We provide patient-centered, culturally competent health care to the people of our communities. Recently, we asked employees what makes Baystate Health a special place to work, and hundreds responded that our compassion, our diversity, our standards for excellence, and the uniting of our talents help us deliver a higher state of caring.

We offer this report to share our diversity and inclusion journey and to highlight the programs and accomplishments achieved to date. In this report, Baystate Health’s Diversity & Inclusion efforts are showcased through the following sections: Our People, Our Culture and Our community.

We like to say that at Baystate Health, when you have a culture that acknowledges and engages everyone, the opportunities for personal growth and organizational effectiveness are limitless.

Thank you for your interest in diversity and inclusion and your support of Baystate Health.

Mark A. Keroack, MD, MPH  
President & CEO  
Baystate Health

Andres G. Gonzalez, MEd.,CCDP/AP  
Chief Diversity & Inclusion Officer  
Baystate Health

Through the depth of our compassion, through the breadth of our diversity, by raising the standard for excellence, we unite our talents to deliver a higher state of caring.

– Baystate Health Identity Statement
The Association of Diversity Councils named Baystate Health’s Diversity Council one of the Top Diversity Councils in the United States. The award recognizes the outstanding contributions and achievements of employee resource groups and diversity councils that can demonstrate results in their workforce, workplace, and marketplace.

BHLOVE and Baystate Pride have been named a 2014 Top 25 Employee Resource Group in the U.S. by the Association of Employee Resource Groups and Diversity Councils. The award recognizes the groups’ added value and impactful contributions in making Baystate Health an inclusive workplace.

For four years, Baystate Health has been recognized in the Human Rights Campaign, Healthcare Equality Index as a Leader in LGBT Healthcare Equality. We received a perfect rating for our inclusive policies and treatment of lesbian, gay, bisexual and transgender (LGBT) employees and patients.

Diversity Task Force launched system-wide

- Diversity & Inclusion added to Baystate Health’s ten-year strategic plan
- President’s Cabinet identifies need for Diversity of Office

First Chief Diversity Officer hired
- Office of Diversity created
- Baystate Health diversity assessment performed

Diversity & Inclusion strategic plan developed
- Diversity Council created

Black Employees Connecting, Baystate Hispanic Latino Organization Valuing Ethnicity, Baystate Pride and Caring with Cultural Competence Employee Resource Groups created
- Baystate Health Diversity Leadership Initiative launched

New Chief Diversity & Inclusion Officer hired

Baystate Health holds first regional Diversity & Inclusion Conference

Baystate Health Honor Guard Employee Resource Group launched
At Baystate Health, we understand that diversity and inclusion are not just nice things to think about; it represent a business imperative. Our vision is that the diversity of our employees is reflective of the patients we care for and the community we serve. Through inclusion, we are a stronger organization. We are passionate about recruiting, supporting and developing a diverse group of employees, and leaders.

Here are some workforce analytics that reflect the diversity of our workforce.

**WORKFORCE BY GENERATION**

- Traditionalists: 1.1%
- Baby Boomers: 43.2%
- Generation X: 36.7%
- Millennials: 19%

**WORKFORCE BY ETHNICITY**

- Pacific Islander: 0.1%
- American Indian: 0.2%
- Asian: 3.1%
- Black: 6.6%
- Hispanic: 11.9%
- White: 78.2%

**MINORITY REPRESENTATION IN BAYSTATE HEALTH ROLES**

- Management: 11.2%
- RNs: 9.6%
- MDs: 26.0%
The Office of Diversity & Inclusion created a recruitment and image advertising campaign using Baystate Health employees to depict Baystate’s commitment to a diverse and inclusive workforce and patient base. The themed campaign, “Diversity Includes Everyone: This Means You” featured employees from all walks of life.

We offer a range of resources to employees and leaders to support their personal and professional development. The Baystate Health Diversity Leadership Initiative (BHDLI) is a comprehensive leadership development program that supports emerging leaders. It is an example and an example of our organization’s commitment to developing great leadership competencies in employees at all levels. In addition to participating in The Partnership Fellows Program or Leadership Pioneer Valley, employees in the BHDLI are paired with a mentor who helps them integrate concepts learned with Baystate values and priorities and support their professional goals. Participants in this year-long program come from many functions and levels across Baystate Health. More than 50 Baystate Health employees have participated in the program.

“The diversity and talent of Baystate Health employees is our strength. Each person must be encouraged to contribute to our success.”

Brian Simonds, Director, Baystate Home Infusion & Respiratory Services
Baystate Health “Diversity Champions” were honored at a recognition breakfast hosted by the Office of Diversity & Inclusion, during which their individual contributions and successes were highlighted.

“The Baystate Health Diversity Leadership Initiative gave me a renewed sense of confidence, broadened my perspective of leadership internally and externally, and provided a support system.”

Kimothy Jones, Manager, Ambulatory Grants Program

BH employee Maria Savageau and her mentor Bob Scalzo.
To meet the diverse needs of all of our employees, and build a strong organization, we embrace all differences. We are committed to fostering an atmosphere of diversity, inclusion and cultural competence where all employees are appreciated, engaged and motivated.

Formed in 2010, the Diversity Council represents a broad cross-section of Baystate Health employees. The group supports the overall integration of the diversity, inclusion, and cultural competence strategy at Baystate Health, executing and monitoring initiatives focused on building a more diverse, inclusive, and culturally competent organization.

The Diversity Council helped develop Yes! Your Voice Matters, an education and awareness program designed to illustrate the impact of stereotypes on inclusion and engagement and empower employees to “speak up” in support of themselves and their colleagues. In 2014, members of the Diversity Council planned and staffed information sessions at seven Baystate Health locations to provide information about diversity and inclusion resources and gather important feedback from employees. To view videos created by the Office of Diversity & Inclusion and the Diversity Council, go to baystatehealth.org >AboutUs>DiversityandInclusion.

Employees participate in various learning sessions that help build awareness and understanding, enabling them to be more inclusive and culturally competent. Various offerings including the Dimensions of Diversity Webinar Series, KnowledgeStart eLearning, Quality Interactions, and Managing Inclusion help employees better understand the diversity of patients, families and co-workers and ensure greater inclusion and cultural competence – which results in better patient care.

To better communicate with co-worker Ishmael Escobar (left), a custodian in Environmental Services who is deaf, Mike Sullivan, operations manager, took a six-week Signing Basics course offered by the Office of Diversity & Inclusion.
Baystate Health offers learning opportunities to help broaden employee perspectives and bring greater knowledge and understanding of a variety of topics. Sessions have included a cross-generational panel discussion; full-day conference focused on health care issues faced by transgender patients, and a moderated interfaith discussion that featured representatives from four faiths.

“Baystate Health embraces and fully supports their Employee Resource Groups. As a founding member and chair of Baystate Hispanic Latino Organization Valuing Ethnicity, I have had the opportunity to attend many community events, participate in a leadership program, and take part in several career advancement seminars.”

Laura Olmeda-Smith, Benefits Planning Analyst
 EMPLOYEE RESOURCE GROUPS

In 2011, Baystate Health launched Employee Resource Groups (ERGs). ERGs connect employees around dimensions of diversity like gender, ethnicity, sexual orientation, generation, or physical ability. Membership and participation is open to all and provides interested employees an opportunity to network, participate in learning opportunities, and promote an inclusive environment. Each ERG has an executive sponsor at the director level or above and an elected leadership team.

Baystate Pride
A Baystate Health Employee Resource Group

Lesbian, Gay, Bisexual, Transgender, Queer and Friends - Provides a supportive work environment for employees who are members or friends of the LGBTQ community.

- Worked with the Northampton Pride Parade planning committee to support and represent Baystate Health at the annual LGBT Parade and Pride event in Northampton. Over 100 Baystate Health and Health New England staff members, providers, senior leaders and family members and friends march on behalf of Baystate Health each year.
- Launched its first LGBTQ Diversity Movie Night at Baystate Medical Center, Baystate Franklin Medical Center, and Baystate Mary Lane Hospital, in collaboration with the Diversity Council and the Office of Diversity & Inclusion.
- Partnered with the Western MA AIDS Foundation for their annual World AIDS Day.

NEW FACILITY DESIGNED WITH INPUT FROM BAYSTATE PRIDE

When Baystate Health was planning a new health care facility at 325 King Street in Northampton, Baystate Pride had an opportunity to provide insights and suggestions to clinical and project leaders. These included a unisex family restroom and enhanced privacy in check-in and check-out areas. While the site, which opened in 2013, is for all community members, many LGBTQ patients are seen at the location.

“This is a great example of how our ERGs add value and help to create a more inclusive culture within our organization and within the communities we serve.”

Nancy Hudson,
Employee Fitness Supervisor and Baystate Pride ERG member
The Office of Diversity & Inclusion partnered with the Caring with Cultural Competence ERG to host a Veterans Day Celebration in 2013. Over 100 people attended the event, including veterans from our workplace and community and their family members. The event was a catalyst for creating BH Honor Guard, a new Employee Resource Group for military veterans, their family members and allies.
• Be Connecting partnered with local officials at the American Heart and American Stroke Associations to discuss how to alleviate health disparities in the African American community.

• Helped plan and host Baystate Health’s annual Dr. Martin Luther King Jr. celebration.

• In honor of Black History Month, supported and promoted community celebrations including a diversity series at Springfield Technical Community College (STCC) and the Lift Every Voice Speaker Series in Springfield.

• Launched the first session of Toastmasters International-Baystate Chapter. The international organization has helped millions of men and women become more comfortable speaking to groups.

• Held a special showing of “A More Perfect Union,” part of the PBS special African Americans: Many Rivers to Cross, and moderated a discussion after the film.

• Hosted Baystate Health’s first-ever Three Kings Day event including ethnic food, dancing, and conversations about how different Latin American countries celebrate the day.

• Held a Career Advancement and Cinco de Mayo celebration for more than 100 Baystate employees. Local colleges provided information on educational opportunities, and guest speakers included employee presenters and Elizabeth Cardona, director of Governor Deval Patrick’s western Massachusetts office.

• Began holding “Skills Training” meetings for ERG members that include presentations on various self-improvement topics such as budgeting or computer tips.

• Hosted two disability awareness events for National Disability Month that featured Baystate employees and volunteers who discussed working with patients and colleagues with disabilities, and highlighted community agencies available as resources.

• Joined with Baystate’s Health, Wellness and WorkLife Solutions to host an energy-boosting lunch break where employees learned to do a Brazilian Samba line dance.

• Partnered with ERG BE Connecting to host a book discussion of Bad Blood: The Tuskegee Syphilis Experiment and The Immortal Life of Henrietta Lacks.

• Baystate’s 5th and newest ERG will organize events and activities for Baystate Health military veterans, their families and allies.

Black Employees Connecting - Supports black employees and assists Baystate Health in bridging cultural gaps by promoting cultural enrichment, employee development and community awareness initiatives.

Baystate Hispanic Latino Organization Valuing Ethnicity - Collaborates to increase Hispanic and Latino cultural awareness, integrity and inclusiveness.

Caring with Cultural Competence - Creates awareness of the growing diversity of Baystate Health’s patient population, and teaches employees how to provide personalized and culturally competent care.

BH Honor Guard - Baystate’s 5th and newest ERG will organize events and activities for Baystate Health military veterans, their families and allies.
Offering an inclusive and diverse environment, including patient-centered, culturally competent health care, we understand each patient is an individual with unique needs and preferences. We partner with other local, regional and national organizations, knowing that together, we can better meet the diverse needs of our community.

WITHIN BAYSTATE HEALTH...

Our Spiritual Services chaplains collaborate to provide care that is respectful of the unique spirituality of patients and their loved ones. Interfaith chapels at our hospitals are open 24/7 for prayer or meditation, and interfaith and denominational services are held in English and Spanish. We also encourage patients to receive visits from their spiritual leaders.

Baystate Health’s Food & Nutrition Services ensures meals served in patient rooms and in our cafeterias accommodate the patient’s health condition and their cultural preferences. Cafeteria menus comprise a range of cuisines and cooking styles including multicultural and healthy selections and vegetarian options.

We see the family as a key part of the patient care team. Our visitation policy defines “family” as anyone important to the patient regardless of legal relationship. Members of “family” include spouses, domestic partners, and both different-sex and same-sex significant others. “Family” includes a minor patient’s parents, regardless of the gender of either parent.

“Embracing diversity and inclusion is key to our success. We see our challenges and opportunities through different “lenses” and use these strengths and perspectives to represent our staff and communities more effectively. This is the cornerstone of our organization’s core values.

Jason Newmark, Vice President, Diagnostic Services
Interpreter Services provides trained medical interpreters for limited English speaking and deaf and hard of hearing patients and family members 24 hours a day, seven days a week for over 100 languages. Many documents are translated into Spanish and other languages.

BEYOND BAYSTATE HEALTH...

The Office of Diversity & Inclusion continues to partner with many local and national organizations to better serve people in our communities; including:

- AIDS Foundation of Western MA
- American Heart Association
- Association of ERGs & Councils
- CT TransAdvocacy Coalition
- Habitat for Humanity
- Human Rights Campaign
- Institute for Diversity
- Massachusetts Rehabilitation Commission
- NAACP
- National Conference for Community and Justice
- New North Citizens Council
- Springfield Technical Community College
- Springfield Jewish Community Center
- Upward Synergy
- YMCA of Greater Springfield

In 2013 Baystate Health hosted the region’s first Diversity & Inclusion Conference at the MassMutual Center in Springfield. More than 360 participants from 90 organizations in our area attended the conference, which included innovative sessions, panel discussions, skill building, and information on best practices.
Through the depth of our compassion, through the breadth of our diversity, by raising the standard for excellence, we unite our talents to deliver a higher state of caring.

– Baystate Health Identity Statement