



# How Omnicom Health Group Is Redefining Inclusive Healthcare Communications

By Gena Pemberton, Chief Diversity, Equity, and Inclusion Officer  
and Drake Hall, Associate Director of Diversity Partnerships

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# Inside HiView

## How OHG Is Redefining Inclusive Healthcare Communications

### What is HiView?

Craig Romanok, Chief Marketing Officer, sat down with Omnicom Health Group's DE&I leaders, Gena Pemberton, Chief Diversity, Equity, and Inclusion Officer, and Drake Hall, Associate Director of Diversity Partnerships, to learn about HiView, our proprietary approach to ensuring inclusive healthcare communications. HiView is designed to make every campaign authentically reflect the diverse audiences we serve, embedding inclusivity from start to finish.

As awareness of social equity grows, the importance of inclusivity in healthcare has never been clearer. Different communities face unique health challenges, and how we communicate can make all the difference in reaching people effectively. Omnicom Health Group's (OHG) HiView program is setting a new standard for campaigns that reflect and respect the diverse needs of real audiences.



**Craig Romanok: HiView has become an essential part of OHG's inclusivity initiatives. Can you walk us through the purpose of HiView?**

Gena Pemberton: HiView is a comprehensive approach to making sure that our work authentically represents diverse experiences and identities. It's designed to challenge stereotypes, prevent missteps, and ensure inclusivity is embedded into every stage of a project. HiView isn't just about compliance—it's about making our work reflective of real people's lives. We've seen so many instances in healthcare communications where misrepresentations have perpetuated outdated ideas, and HiView aims to break that cycle.



**Why is a program like HiView critical in today's healthcare communications?**

Drake Hall: Simply put, the healthcare industry has a responsibility to represent its diverse audiences accurately. HiView was created because inclusivity shouldn't be an afterthought. With HiView, we're ensuring inclusivity is central to everything, from the earliest concept stages to final approvals. The goal is for audiences to see themselves, their loved ones, and their communities represented authentically in our work.



**So how exactly does HiView work? What's the process when you're brought into a project?**

HiView starts when a team recognizes the need for an inclusive perspective. For instance, if a campaign targets a specific demographic—whether it's based on age, gender, or ethnicity—they involve us. From there, we go through a structured review process, considering everything from the health condition's impact on different demographics to cultural nuances, tone, and language.



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To support this, we tap into Omni for Health, designed for our healthcare clients' needs and built on the industry's leading open operating system, Omni. Omni for Health integrates patient, healthcare professional, and payer data into a HIPAA-compliant secure data lake, providing a full spectrum of insights with unmatched precision. This powerful foundation allows us to quickly identify key audience segments, understand their unique behaviors, and refine messaging and channels for maximum relevance.

**HiView, in combination with Omni for Health, ensures campaigns authentically reflect those most affected, guiding creative choices that genuinely connect with audiences and uphold the integrity of healthcare messaging.**



I'd add that HiView is a resource for agencies and clients to continually learn and refine their approach. We provide a toolkit that covers various aspects of identity—body inclusivity, gender, racial representation—and look at intersections, like how these identities may interact with a particular health condition. It's a supportive process, and our role is to ask questions that prompt more thoughtful, inclusive decisions.



**You both mention HiView as a support mechanism. How do teams react when you bring up areas for improvement?**



Initially, some teams might feel uncertain, especially if it challenges assumptions they've been working with. But the response has been overwhelmingly positive. One of the most rewarding moments for me was when a team member, who was relatively new, reached out privately to thank me for challenging a stereotype in one of their campaigns. They felt seen and appreciated because we'd addressed an issue they hadn't felt comfortable raising themselves. It was a moment that reinforced HiView's impact—not just for our external work but also for creating a more inclusive environment internally.



**Inclusivity is a core part of OHG's Healthy Inclusion strategy. How does HiView fit into the larger DEI landscape at OHG?**



HiView embodies OHG's commitment to inclusivity at every level. It's not just a "check" in the process; it's an operational approach aligned with Healthy Inclusion. By integrating HiView into our workflows, we're ensuring that every piece of work we produce is vetted to be inclusive, accurate, and representative. This helps our clients feel confident that their campaigns are socially responsible and aligned with today's audiences.







**Beyond the day-to-day work of HiView, has there been a moment where you felt especially proud of the impact it's having?**



Absolutely. A standout moment was when OHG received the Corporate Excellence Award from Live Out Loud, an LGBTQ+ advocacy organization. This award was such an affirmation of HiView's impact. We were honored because our work with HiView helped ensure that our messaging was inclusive and resonant with underrepresented communities. Knowing that our commitment to inclusivity was recognized on that stage was incredibly fulfilling.



**I remember that night. Watching OHG be recognized by such a deserving and underrepresented community was a career highlight for me. The fact that HiView had been a crucial part of shaping the language, visuals, and messaging in ways that genuinely resonated—it was powerful.**



Yes, and it's a testament to the fact that change is possible. We're not just adjusting campaigns; we're influencing how our industry thinks about diversity and representation. HiView has become a bridge, helping us represent marginalized communities with the respect and authenticity they deserve.



**Let's talk about the future. Where is HiView headed as it continues to evolve?**

We're already laying the groundwork to expand HiView's reach and influence. One of our next big steps is implementing a "HiView Inclusivity Score"—a rating system that can be applied to programs to indicate their level of inclusivity. This score will give clients a clear measure that their campaigns have been rigorously vetted against inclusivity standards.



As we evolve HiView, we're also drawing insights from our recent Health Equity 2.0 study, the largest study of its kind, which highlights critical gaps and opportunities in reaching diverse patient populations. The study reveals that different communities face unique healthcare barriers—whether due to cultural factors, language, or past inequities—that can only be addressed through inclusive, thoughtfully crafted communications. HiView is designed to tackle these issues head-on, equipping our clients with the insights and tools to create messaging that resonates with all patient groups, ultimately supporting a more equitable approach to healthcare marketing.

**FLORIDA  
CAN'T  
GAG ME**

**DON'T BE SILENT. LIVE OUT LOUD.**







**That's powerful. Inclusivity isn't just a mindset; it's a tangible service that shapes our work and impacts lives. Final thoughts?**



HiView is a value-add in every sense. Agencies and our clients are realizing its impact, and they're becoming advocates themselves. The formula is working, and it's rewarding to see teams take inclusivity seriously, integrating it not as a requirement but as a mindset. HiView is here to stay, and we're excited to keep expanding its influence.

**HiView isn't just a tool; it's central to our vision of building a healthcare industry that speaks to all people, in all their diversity.**



At OHG, we believe that true innovation in healthcare means making diversity, equity, and inclusion an operational priority. HiView isn't just a tool; it's central to our vision of building a healthcare industry that speaks to all people, in all their diversity. As the world's largest healthcare communications network, we have a responsibility—and an opportunity—to lead by example. By embedding inclusivity at every stage, from strategy to execution, OHG is setting a new standard and showing what's possible when DE&I is at the heart of what we do.

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## About the Team



### **Gena Pemberton**

*Chief Diversity, Equity, and Inclusion Officer*

Gena has over 15 years of experience as an educator and leader in healthcare. She has been instrumental developing OHG's DEI strategy, Healthy Inclusion, with the mission to become the most diverse, welcoming, and inclusive healthcare communications organization.



### **Drake K. Hall**

*Associate Director of Diversity Partnerships*

With extensive experience in diversity, equity, and inclusion, Drake has led transformative initiatives across industries. As Associate Director at OHG, Drake's role centers on fostering meaningful partnerships and enhancing inclusive practices within OHG and for its clients.



### **Craig Romanok**

*Chief Marketing Officer*

As a visionary strategist with a passion for innovation, Craig has shaped numerous global brands across blue-chip companies and biotechs. Now CMO at OHG, he champions a people-first culture, combining collaboration and innovation to set new standards in healthcare marketing.

*If you'd like to learn more about HiView or discuss how these trends might impact your organization, please reach out to **Gena Pemberton** at [gena.pemberton@omnicomhealthgroup.com](mailto:gena.pemberton@omnicomhealthgroup.com)*