

Diversity, Equity & Inclusion in OT Business



WHAT ARE THE BENEFITS IN PRIORITIZING DEI IN BUSINESS?

- ✓ DEI initiatives increase access to healthcare & improve overall patient outcomes and satisfaction in clinical settings
- ✓ Inclusivity in the workplace improves employee retention rates and employee satisfaction
- ✓ 85% of CEOs with diverse and inclusive cultures notice increased profits
- ✓ Inclusive companies are significantly more likely to perform better financially and hit financial goals

3 Steps to a More Diverse, Equitable, & Inclusive OT Business

1. Collect data and outcomes for the populations you serve & hire

- Collect demographic information
 - Consider: race, ethnicity, physical ability, socioeconomic status, gender, sexual orientation, generation, language, religion, veteran status, gender expression or identity, family status
- Reflect on the needs of your staff, your organization, and the community you serve
 - Consider who is being "excluded" from services/products and how
 - Review current business policies and analyze the general environment to determine areas of improvement
- Conduct a Needs and Strengths Assessment specific for your business

2. Create and Implement DEI-focused initiatives

- Complete an action plan complete with goals and timeframes to hold your business accountable
- Be sure to COMMUNICATE these initiatives with entire organization to ensure cohesiveness and adoption of the company culture.
- *Examples of DEI-oriented initiatives:*
 - Integrating DEI into your mission, vision, policies and practices
 - Staff training on cultural awareness & humility
 - Hiring staff based on needs and/or demographic of the community served
 - Increasing accessibility of your product, service and/or marketing materials
 - Addressing language, health and literacy of population served
 - Pro-bono or sponsored work for underserved areas

3. Evaluate effectiveness of initiatives & adjust as needed

- Outcome measures are critical in measuring the effectiveness of DEI initiatives. Some example measures include:



- Employee, patient, or client satisfaction surveys
- Employee retention data
- Changes in representation of identified groups
- Pre- and post-surveys with staff training
- Health outcomes in marginalized populations (for clinical settings)