1. **We believe that trust is foundational to achieving equitable healthcare.**

   **The Problem:** While historic healthcare injustices, such as the notorious Tuskegee experiments or the Henrietta Lacks research, contribute to distrust in the healthcare system, it’s the individual experiences of patients that most impact trust. Often these experiences lack a patient-driven approach that is grounded in respect and cultural humility.

   **Our Solution:** We support policies or best practices that...

   - Advance values-based, patient-centered approaches to digital health.
   - Train providers on how to advance culturally competent “webside manner” as they develop their telehealth interface competency and hold them accountable to this standard.
   - Explore and advance research into the impact of building trust and accountability in achieving more equitable healthcare.

2. **We support diverse provider representation.**

   **The Problem:** The healthcare system, and telehealth as an extension, is sorely lacking in diverse providers who represent the backgrounds of or have the knowledge, skills and attitudes to care for diverse populations. We define diversity as the full range of human differences, including but not limited to race, ethnicity, gender, gender identity, sexual orientation, age, financial means, physical ability or attributes, religious or ethical values system, national origin, and political beliefs.

   **Our Solution:** We support policies or best practices that...

   - Explore the full range of provider diversity needed in the healthcare system, recognizing that diversity goes beyond race and ethnicity, and should also include equipping providers with training and credentials to treat communities like the LGBTQIA+ and disability communities.
   - Facilitate better sourcing of diverse telehealth providers, such as simplifying and accelerating health professional licensure recognition across state lines.
   - Expand the pipeline of diverse providers in healthcare.
   - Encourage telehealth platforms to recruit and retain diverse providers.

3. **We support designing for health equity.**

   **The Problem:** Too often digital health platforms, services and products are designed by people or for people who are not representative of the total population. This includes everything from clinical trial representation to the patient experience. The result is that health inequity gets built into
platforms and systems.

Our Solution: We support policies or best practices that...

- Promote the holistic, inclusive and patient-centered design of telehealth platforms—including reducing regulatory barriers, like unnecessary geographic, modality or in-person requirements, which can make it harder for underserved populations to adopt digital health.
- Include diverse populations as early stakeholders in the product and service design process for telehealth platforms.
- Increase funding and support for diverse populations to be included in pharmaceutical and clinical trials, as these treatments are often prescribed via telehealth.

4. **We support ethical artificial intelligence.**

   The Problem: Often the data used to train or implement artificial intelligence technology is biased, and the result is biased technology that can exacerbate health disparities.

   Our Solution: We support policies or best practices that...

   - Invest in data collection in underserved communities.
   - Incorporate data from diverse communities into artificial intelligence technology
   - Encourage healthcare providers to review artificial intelligence data for evidence of bias before adopting the findings generated by this technology.
   - Address the lack of product manager and engineer diversity in digital health fields.

5. **We support culturally competent marketing.**

   The Problem: Healthcare systems and companies are not reaching or influencing underserved communities using traditional marketing tools, images and validators.

   Our Solution: We support policies or best practices that...

   - Utilize formal and informal channels, like social media, to reach diverse patient populations.
   - Discourage performative allyship and reinforce that telehealth platforms should actually be qualified to serve the diverse communities they are marketing to.
   - Empower trusted, community validators to deliver healthcare information, in partnership with medical experts.