

From: Healthcare Education Associates <reply-359638@mailings.frallc.com>
To: Kester, Tonykester@aging.sc.gov
Date: 5/3/2017 12:02:10 PM
Subject: How Can Health Plans Best Address the Needs of Diverse Communities & Gain a Competitive Edge

BUILD YOUR MEMBER BASE!

Culturally competent outreach & retention strategies

Date: June 26-27, 2017

Location: Coral Gables, FL

Venue: Hotel Colonnade

VISIT OUR WEBSITE

DOWNLOAD BROCHURE

REGISTRATION

"You can't really help somebody if you don't understand how they value health, and how they understand health and the health care system" – Pew Research

Hello 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. At **Reaching and Retaining Diverse Members for Health Plans**, learn how to best serve communities such as Latino, Asian, LGBTQ, and others to build a loyal and lucrative member base that can boost your bottom line in an uncertain healthcare marketplace.

Save \$200 if you register by May 26, 2017!

Special rates available for health plans and non-profit groups.

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

Priority Code - PHNH248q-EM5

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:

Colayne Strong

Phone: 704-341-2392

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For speaking and sponsorship opportunities,
contact:

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