



**NEW YORK CITY DEPARTMENT OF
HEALTH AND MENTAL HYGIENE**

Ashwin Vasana, MD, PhD
Commissioner

July 9, 2024

**Gotham Center
42-09 28th Street, 8th Floor
Queens, NY 11101-4132**

+ 1 347 396 4111 tel

Ethan Carrier, Esq.
General Counsel
New York City Conflicts of Interest Board
2 Lafayette Street, Suite 1010
New York, NY 10007

Re: Consulting Back Arrangement with Jameela Hyland

Dear Mr. Carrier:

Pursuant to Conflicts of Interest Board Rule 1-07(d)(1), I write to disclose that I approve of Jameela Hyland, former employee of the New York City Department of Health and Mental Hygiene (“DOHMH”), consulting back for DOHMH.

In March 2017, Ms. Hyland joined DOHMH as an intern in the Health Research and Training Program. On September 29, 2023, Ms. Hyland resigned from DOHMH as Director of Health Access Initiatives for the Office of Health Insurance Services (“OHIS”). She received a new opportunity at the Department of Health and Human Services in Montgomery County, Maryland.

As Director of Health Access Initiatives, Ms. Hyland directed and oversaw the Program Initiatives Team and the Children and Youth with Special Health Care Needs Program. She supported the programs’ leadership to achieve operational goals using data-driven program interventions and recommendations for improvement. Her salary at the time of her resignation was \$105,060.

In 2018, DOHMH initiated a Government Alliance on Race and Equity (GARE) Racial Equity Toolkit Pilot, which focused on applying a racial equity lens to DOHMH’s various areas of work. OHIS’s project, which focused on racial equity in health insurance coverage, was selected for the pilot.

Since its inception, Ms. Hyland led the program’s project titled “Embedding Racial Equity in a NYC Health Insurance Access Campaign in New York City: The Importance of Tailored Engagement.” The project explores inequities in health insurance coverage by race, ethnicity, and place of origin and nuanced cultural beliefs, and ideas and practices related to health insurance enrollment behaviors among Latino and Chinese New Yorkers, with the goal of increasing enrollment rates.

As the leading author of the report, Ms. Hyland solely coordinated and managed the project. She was trained on the GARE toolkit, and was instrumental in the research, literature review, data collection from key stakeholder interviews and focus groups, data analysis, implementation of the tailored campaign and the post evaluation. Ms. Hyland submitted to DOHMH's Public Tracking Request (PTR) and coordinated all senior leadership reviews throughout the entire publication process.

"The Embedding Racial Equity in a Health Insurance Access Campaign in New York City: The Importance of Tailored Engagement" scientific report is an opportunity for DOHMH to share its in gained knowledge in this area with the larger public health community. The report has undergone a robust process to get to the final stage, to publish in a peer-reviewed journal. When the paper is submitted to the journal, we anticipate many questions as it will undergo a peer review process and there may be in-depth and detailed questions for the program. Given Ms. Hyland's involvement and historical knowledge of the project, it is important that she is available to respond and keep the report moving towards publication. The project will be published in the Journal of Public Health Management and Practice.

As a consultant, Ms. Hyland would provide the following deliverables until the report is published: (i) provide strategic insight, recommendations, reviews, and approvals to the write up of the report; (ii) address multiple rounds of feedback from DOHMH leadership and journal peer reviewers; (iii) attend meetings pertaining to the publication of the report; and (iv) sign off on all decisions made by the core team and journal as needed.

Ms. Hyland anticipates the communication with DOHMH will be up to 10 hours a month. The nature of her communications with the City would revolve around the project's submission and publication process. As Ms. Hyland is the lead of the project and has been on the team since the project's inception, she will be able to provide the most comprehensive responses to peer reviewers, as well as respond to feedback and answer questions that may arise.

At the Montgomery County DHHS, Ms. Hyland will serve as the key strategy advisor to the Chief of the Children Youth and Family Services Department. She will be responsible for developing and operationalizing health equity goals, which includes planning, implementing, and evaluating data-driven projects and programs.

Ms. Hyland's services are urgently needed as the work on this project would be impaired and severely delayed without her. Her commitment as the front lead on the project places her in a unique position to carry out the goals and purposes of the project which are imperative to the goals and purposes of DOHMH and the City. Ms. Hyland anticipates that the Project will be completed by June 30, 2025.

Both DOHMH and the City are committed to equity for all, which includes equitable access to healthcare. Therefore, the project fits within the priorities of the City and Agency and is thus essential to continue with the consultation of Ms. Hyland.

Montgomery County DHHS is not engaged in business dealings with the City. Therefore, I support this consulting back arrangement as described above and the proposed compensation of \$58.00 per hour, paid for by DOHMH, with former employee Jameela Hyland to work for BEHS, and believe that the consulting arrangement will benefit the City.

Sincerely,



Ashwin Vasani, MD, PhD
Commissioner

AS/kas
cbag24.jh

cc: Karrie Ann Sheridan