

Deliver more inclusive, identity-centered care.

violet.



Powering culturally competent care for:



brightline⁺



galileo⁺

THIRTY
MADISON

Parsley Health

octave

Violet is powering inclusive health care at scale.

Patients are struggling to find providers who understand their identities, health disparities, and care needs; and, provider organizations lack the objective skilling insights needed to identify which providers are delivering inclusive care.

We're addressing this unmet need. Violet's platform enables provider organizations to: better understand their current ability to deliver inclusive care, upskill providers to be more inclusive, and use real-time skilling insights to power culturally congruous care coordination.

Our platform is saving lives and generating ROI:

For organizations learning with us, **74% of clinicians are reporting greater ability, confidence, and self-efficacy** serving diverse patients.

For organizations using our insights for identity-centered care coordination, they're seeing a **3X improvement in patient retention rates** at day 60 of care (behavioral health).



We start by understanding your care delivery team's current ability to serve culturally diverse patients.

Having interviewed thousands of providers, payors, and provider organizations, a common struggle was understanding how to measure cultural competence and humility.

Many organizations were only using lived experience (i.e. communities that each provider belongs to) as a measure; but, we know that there are many exceptional providers that are delivering inclusive care based on other experiences like work or educational experiences.

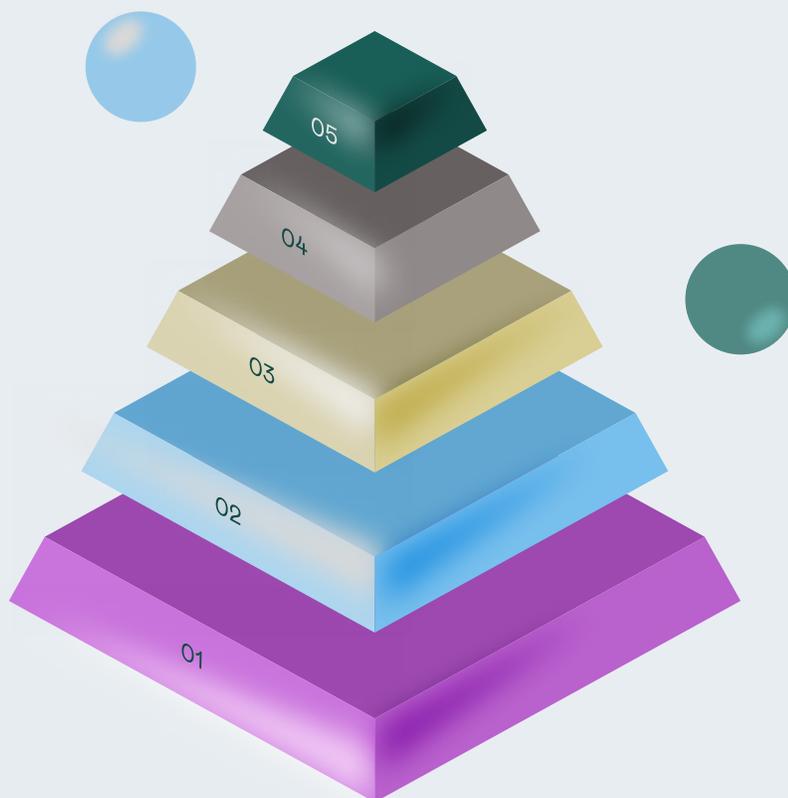
Our benchmarking frameworks takes into account various types of experiences, interests, and provider's own belief of their abilities.

This information is used to understand how each provider is doing compared to peers of the same specialty, resulting in the first-ever cultural competence credentials.

Cultural competence credentials are then used to create tailored upskilling journeys and to power identity-centered care coordination.

What we look at during the credentialing process:

- 01  Professional experience
- 02  Educational experience
- 03  Cultural humility
- 04  Communities of interest
- 05  Lived experience



Then we can upskill providers to be more inclusive with tailored learning pathways.

Through our assessment of each provider’s current cultural competence abilities, we are able to create a personalized curriculum that brings about the highest standard of inclusive care. Our proprietary education teaches the facts and figures of

identity-centered care as well as cultivates self-reflection and humility through guided prompts. In addition, our CE/CME-accredited courses enable providers to meet many of their license and certification requirements.

A sample of our curriculum:



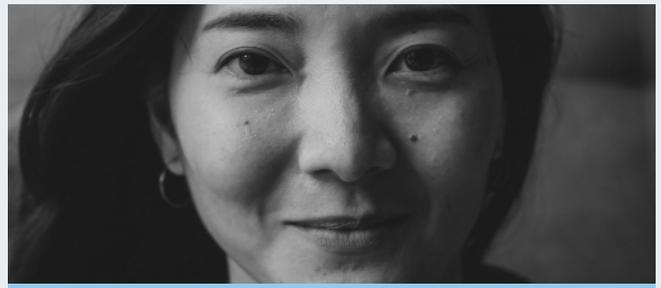
● Antiracism in health care.



● Trauma-informed care.

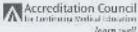


● Inclusive language for health care staff.



● Social determinants of health.

Violet offers CE/CME credit to health care professionals represented by the below organizations.:

Our platform is the first-ever upskilling platform that is:



Specific to the health care industry.

Our curriculum is uniquely positioned at the intersection of clinical education and DEIB. Use one single platform to reach all of your organization's goals, with relevant coursework.



Integral to professional growth.

Our curriculum includes broad health equity topics as well as more clinically technical or CE/CME accredited courses that touch on issues such as BIPOC chronic conditions.



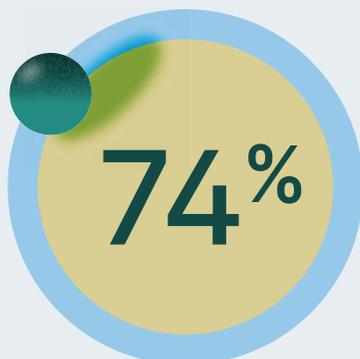
Designed for busy schedules.

Our mobile friendly microlearning courses were designed with the busy clinician in mind. Our beautifully designed and engaging courses can often be completed in 15 minutes or less.



Actionable.

Cultural competence isn't just the memorization of facts and figures. We provide actionable steps and dialogue to help guide clinicians in actual patient interactions. As an added measure to implement long-term change, we provide safe spaces for clinicians to ask tough questions.



Of clinicians are reporting greater ability, confidence, and self-efficacy working with diverse patients.

This results in care that's delivered with race, gender, and sexual orientation taken into account for each patient interaction.

We use provider skilling credentials to power identity-centered care coordination.

Improve patient retention rates by **250%+** with identity-centered care coordination.



Achieve better health **outcomes** for your patients with smarter care coordination.



Build and manage your care delivery team more efficiently with **real-time skilling insights**.



Stand out in partnership RFPs with payors by recognizing your **inclusive care delivery**.



Organizational recognition.

We also work with you to let the world know about your commitment to inclusive care. We co-create content, PR releases, and more. Partners like Brightline and NOCD proudly display our Inclusive Provider Organization badge on their website to ensure their patients and the health care industry know about their commitment to building health equity.

Differentiate your company with health plan or employer RFPs.

We know employers, health plans, and governmental agencies are all prioritizing health equity.

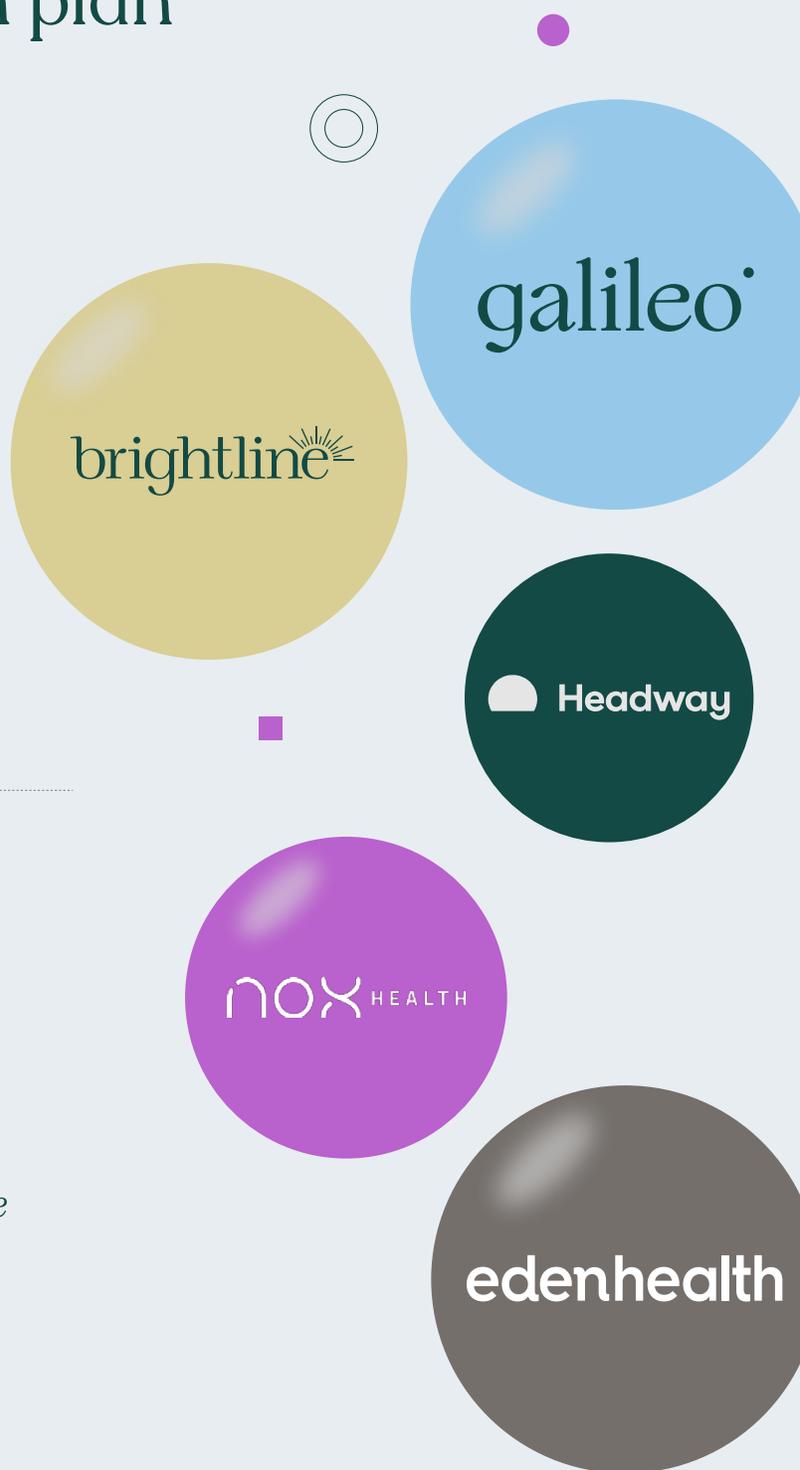
With Violet, provider organizations are able to clearly showcase they're:

- Hiring an inclusive workforce
- Investing in ongoing benchmarking and upskilling of the cultural competence in their team

Brokers and Employer facing organizations like Sequoia Consulting Group are already building inclusive care bundles using Violet's accreditation.

“Health equity is an important component of how health plans and other buyers are thinking about choosing partners, and working with Violet allows us to demonstrate our commitment to health equity in these situations.”

-Scott Munro, Director of Business Development, Headway



Our platform tiers.



	 Essentials Great for orgs that need access to quality, cultural competence training.	 Standard Great for orgs wanting to achieve org-wide upskilling and CE credits with diverse communities.	 Integrated Great for orgs wanting to help match their patients with the right, culturally competent providers.
Providers <ul style="list-style-type: none"> Benchmarking through Violet's framework. Access to proprietary, Violet education. Ability to earn CE/CME credits with Violet education. Access to curated, third-party education. Exclusive quarterly, live webinars with Violet educators. 	Orgs that choose this tier report 74% increase in team confidence speaking to identities.	Orgs that choose this tier see 10x achievement in learning goals.	Orgs that choose this tier see 3x increase in patient retention.
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
Administrators <ul style="list-style-type: none"> Real-time, provider-level insights on education history and powerful tracking. Personalized learning with monthly goal-setting and private webinars. Access to provider data insights: <ul style="list-style-type: none"> Provider-level language skills Provider-level cultural competence benchmarks Aggregate-level team demographics Exclusive provider-level upskilling insights tied to ROI. 	Essentials	Standard	Integrated
	✓	✓	✓
		✓	✓
		✓	✓
		✓	✓
		✓	✓
Organizations <ul style="list-style-type: none"> Personalized announcement marketing, social media kits, and opportunity for co-authored content. Opportunity to earn Violet's Verified Inclusive Organization badge. Opportunity to partner on research studies. Ability to deliver identity-centered care coordination via cultural competence benchmarks. User single sign-on. Secure data management and support. Custom API integrations. 	Essentials	Standard	Integrated
	✓	✓	✓
		✓	✓
			✓
	Add-on	Add-on	Add-on
	✓	✓	✓
		✓	✓

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