

A photograph of a man in a white long-sleeved shirt and dark shorts running on a track. The background is a blurred blue structure, possibly a stadium or arena.

Cultural Engagement Appraisals for Health Care Companies

Beyond Translation

Are you?

- » Marketing to Hispanic and multicultural healthcare consumers?
- » Trying to streamline and improve the quality of your multilingual communications and programs?
- » Required to comply with new cultural and linguistic regulations (i.e. NCQA)?

Do you need to know what you are doing right (or wrong) and how to best invest your limited resources? **HolaDoctor**® offers industry-leading consulting, research and intelligence services to healthcare companies. Our popular Cultural Engagement Appraisals (CEA) are designed to identify urgent needs and uncover opportunities for growth and efficiency.

During a short (6-12 week) period, experts in multicultural healthcare programs, communications and marketing will conduct a comprehensive appraisal, including:

- » Cultural appropriateness assessments of communications and marketing materials and websites.
- » Market research to grow sales.
- » Translation quality and efficiency reviews.
- » Health disparities and market opportunity analyses.
- » Strategic and tactical roadmaps.

Cultural Engagement Appraisals for Health Care Companies

Case Study



BUSINESS NEED

A large employer had a growing number of Hispanic employees with obesity and diabetes.

The employer was threatening to switch carriers if its health plan did not provide more effective communications, wellness and disease management services for Hispanic members.

DELIVERABLES

HolaDoctor delivered mid-project and final findings in both live presentations and a written report to senior leadership for both the plan and employer.

Reports included strategic guidance for improvements, tactical recommendations for quality and cost-savings and a clear "road map" for planning and resource needs.

“ This is exactly what we need, materials and programs that are engaging and culturally adapted, not just translated. ”

Chief Medical Director
Multi-million member plus Health Plan.

THE PROJECT

Hired by the health plan, *HolaDoctor*:

- » Conducted an inventory of the health plan and employer's multicultural assets and services.
- » Carried out a linguistic and cultural engagement review of all communications and marketing materials.
- » Evaluated the cultural appropriateness of case worker telephonic communications with members enrolled in DM programs.
- » Conducted key informant interviews with: benefits executives and service personnel at the employer; medical, sales and counseling staff at the health plan; as well as employees/members.
- » Analyzed member data to identify disparities in race, ethnicity and language.

BENEFITS

To the Health Plan

- » The client health plan retained the key account, is consolidating translation services with a new vendor, will begin culturally adapting, not just translating, all communications, is changing how race, ethnicity and language data are collected and used, and is referencing the project as a differentiator in RFPs for new business.

To the Employer

- » Is benefiting from more effective and engaging wellness and DM communications, and, over time, is confident they will see better health outcomes and lower costs with Hispanic employees.

HolaDoctor has provided its insights services to:

- » Health Plans needing to retain key employer accounts with large numbers of Hispanic employees.
- » Employers in need of more culturally appropriate services.
- » Pharmaceutical Companies seeking to increase medication adherence among Hispanics.
- » Disease Management Companies needing to increase engagement, enrollment and adherence to their programs.