

# Johnson & Johnson Innovation Health Equity Assessment Tool (HEAT) Frequently Asked Questions (FAQ)

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## 1) *What is health equity?*

Health equity is defined as the absence of unfair and avoidable or remediable differences in health among population groups defined socially, economically, demographically, or geographically. Advancing health equity is a process that includes identifying, mitigating, and eliminating avoidable poor health outcomes among communities that disproportionately face barriers (e.g., poor access to health providers) and risk factors (e.g., air pollution) to good health. It also includes the elimination of any systemic biases that result in a higher risk of poor health for members of historically underserved communities.<sup>1</sup>

## 2) *Why do we value health equity?*

Johnson & Johnson Innovation is committed to helping address the range of determinants within the health care system that contribute to inequitable health outcomes. Addressing these disparities is paramount to sustaining the ethos of Johnson & Johnson that is articulated within our Credo: we are responsible for meeting the needs of our patients and customers with high quality products and services, providing an inclusive work environment to our employees, supporting better access and care to our community, and investing in our future business through innovation.

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<sup>1</sup> Johnson & Johnson Innovation has worked with experts in health equity, cultural competence, and business to craft the working definitions for use in the eLearning module and Johnson & Johnson Innovation HEAT assessment. We encourage you to consult other sources, such as the [AMA Guide to Language, Narrative and Concepts](#), as you continue to expand your understanding of health equity.

### 3) *What is the goal of this self-assessment?*

Through the Johnson & Johnson Innovation Health Equity Assessment Tool (HEAT), we aspire to support innovators such as yourself in establishing a stronger understanding of health equity, assessing the health equity impacts of your technology, and determining how your innovation / business model could further integrate tenets of equitable use and access. Specifically, this self-assessment will establish your baseline across three broad areas:

- **Patients:** To what extent could your innovation or business model advance health equity and/or mitigate health disparities across different patient groups?
- **Business:** To what extent have you considered or developed organizational strategies and tools to evaluate your ongoing health equity efforts?
- **Next Steps & Additional Support:** What additional support or information might you benefit from to further integrate tenets of health equity into your technology or business model?

Please note, this is not a pass / fail exercise and we do not expect you or your team to have fully developed health equity strategies. The purpose of this tool is to simply gather initial thoughts on how you might approach the topic. Responses will not preclude you or your team from any of the benefits of collaborating with Johnson & Johnson Innovation.

### 4) *Who should I respond on behalf of?*

For JLABS residents, please respond on behalf of your small business or venture. For non-JLABS residents, we realize that your collaboration with Johnson & Johnson may just be one engagement in a broader set of projects at a parent institution. If that is the case, please respond on behalf of your ongoing collaboration with Johnson & Johnson (e.g., the engagement specific to your ongoing research agreement, co-development, or equity investment).

### 5) *What are the benefits of completing this self-assessment?*

Upon completion, all respondents will receive some amount of feedback on their self-assessment. Specifically, Johnson & Johnson Innovation will provide a brief feedback assessment with analysis on your results and how your health equity strategy compares to similar stage innovators. This will come in the form of a PDF report to be delivered after you complete the assessment. Note, the generation and delivery of your feedback report may take a few days / weeks as we generate a critical mass of data points for benchmarking purposes.

### 6) *How will the data in this self-assessment be analyzed?*

Company-level information captured via this self-assessment will be stored in our secure database that is only accessible to Johnson & Johnson Innovation employees and contractors. Anonymized, aggregated responses may be shared with our partners at Rutgers University, as well as other health equity experts, for the purposes of more robust data analysis and subsequent feedback for some respondents. We strongly encourage respondents not to share any personal or patient information in responses. Johnson & Johnson Innovation will use any contact information provided only to offer feedback on your assessment and/or to share health equity related opportunities at Johnson & Johnson Innovation. We will not use contact information for any marketing or promotional uses.

7) ***How often will I complete this self-assessment?***

We suggest that you complete this self-assessment on a yearly basis. Johnson & Johnson Innovation will provide a reminder in a year should you wish to complete the assessment again.

8) ***Who can I contact with questions about this self-assessment?***

Should you have any additional questions about this assessment, please contact Johnson & Johnson at the following address: [HEAThelp@its.jnj.com](mailto:HEAThelp@its.jnj.com). We will get back to you as soon as possible. You can also reach out to your Johnson & Johnson Innovation site lead / opportunity owner with any other questions.