

# OUTSIDE THE LINES



## SUCH A TIME AS THIS

Today's Top Pick, Curated for Leaders Changing Healthcare

June 10, 2020

“At times, history and fortune meet ... in a single place to shape a turning point.”

Like 1965, when former President Lyndon Johnson called for a certain kind of sensitivity, urgency and leadership to overcome the challenges of the 60s, such a time like this is *our* moment today. The coronavirus has been difficult enough, with healthcare standing in the balance of surge, recovery, plus preparation for a second wave. And now, the addition of protests across the U.S. and world have opened people's hearts and eyes to the true realities of racial inequities.

In these months of 2020, healthcare leaders, physicians, nurses and other providers have led us through some of the toughest of times. Going forward, we are being called to do more ... to be agents of change for our nation.

**Healthcare is coming back.** In May, the industry added more than 300,000 jobs, dramatically up from the 1.4 million lost in April. While it will take months and (most likely) years, experts are predicting a V-shaped recovery marked by a sharp decline and rapid bounce back. Clinically, new studies are pointing to other good news. Treatments for coronavirus have improved enormously as providers and scientists have learned more.

**Health equity is a #1 priority.** However, despite the industry bounce-back and initial good news for COVID-19 treatment, long-known inequities in healthcare have been brought to the forefront once again. The connection between race and health has been well-documented for decades. Healthy People 2000 listed eliminating “health disparities among different segments of the population” by 2010 as one of its three broad goals. Yet, Americans of color still fare far worse than white Americans across most examined health status indicators. And in states like Michigan, African Americans accounted for more than 40% of COVID-19 deaths.

**Public health matters, more than ever.** It's time to move. To reach outside of the four walls of the hospital and beyond the traditional roles of healthcare. To reimagine the health system's role in our communities. To make public health a comprehensive service line.

These are unique times, and times like these call all leaders to rise and to act. “This moment can be a real turning point in our nation's long journey to live up to our highest ideals,” former President Barack Obama shared this week. Our opportunity now is to make an even greater difference: “Every time one stands up for injustice, we send forth a ripple of hope. Together, those ripples come together, and they can form a mighty current.” – *Richard Goodwin, former President Lyndon Johnson's Speechwriter who wrote the “We Shall Overcome” speech.*

In good health and always looking ahead,  
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## ADDITIONAL RESOURCES

Click [here](#) to read former President Lyndon B. Johnson's “We Shall Overcome” speech given to the full Congress on March 15, 1965, one week after racial protests and violence had erupted in Selma, Alabama.

Read more [here](#) about how treatments for coronavirus are improving as providers and scientists have learned more.

Learn more [here](#) about how Americans of color still fare far worse than whites across most examined health status indicators.

Read more [here](#) about how to reimagine what a health system – or a “system of health” – should be.

Click [here](#) to access other *Outside the Lines* issues produced by Strategy Advantage.

This bi-weekly e-mail is curated by the expert team from Strategy Advantage and provides a look across the horizon, and outside the lines, of the healthcare industry.

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