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## Denver Health Expands Leadership Team with Addition of Chief Impact Officer



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Denver Health announced that Lorena Marquez Zimmer will join the organization as Chief Impact Officer, effective May 16, 2022. In this newly created position, she will be integral in building on Denver Health's deep commitment to improving the health status of our community.

Lorena will help launch the Center for Equity, Diversity and Opportunity (CEDO), a focal point for the organization's Anchor Institution work that will house three main components:

- **Denver Health's Workforce Development Center:** A place where staff can advance their professional and financial well-being through a range of resources and support services, including help with career pathways, financial coaching, and skills training and development.
- **Office of Health Equity:** The Office of Health Equity builds upon a great deal of existing work to address disparities in health outcomes. The Office will be the focal point for organizing, prioritizing, funding, and expanding Denver Health's health equity efforts.
- **Equitable Contracting and Procurement Initiative:** Through this initiative, Denver Health will increase the percentage of its annual spend devoted to local, diverse businesses.

"We are thrilled and confident that we have found the right leader in Lorena to further develop this work and guide us through this transformational time. Lorena comes to Denver Health with over 20 years of experience as a fierce advocate for equity and a champion of underserved communities. She has a long history in Colorado and a demonstrated commitment to policy and programmatic change that prioritizes a thriving, prosperous Denver," said Robin Wittenstein, Ed.D., FACHE, Chief Executive Officer of Denver Health.

Lorena comes to Denver Health from the Denver Metro Chamber of Commerce, a leading voice for Colorado's business community. At the Chamber, Lorena concentrated on Social Impact and Community Affairs, developing and implementing Prosper CO – an initiative focused on creating greater economic opportunity for women and people of color, by breaking down barriers and implementing strategies to access good jobs, entrepreneurship and affordable housing. Prior to her strategic initiatives focus, Lorena started the *Denver Opportunity Youth Initiative* – an initiative spanning public, private and non-profit sectors to effect change and develop pathways in education and the workforce for Denver's youth. Lorena brings a deep understanding of the barriers to access and quality care, having two decades of research under her belt exploring the social determinants of health and the unique factors affecting Colorado's communities as well as serving as Health Equity Consultant for the Colorado Department of Public Health and Environment. She received her Master of Arts in Medical & Applied Anthropology from University of Colorado at Denver.

"I'm thrilled to be joining Denver Health as its first Chief Impact Officer to drive transformational change through the Center for Equity, Diversity and Opportunity. With Denver Health's more than 160 years of service to the community, I'm energized and excited by the opportunity to build on the strong foundation that exists today and accelerate our work to build a city where all individuals, families, and neighborhoods experience widespread and vibrant health," said Zimmer.

Through its CEDO, Denver Health has a vision to transform the health and well-being of its community and become a national model for Equity, Diversity and Opportunity. The addition of a strong, passionate leader is an important step in achieving that vision.

Source: [Denver Health](#)

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