

From: Healthcare Education Associates <reply-355156@mailings.frallc.com>

To: Kester, Tonykester@aging.sc.gov

Date: 3/8/2017 12:02:07 PM

Subject: Save the Date: Reaching and Retaining Diverse Members for Health Plans

SAVE THE DATE FOR THIS EVENT

Expand your member base through culturally competent marketing, outreach and retention strategies

REGISTER NOW

Use Priority Code: PHNH248q-EM1

Date: June 26-27, 2017

Location: Coral Gables, FL

Venue: Hotel Colonnade

“Health care providers will need to beef up language services, hire diverse staff, and pay attention to culturally appropriate care strategies” – Stateline (Pew Charitable Trust)

Hi Tony,

According to recent reports, America is more racially and ethnically diverse than ever, and the U.S. is projected to become even more diverse in the coming decades. Health plans with a solid strategy for attracting and serving ethnically, culturally, and socially diverse populations will have a competitive edge in this emerging marketplace.

Highlights Include:

- Master targeted marketing strategies that reach diverse members where they are
- Learn common health disparities among populations and creative ways health plans can improve outcomes
- Find out how to build trust within the communities
- Best practices for choosing language and translation service providers
- Network, gain insights, and share ideas with peers

Sign up today for **Reaching and Retaining Diverse Members for Health Plans**. Save \$200 if you register by May 26, 2017! Special rates available for health plans and non-profit groups.

VIEW AGENDA

For more information and to register

contact:

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