



Navigating Market Access with Magnolia

Driving Product Value Without DEI? The Future of Health Outcomes Research

February 27, 2025

12:00PM ET



a medical knowledge group company

Magnolia Market Access: Today's Speakers



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Moderated Discussion

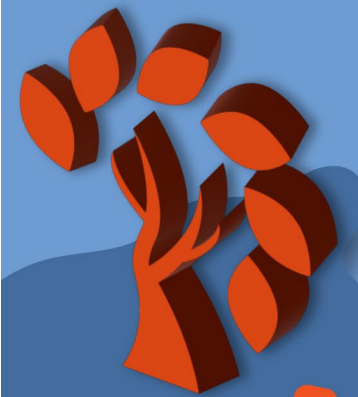
5

Conclusion and Q&A

Acronyms

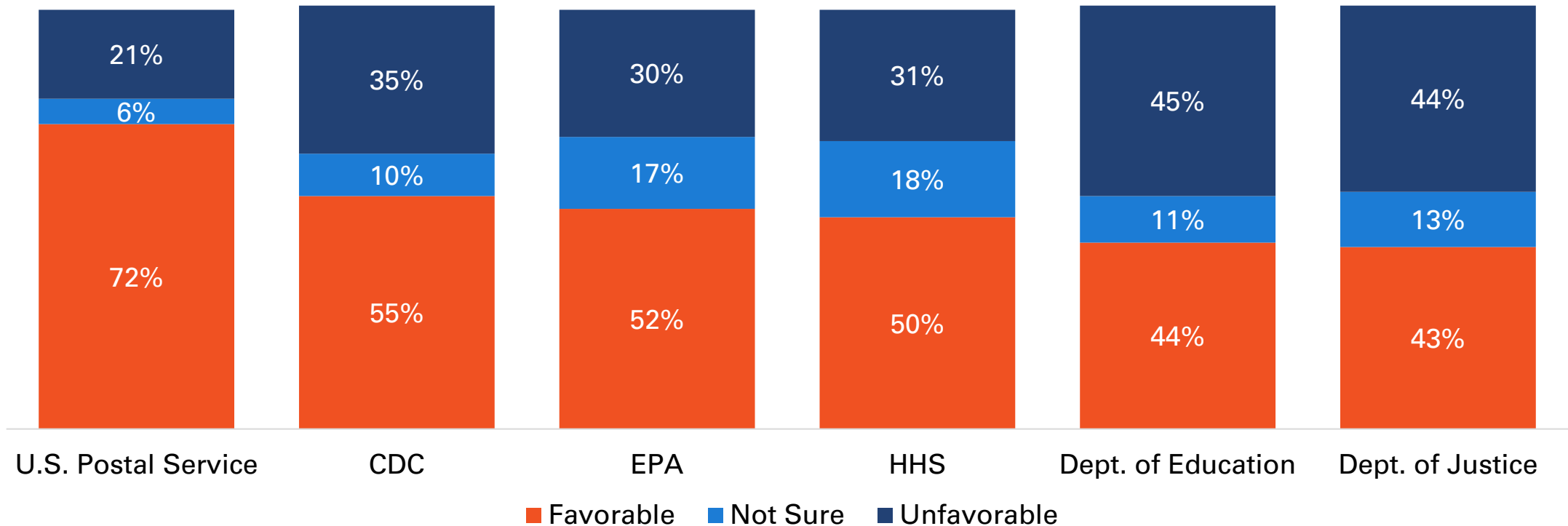
Abbreviation	Term
CDC	Centers for Disease Control
CMMI	Center for Medicare & Medicaid Innovation
DEI	Diversity, equity, & inclusion
DOGE	Department of Government Efficiency
EO	Executive order
FDA	US Food & Drug Administration
HHS	US Department of Health & Human Services
NIH	National Institute of Health
OMB	Office of Management and Budget

Evolution of DEI in Government



Public Opinion of Federal Agencies is Low

Americans' View of Federal Agencies¹



1. Cerda A. Large majorities of Americans see the National Park Service, U.S. Postal Service and NASA favorably. Pew Research Center. August 12, 2024. Accessed February 20, 2025. https://www.pewresearch.org/short-reads/2024/08/12/americans-see-many-federal-agencies-favorably-but-republicans-grow-more-critical-of-justice-department/sr_24-08-12_agency-favorability_2/

Timeline of DEI Initiatives Across Federal Health Agencies^{1,2,3,4,5}

1960s & 70s

1980s

1990s

2000s

2010s

2020 - Present

CDC

- **1960:** Morbidity and Mortality Weekly Report

HHS

- **1975:** Office for Civil Rights

HHS

- **1985:** The Secretary's Task Force on Black and Minority Health (Heckler Report)
- **1986:** Office of Minority Health

CDC

- **1986:** Office of Minority Health

NIH

- **1990:** NIH Office of Minority Health

FDA

- **1993:** NIH Revitalization Act influenced FDA policies to ensure diverse representation in clinical trials

CDC

- **1994:** Racial and Ethnic Approaches to Community Health program

NIH

- **2000:** National Center on Minority Health

HHS

- **2010:** National Partnership for Action to End Health Disparities
- **2010:** Creation of CMMI
- **2011:** Action Plan to Reduce Racial and Ethnic Health Disparities

CDC

- **2011:** CDC Health Disparities and Inequalities Report

FDA

- **2010:** Office of Minority Health
- **2014:** Action Plan to Enhance the Collection and Availability of Demographic Subgroup Data
- **2018:** Enhancing the Diversity of Clinical Trial Populations guidance

NIH

- **2020:** UNITE initiative to address structural racism

FDA

- **2020:** Enhancing the Diversity of Clinical Trial Populations — Eligibility Criteria, Enrollment Practices, and Trial Designs guidance
- **2022:** Office of Minority Health and Health Equity Framework

HHS

- **2021:** Office of Climate Change and Health Equity
- **2024:** CMS' Health Equity Advisory Committee

1. Department of Health & Human Services. HHS.gov. Accessed February 21, 2025. <https://www.hhs.gov/>
2. Centers for Disease Control and Prevention. Accessed February 21, 2025. <https://www.cdc.gov/>
3. U.S. Food and Drug Administration. Accessed February 21, 2025. <https://www.fda.gov/>
4. National Institutes of Health. Accessed February 21, 2025. <https://www.nih.gov/>
5. Federal Register. Accessed February 21, 2025. <https://www.federalregister.gov/>

Executive Orders 101



Statute

- A law passed by Congress and signed by the President



Regulation

- A rule issued under the authority of the statute, written by experts employed in federal agencies



Executive Order

- A directive from the President to enforce laws or manage government operations; cannot create new laws

Origin

- The authority for executive orders comes from the U.S. Constitution, primarily from the Take Care Clause (Article II, Section 3) and the President's role as head of the Executive branch

Limits

Executive orders **cannot**:

- Violate the Constitution
- Override existing laws passed by Congress
- Infringe on the powers reserved to other branches of government

Challenging or Amending

Executive orders **can** be:

- Challenged in court if they are unconstitutional or exceed presidential authority
- Overturned by Congress through legislation
- Revoked or modified by a future President

Federal Health Agencies Affected by Select EOs

Executive Orders ¹	HHS	NIH	CDC	FDA	CMMI
EO 14148: Rescission of Policies Limiting Drug Spending by Medicaid and Medicare	✓				✓
EO 14151: Ending Radical and Wasteful Government DEI Programs and Preferencing and Initial Rescissions of Harmful Executive Orders and Action	✓	✓	✓	✓	✓
EO 14155: U.S. Withdrawal from the World Health Organization	✓	✓	✓	✓	
EO 14158/14210/14219: Establishing and Implementing the President's "Department of Government Efficiency" Workforce Optimization Initiative	✓	✓	✓	✓	
EO 14168: Defending Women From Gender Ideology Extremism and Restoring Biological Truth to the Federal Government	✓	✓	✓	✓	
EO 14173: Ending Illegal Discrimination and Restoring Merit-Based Opportunity	✓	✓	✓	✓	✓
EO 14205: Pandemic Preparedness Reversal	✓	✓	✓	✓	
EO 14217: Commencing the Reduction of the Federal Bureaucracy	✓	✓	✓	✓	✓

1. The Federal Register. 2025 Donald J. Trump Executive Orders. Accessed February 21, 2025. <https://www.federalregister.gov/presidential-documents/executive-orders/donald-trump/2025>

EO 14168: Defending Women From Gender Ideology Extremism



Overview

- Mandates federal recognition of only two biological sexes—male and female—affecting policies related to gender identity across federal agencies



Immediate Impacts

- Removal of all references to transgender individuals and gender identity from official communications and websites
- Retraction of unpublished research containing terms such as "gender," "transgender," and "non-binary"
- Deletion of ~20 years of HIV data, guidelines on contraceptives, and information on the impact of race and racism on health outcomes



Legal Actions

- Lawsuit filed February 13, 2025, by Doctors for America Judge
 - John Bates issued a temporary restraining order mandating the restoration of the removed content
- National Urban League v. Trump; filed February 19, 2025

EO 14151: Ending Radical and Wasteful Government DEI Programs



Overview

- Eliminates DEI initiatives within federal agencies, aiming to promote a merit-based system



Immediate Impacts

- Temporary halt from HHS on all external communications, including health advisories, scientific reports, website updates, and social media posts
- Suspension of new grants and contracts with the NIH
- End of data collection of CMMI payment model participants on race, ethnicity, sexual orientation, gender identity and preferred language



Legal Actions

- Coalition of DEI Advocates v. Trump; filed February 3, 2025
- Intelligence Agency Personnel v. Trump Administration; filed February 18, 2025
- National Urban League v. Trump; filed February 19, 2025
- State of New York v. Trump; filed February 12, 2025
- National Council of Nonprofits v. OMB; filed January 28, 2025

DEI and Commercial Payers

PBMs' Patient-Centered Goals for Health Equity¹

**Address Disparities in
Access, Disease Burden,
and Outcomes**

**Promote Equitable,
Affordable Pharmacy
Benefit Design**

**Create a Culture of
Equity and Person-
Centered Care**

**Invest in Meaningful
Data, Evidence and
Measurement**

PBM, pharmacy benefit manager

1. Pharmaceutical Care Management Association (PCMA). [Health Equity](#). Accessed February 26, 2025.

Payer Efforts to Advance Health Equity¹



1. America's Health Insurance Plans (AHIP). [Working to Advance Health Equity – AHIP](#). Accessed February 19, 2025.

Manufacturers' Diversity Commitment

**Integration of
DEI into Patient
Engagement**

**Effective Data
Use to Measure
Inclusion and
Sustainability**

**Revised
Governance and
Accountability**

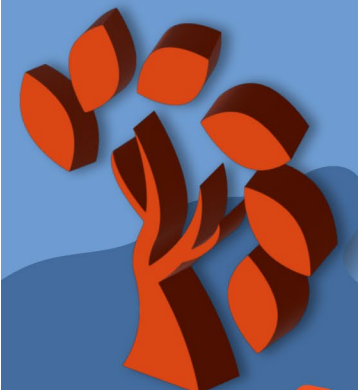
**Trust through
Transparency**

**Digital Health
and other
Technology to
Expand
Decentralized
Clinical Trials**

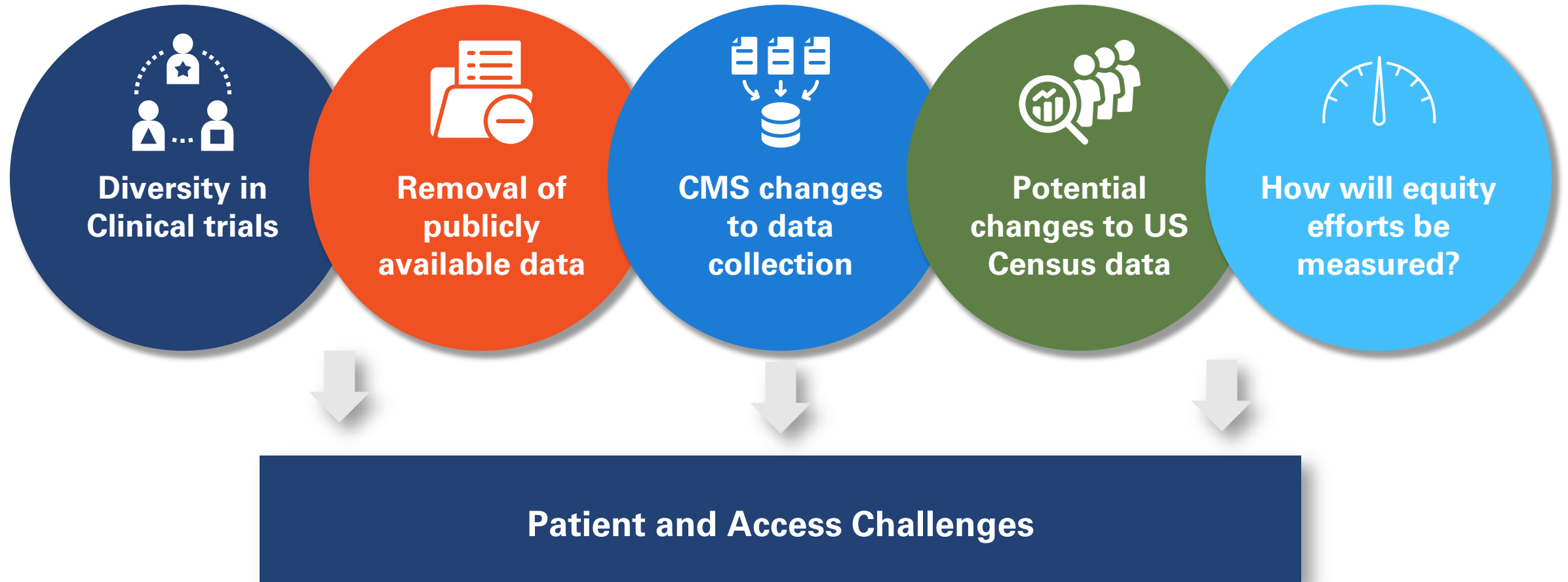
**Culturally
Appropriate
Partnerships**

**Mindset Shift to
address
Communities'
Priorities and
Interests**

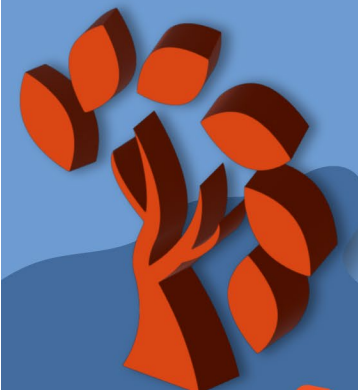
Impact of DEI Data Removal on Industry

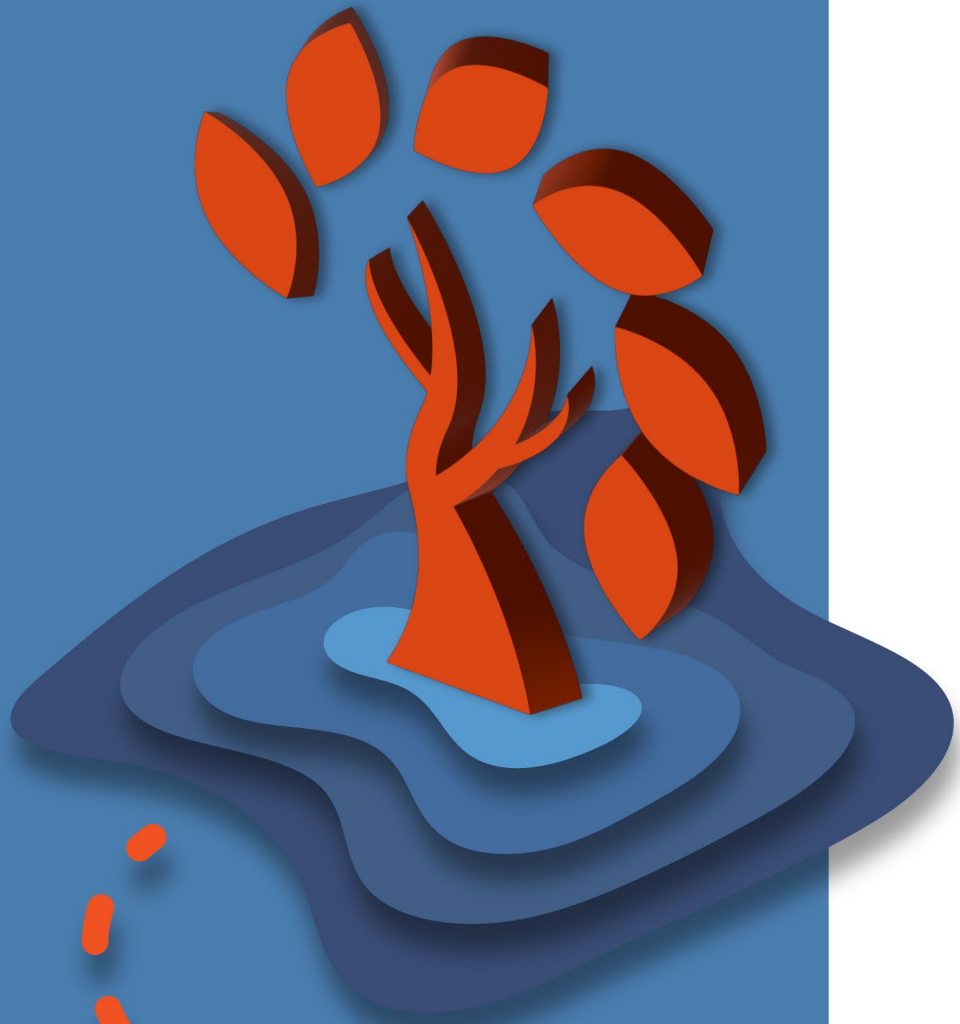


Impacts of the Potential Removal of 'DEI' Data



Moderated Discussion





Q&A

Join us for our next *Navigating Market Access with Magnolia*

Prescription Drug Affordability Boards – The Potential Impact on Patients

Thursday, March 27, 2025
12:00 PM to 1:00 PM Eastern

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 magnoliamarketaccess.com

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