

Chipping away at the ESG iceberg

Transcript

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KRISTI KNUDSON:

ESG is a difficult topic right now. You've got this rapidly increasing focus on reporting, regulations, emissions, climate risk, assurance. And that is, honestly, just kind of the tip of the iceberg with ESG right now for what's to come. And for healthcare organizations, it's even more complicated because your mission, your focus, is on patient care, treatments, health outcomes, medical innovations.

And you've got so many other dynamics and pressures you're dealing with related to affordability and access, insurance, Medicare, the economics and politics of health care in the United States. ESG can just kind of feel like another thing you have to do on top of dealing with all of that—and using your very limited resources to do so. At GT, what we're trying to help organizations do is kind of chip away at that iceberg a

little bit and really figure out how to hone in on ESG—what it means for your organization, what's important to your stakeholders in your industry, how these reporting requirements and regulations are going to impact your organization. How do you define a plan to prepare and act on ESG in a meaningful way that also considers all of these other dynamics going on in your industry?

I think it's also helpful to reframe ESG as an opportunity, not a problem—and an opportunity to better your organization, to provide better benefits for patients, customers, staff. Find a better way of doing business that creates a better environment and future.

And I think just thinking of it as not as a problem but as an opportunity is a really helpful perspective as well.