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To: Kester, Tonykester@aging.sc.gov
Date: 4/19/2017 1:01:04 PM
Subject: How Do You Reach and Retain Members for Your Health Plan? Find Out This June in FL

BUILD YOUR MEMBER BASE!

Culturally competent outreach & retention strategies

Date: June 26-27, 2017

Location: Coral Gables, FL

Venue: Hotel Colonnade

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Hello 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.

GET ANSWERS TO THESE IMPORTANT QUESTIONS

- What kind of training is needed to increase the level of cultural-competence for staff members?
- What communication strategies can you employ to lower hospital readmissions among culturally diverse members?
- What is the best way to overcome language barriers, differences in cultural health practices, and lower health literacy among Asian communities?
- How can you best serve transgender patients?
- How do you identify and communicate with trusted community gatekeepers?
- Are your initiatives and processes are meeting the needs of your diverse members?
- What are some common health disparities and how can plans improve outcomes?

Priority Code - PHNH248q-EM4

Early Bird Service Provider Rate - \$1,895

Early Bird Plan/Provider Rate* - \$1,395

Early Bird Government/Community Service Rate* - \$795

Early bird rates end May 26, 2017

**subject to HEA approval*

For more information and to register,
visit the website or contact:

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For speaking and sponsorship opportunities,
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