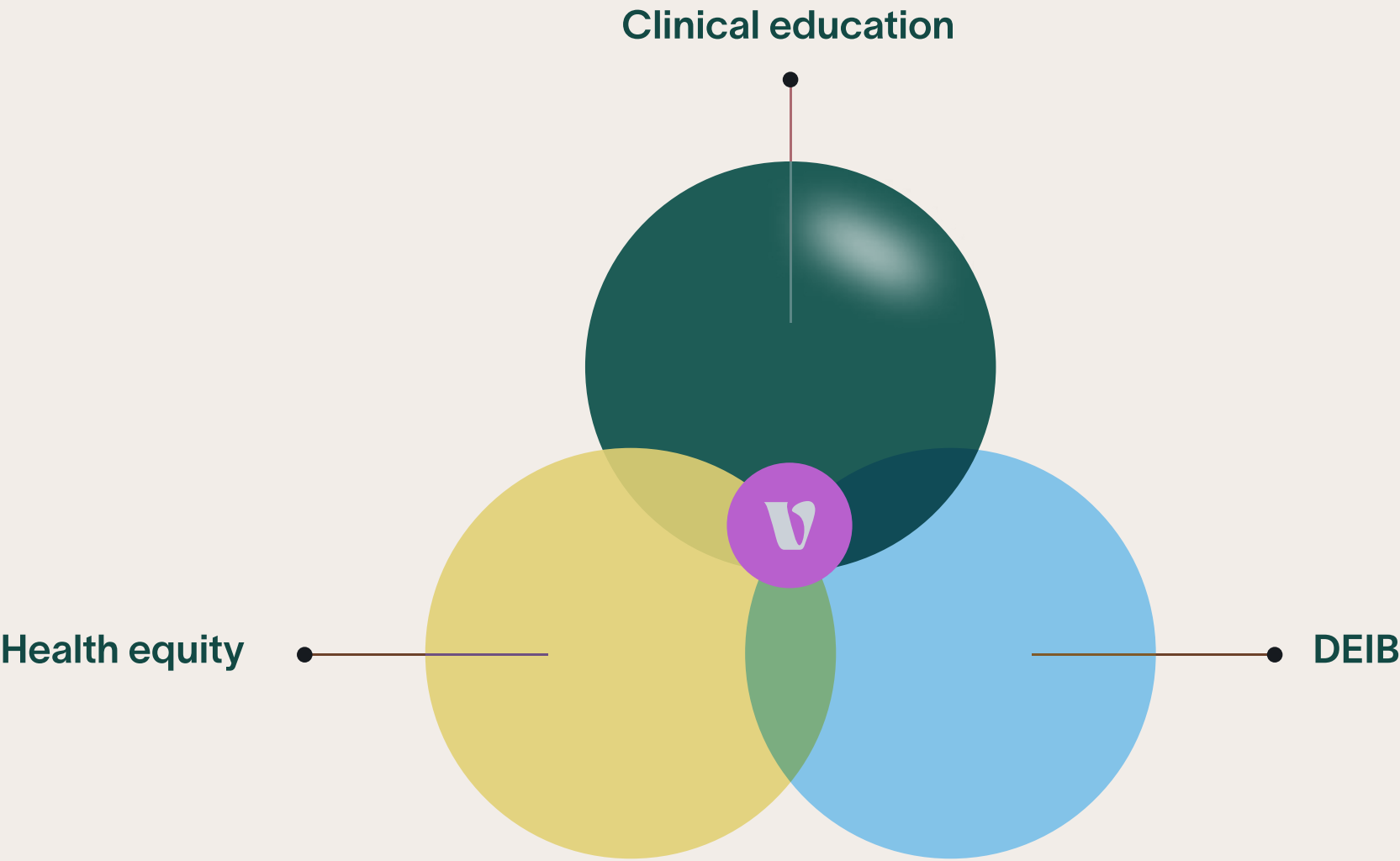
Benchmark, analyze, & report on inclusivity with ease.

Improve quality of care with clinical education.

Deliver a better patient3 experience.

Ensure high-quality, culturally responsive care from scheduling and intake to treatment and follow-up.

Violet’s education merges clinical education, health equity, and DEIB on one platform for all health care staff. Violet’s education includes the below:



Recommended for support staff + providers.

Foundational education

- ✓ Antiracism
- ✓ Social determinants of health
- ✓ Implicit bias
- ✓ Allyship
- ✓ Trauma-informed care
- ✓ + more

Community-specific collections

- ✓ BIPOC physical and mental health
- ✓ TGNC physical and mental health
- ✓ LGBTQ physical and mental health
- ✓ ADHD + Autism
- ✓ Neuro-affirming care for youth
- ✓ Treating neurodivergent adults

Advanced clinical topics

- ✓ Equitable depression screenings
- ✓ Gender-affirming care: Hormone therapy
- ✓ BIPOC nutrition counseling
- ✓ Contraceptive counseling in Black & Latin communities
- ✓ Culturally competent diabetes care
- ✓ Identity centered lactation counseling

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Violet's education covers the root causes of disparities and strategies for closing the gaps.

Curriculum features

- ✓ Intentionally designed to impact HEDIS and STAR measures.
- ✓ Compliant with state-specific regulation (e.g. CLAS, CA's DEI mandate, and more).
- ✓ Integrates with Violet Benchmarks, motivating providers to continue improving.
- ✓ CE/CME Accredited nationally across 15+ associations.
- ✓ Bite-sized 15 minute courses for the busy clinician.
- ✓ Structured pathways for long term goal setting.
- ✓ Subject to oversight from a clinical review board.

Engagement and reporting

- ✓ Outsourced provider engagement support with guaranteed SLAs.
- ✓ Easily assign education to specific provider organizations.
- ✓ Real-time education completion stats available across payers.
- ✓ Dedicated customer success support and learning roadmap collaboration.

My network

Overview

Inclusivity

Diversity

Education engagement

Explore the list of currently active providers expanding their cultural competence skills through targeted educational courses on Violet's platform. To view engagement metrics at an organizational level, apply filters based on provider organization.

Collection view

Course view

Collection name



Provider name

Provider organization



All time

Community of focus



124

Collections completed

113.25

Hours learning

N/A

Average course rating

63.75

CE/CME credit

NAME ↑

ORGANIZATION ↓

COLLECTION ↓

PUBLISHER

COMPLETION
DATE

Alani Gregory

One Medical

BIPOC mental health part 2

Violet

10/20/2023

Amy Buchanan

One Medical

BIPOC physical health part 1

Violet

7/25/2023

Amy Buchanan

One Medical

Health equity

Violet

7/20/2023

Amy Buchanan

One Medical

TGNC mental health part 1

Violet

7/25/2023

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Violet's early success is the result of impactful education.

“When I have a patient that seems noncompliant, I am more able to reframe my thinking regarding the situation. I can consider that social determinants and trauma history, among other things, may need to be taken into account. I can open the door for discussions and help the patient navigate the barriers they face.”

— Provider learning with Violet.

Provider engagement

- ✓ ~40,000 providers invited to the Violet platform.
- ✓ ~60,000+ educational resources complete.
- ✓ Issuance of CE/CME credits from 15+ Associations (and growing).
- ✓ Provider organizations leveraging 'assignments' to address grievances.

Provider feedback

- ✓ 4.40/5 Star Rating across all educational resources.
- ✓ 75% of providers attesting they're more confident and capable of speaking to identities, communities, and health disparities.

Improved clinical quality (with national PCP)

A national primary care delivery organization leveraged Violet to assess and expand their capacity for inclusive care. Our joint research concluded that clinicians engaged with Violet education observed:

- ✓ +15.9% improvement in hypertension control per clinician.
- ✓ +0.4% improvement in diabetes control per clinician (HbA1c Control < 8%).

Benchmark, analyze, & report on inclusivity with ease.

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Violet Benchmarks power inclusive care matching through integration with provider directories.

Violet already has relationships with some of the largest white-label provider data and directory vendors: Kyruus HealthSparq and Zelis Sapphire Digital. And our API-first platform is created with the intention to showcase inclusive providers everywhere patients are seeking care.

Distance

Clear

Within 5 miles

City & State, or ZIP

Use current location

Cultural Competencies

Verified by violet

☒ Black, Indigenous & People of Color

☐ Lesbian, Gay, Bisexual & Queer

☐ Transgender & Gender Non-Conforming

☐ Neurodivergent & Neurodiversity

☐ Veterans

Insurance Accepted

Clear

Type here...

186 providers found for "asthma"

Best Match | Availability



Video

Brian Robert Knopf, MD

COXHEALTH MEDICAL GROUP

ACCEPTING NEW PATIENTS

VIRTUAL VISITS

★★★★★ 4.8 out of 5 (50 ratings)

Specialties

Family Medicine

Cultural Competencies

Verified by violet

Black, Indigenous & People of Color

Lesbian, Gay, Bisexual & Queer

Practice Locations

CoxHealth Center Lebanon

510 E Missouri 32, Lebanon, MO 65536 (Map)

CoxHealth Center Rogersville

151 Johnstown Drive, Rogersville, MO 65742 (Map)

Make Appointment

Online booking

Available within 7 days*

Phone

417-532-8700

417-269-2252



Holly L Wherry, MD

COXHEALTH MEDICAL GROUP

ACCEPTING NEW PATIENTS

VIRTUAL VISITS

★★★★★ 4.9 out of 5 (36 ratings)

Specialties

Practices

Make Appointment

Online booking

Available within 7 days*

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We've proven that inclusive care navigation directly improves outcomes.

Leveraging Violet's provider inclusivity data for care navigation, a customer (Octave) observed improved health outcomes for their patients.

Octave partnered with Violet to ensure that they were able to increase access to inclusive care for the many diverse communities their 750+ providers work with.

More effective care matching for diverse patients

- ✓ 24% increased match rate.
- ✓ 3 days faster time to care (9% lower time to care).
- ✓ 6% more patients accessed care in under 30 days.
- ✓ Directly improving the following STARS and HEDIS measure(s):
 - Getting needed care.
 - Getting appointments and care quickly.
 - Mental health utilization.

Improved patient adherence and retention

- ✓ 5% increase first appointment adherence at month 1 of care.
- ✓ 14% increase in overall retention rates at month 1 of care.

Improved clinical outcomes

- ✓ Greater decrease in PHQ-9 scores (~1 point).
- ✓ Directly improving the following HEDIS measure(s):
 - Increased fill-rate for PHQ9 measure (i.e. Clinicians with Violet Benchmarks had a 6% higher fill-rate for PHQ9 measure).
 - Depression screening and follow-up for adolescents and adults.
 - Depression remission or response for adolescents and adults.

Join an impressive group of health equity innovators in creating lasting change with Violet.



Thank you.

