

Finding the Commonality

How 10 Different Companies Collaborated to
Engage Hispanic Diabetics



UNIVISION
COMMUNICATIONS INC

WHO IS UCI?

UNIVISION COMMUNICATIONS INC.

The Hispanic Heartbeat of America committed to empowering, informing and entertaining U.S Hispanics



Delivering live audiences at scale with in-language and in-culture content that Hispanics love and trust



Partnerships with organizations bring empowerment programs in areas such as education, health and more



Our brand extensions do it all—from increasing Hispanic purchasing power to helping find better prescription drug rates

UNIVISION FARMACIA

Univision Farmacia is a pharmacy discount card designed to meet the needs of underinsured or uninsured consumers. With nearly 2 million members, it has become the leading prescription discount program for U.S. Hispanics.



AFFORDABLE CARE ACT
FAMILY CARE SERVICE DIET
FITNESS CULTURAL VALUES
HEALTHY LIVING
NUTRITION TREATMENTS
INFORMATION DOCTORS
AWARENESS ENERGY
STRENGTH
PREVENTION
SUPPORT ACTIVITY
BODY CLINICS
LIFESTYLE



FACTS ABOUT HISPANIC DIABETICS

Hispanics account for 24% of the entire adult diabetic population in the U.S.

- ❖ **Nearly 1 out of every 4** adult diabetic sufferers is Hispanic

Hispanics worry about their family's health

- ❖ **68% of Hispanics with diabetes worry** that someone in their family would develop diabetes vs. 52% for non-Hispanics

Hispanics are unclear how to prevent the disease

- ❖ Key disease prevention practices like **“being physically active,” “maintaining a healthy weight”** and **“seeing a health provider regularly”** are identified by less than 50% of Hispanic diabetics

THE PATIENT ENGAGEMENT PROGRAM

Our objective

Create an engagement program to improve the lives of Hispanic diabetics or those who are at risk with the help of leaders in the healthcare industry.



FINDING THE COMMONALITY

Making connections to engage Hispanic diabetics

PRODUCTS



- Leading Diabetes care company
- Offering protein based products for diseases such as diabetes

RESOURCES

inquisi

HealthScience

SERVICES

Montefiore

able care organization
ionate, science-
ven care where, when and
ow patients need it

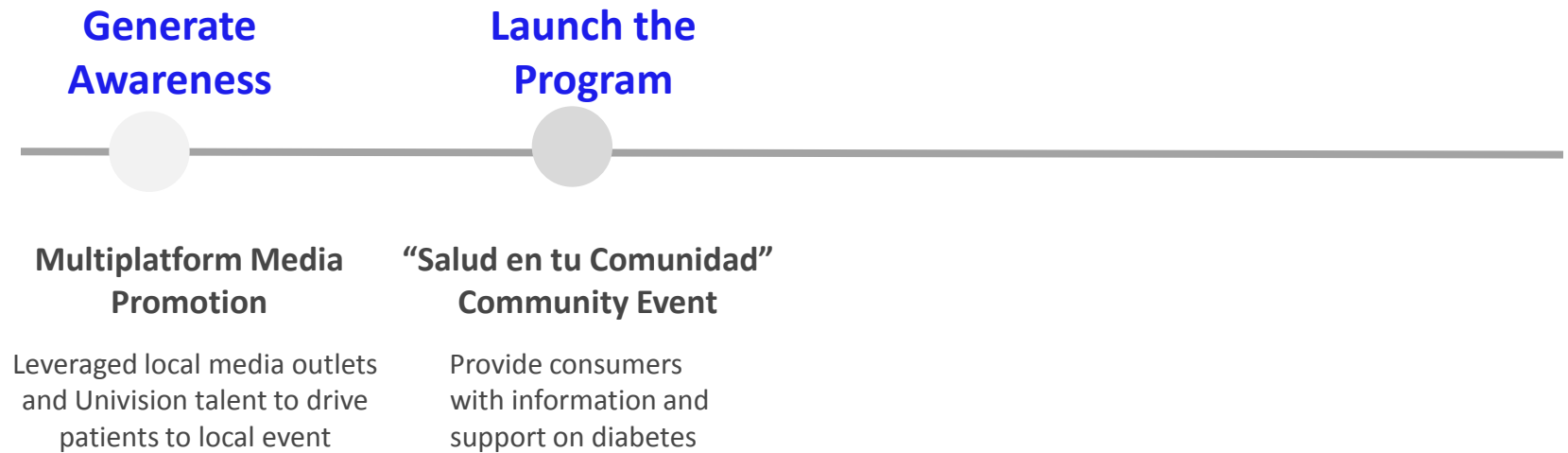


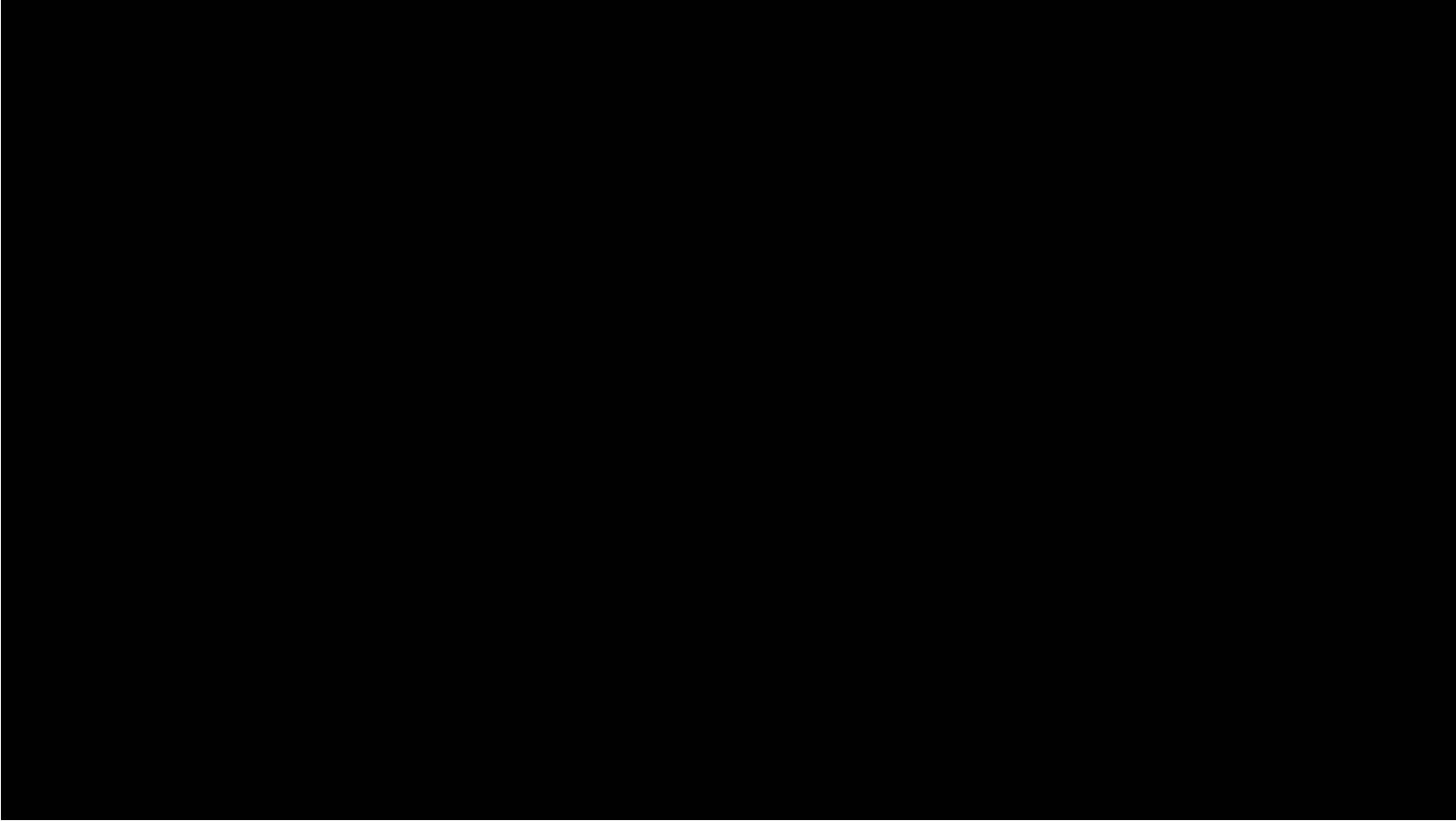
American
Diabetes
Association

TO IMPROVE THE LIVES OF HISPANIC PATIENTS

PROGRAM OVERVIEW

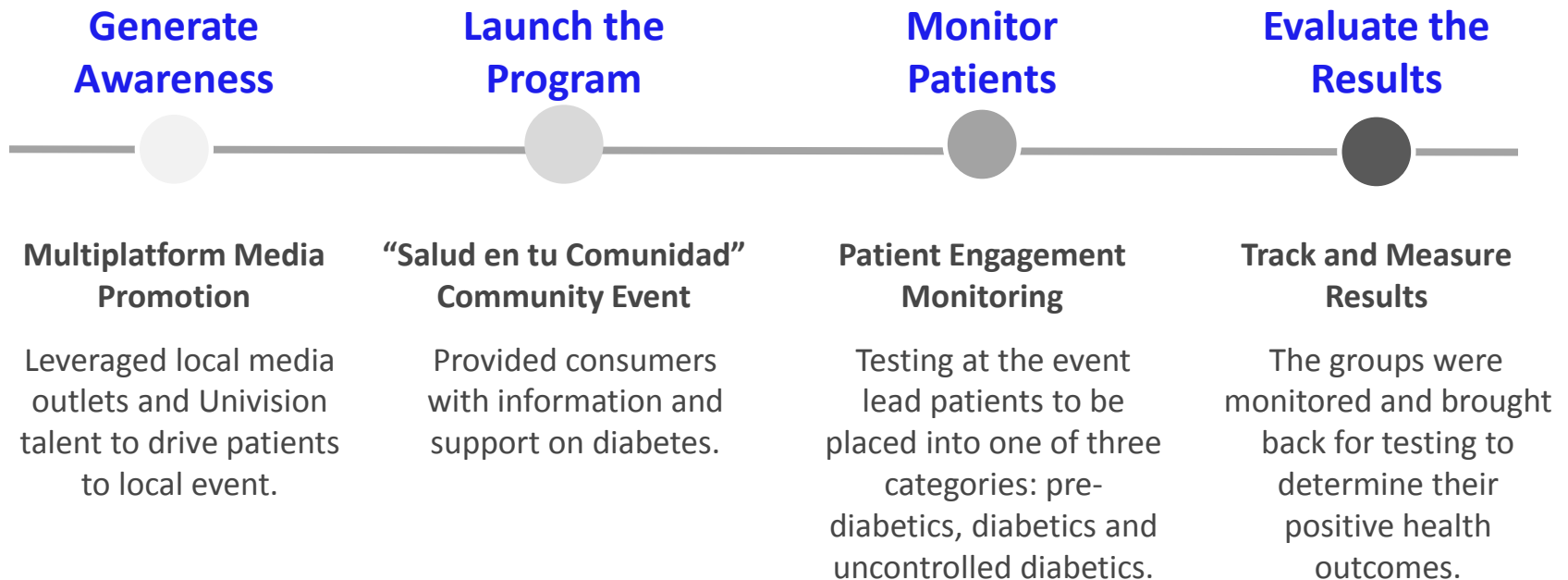
Managing diabetic patients in a community setting





PROGRAM OVERVIEW

Managing diabetic patients in a community setting



OUR PANELISTS



MARIO ANGLADA

VP Healthcare
Univision Enterprises



DR. JOEL ZONSZEIN

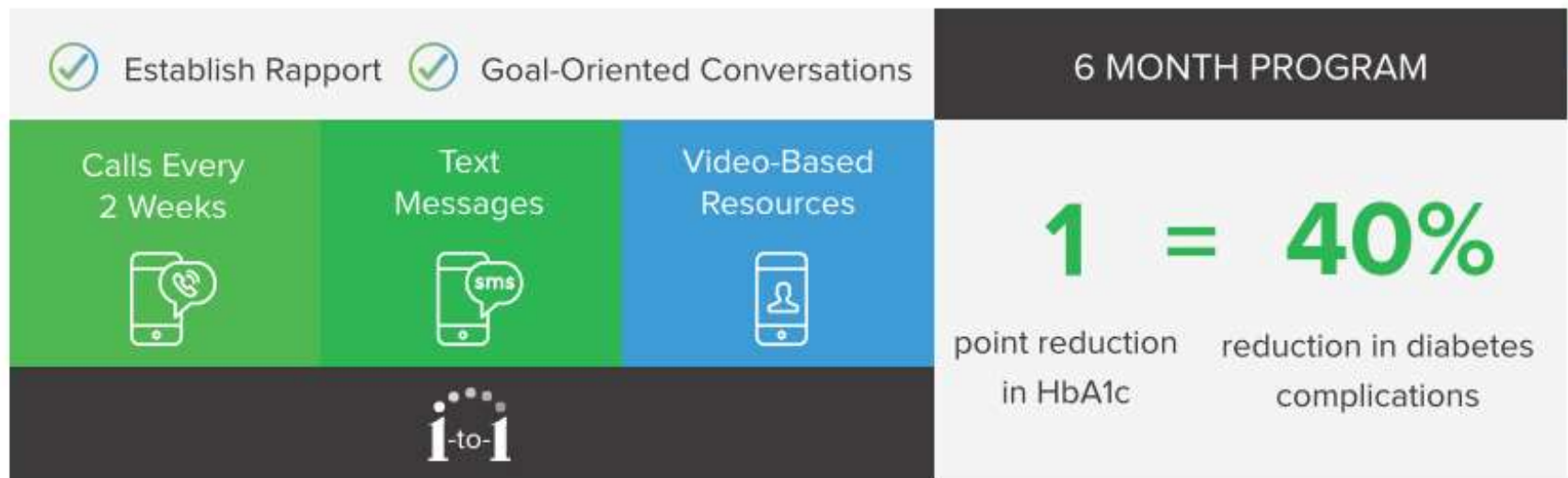
Director of
the Clinical Diabetes Center at
Montefiore Medical Center



DR. ASHWIN PATEL

Chief Medical Officer
and co-founder of
InquisitHealth

1-TO-1 PEER MENTORING PROGRAM



inquisithealth

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THANK YOU

univision.net/healthcare

