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To: Kester, Tonykester@aging.sc.gov
Date: 3/21/2017 1:02:22 PM
Subject: Full Agenda Now Available – Reaching and Retaining Diverse Members for Health Plans

Hi Tony,

We invite you to attend **Reaching and Retaining Diverse Members for Health Plans** taking place on **June 26-27th in Coral Gables, FL**. This one-of-a-kind event brings together leading minds from health plans and community organizations to explore best practices for providing culturally competent marketing strategies, outreach and retention initiatives, and services and supports that meet the needs of diverse members. Learn how to best serve communities to build a loyal and lucrative member base that can boost your bottom line in an uncertain healthcare marketplace.

TOP REASONS TO ATTEND

- Get a big picture view of the demographics of diversity in America for healthcare management
- Find out how to provide clear and concise instruction on access to care in the language of your consumers
- Learn what culturally appropriate images and literature is most effective for marketing materials
- Tips for building an employee and leadership base that represents the communities you want to serve
- How to find and partner with organizations who understand your target communities
- Best practices for choosing your language and translation service providers
- Improve performance on HEDIS quality measures for your diverse populations
- Best practices for serving the LGBTQ community

To view the full agenda, [click here](#).

I am personally coordinating all registrations to ensure adequate seating. Group discounts are offered to those who qualify. For more information and to [register](#), contact me at 704-341-2439 or keberhard@healthcare-conferences.com.

To help us better serve you, please mention priority code **PHNH248q-EM2** and/or how you heard about us when registering.

Best Regards,
Kathie Eberhard

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