

## **DEANNA MINUS-VINCENT, MPA**

Corporate Vice President, *Social Impact & Community Investment*, RWJBH

Drawing from a broad range of lived and learned experiences, DeAnna Minus-Vincent has tackled the toughest issues plaguing our country today—equity, poverty, housing, health, and education, just to name a few. DeAnna has created programs that move individuals along their pathway, but believes that the most sustainable change happens when we work across sectors to re-engineer fractured systems; in so doing we can exponentially impact the lives of many...in so doing we can create change. DeAnna is noted for not just programmatic and policy prowess, but for scaling organizations—she has transformed entities and dramatically increased revenue, service regions, as well as product mix. DeAnna considers the work she does with organizations a metaphor to the work that she hopes to do in life; she wants to leave an imprint and ensure every place she exits is better than when she entered.

DeAnna Minus-Vincent currently serves as the Corporate Vice President, for the Social Impact and Community Investment practice at RWJBarnabas Health. In this role, DeAnna works across the system, with internal and external stakeholders to co-design strategies that improve health outcomes, promote health equity and eliminate health disparities. Specifically, her portfolio includes the system's housing and community development initiatives; she seeks to fully integrate social factor into the clinical setting through the development and implementation of a system-wide universal social determinants of health (SDOH) screening process; identifies ways to use data and technology to track progress and enhance health outcomes; and she serves as the departmental liaison to the departments of communications and development.

Before coming to RWJBarnabas Health, DeAnna served for more than seven years as the Chief Engagement Officer at Benefits Data Trust (BDT), a national social change organization, where she facilitated cross-sector partnerships, diversified the organization's revenue streams and oversaw the organization's strategic positioning. Additionally, she has served as the Assistant Commissioner for the New Jersey Department of Community Affairs; the Director, Office of Institutional Advancement, at the Stuart Country Day School in Princeton; and the Director of Planning and Development for the Central Jersey Family Health Consortium in North Brunswick.

DeAnna received a Master of Public Administration from Rutgers University, and a Bachelor of Arts in sociology from Morgan State University. Born and raised in Trenton, DeAnna is a native New Jerseyan and lives in Lumberton with her husband, Daryl and daughter, Darynn.

