

The logo consists of the lowercase letters 'pmt3' in a bold, sans-serif font, colored in a medium blue. It is centered within a white circle. The background of the entire image is composed of several overlapping, curved shapes in various shades of blue and teal, creating a dynamic, abstract pattern.

pmt3

BELIEVE WHAT YOU HEAR: Multicultural Insights & Their Impact on Healthcare Perceptions

OCTOBER 13, 2015



Multicultural
Health
National
Marketing to a Diverse America

YOU'VE SEEN THE NUMBERS

MULTICULTURAL CONSUMERS ARE CHANGING THE FACE OF THE FUTURE

A dynamic, fast-growing segment driven by **population growth** and **increasing buying power**

Younger than the rest of population

In their prime

Living the best of both worlds

Connected and mobile savvy

Influencers and multigenerational

PERCEPTION IS REALITY

REALITY IS...THAT MULTICULTURAL CONSUMERS SPEND WELL OVER \$2.5 TRILLION EVERY YEAR ON GOODS AND SERVICES INCLUDING HEALTHCARE

A HUGE OPPORTUNITY FOR THE PROVIDERS OF HEALTHCARE SERVICES AND PRODUCTS

Asian Americans	African-Americans	Hispanics
Population: 19 million 6% of Total Population Median Age: 35 Language: 77% speak a language other than English at home	Population: 41 million 14% of Total Population Median Age: 31 Language: Primarily English	Population: 56 million 17% of Total Population Median Age: 27 Language: 51% speak Spanish more more than English, or Spanish only at home
Buying Power: \$1 trillion*	Buying Power: \$1.4 trillion*	Buying Power: \$1.7 trillion*

**BELIEVE WHAT YOU HEAR...AND WE'VE ALL HEARD
OF OUR GRANDMA'S HOME REMEDIES!**





SO DID THEY REALLY WORK?

AS IT TURNS OUT MANY OF THEM WORKED

MAINLY BECAUSE THEY WERE OUR GRANDMOTHER'S AND OUR MOTHER'S HOME REMEDIES
AND WE TRULY BELIEVED THEY HAD MAGICAL POWERS

- Reduce pain and inflammation
- Work to soothe sore throats and act as cough suppressant
- Aid and smooth digestion
- Blood sugar regulation and diabetes protection





MULTICULTURALISM IN HEALTHCARE

THE CHALLENGES & BARRIERS ARE SIGNIFICANTLY GREATER IN THE HEALTHCARE INDUSTRY

In **business**, multiculturalism means to relate to the consumer and emotionally connect your product and/or service through culturally relevant insights.

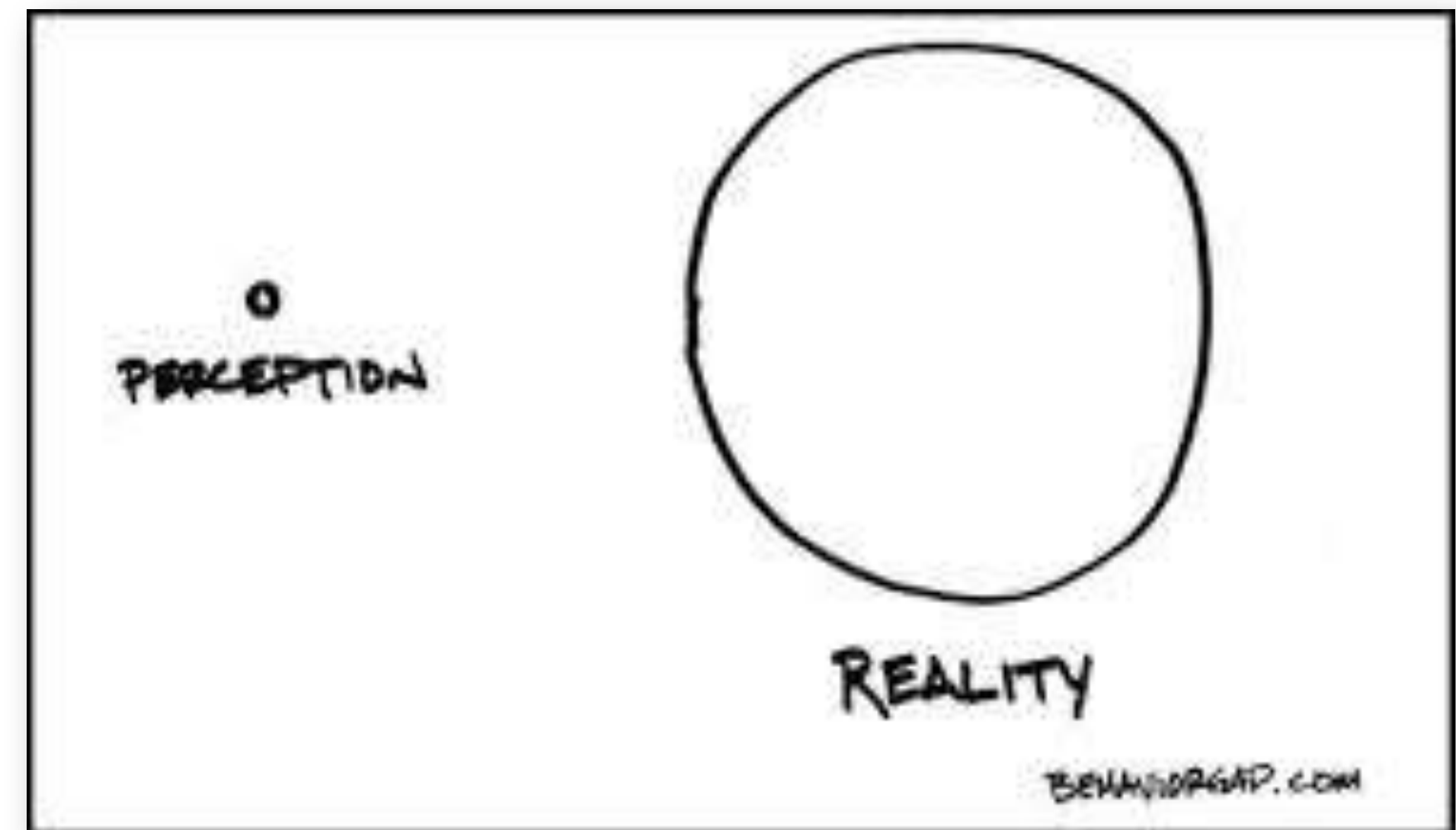
In **medicine**, it means to be able to get to people in a culturally relevant manner, to break imposed barriers, and save their lives.



AGAIN PERCEPTION IS REALITY

Lack of Knowledge.

The reality is that there are a number of **MYTHS** that cause many healthcare providers to develop an inaccurate perception of the multicultural group they are cultivating



IT'S IMPERATIVE TO UNDERSTAND THESE MYTHS AND THEIR IMPLICATIONS FOR HEALTHCARE

MYTH 1: SUPERSTITIONS & BELIEFS

MULTICULTURAL PEOPLE HAVE SUPERSTITIONS & BELIEFS THAT ARE INCOMPREHENSIBLE TO AMERICANS

Americans - fear black cats, and the number 13 are bad luck

Asians - the number four is unlucky because its associated with “death”

African-American - “depression”, believe taking your troubles to Jesus and not some stranger/psychiatrist

Hispanics - “fatalism”, the belief that all events are determined by fate. *“que sea lo que Dios quiera”*



REALITY. HEALTHCARE MARKETERS SHOULD BE SENSITIVE TO THE FACT THAT ALL CULTURES HAVE BELIEFS AND CUSTOMS THAT SEEM STRANGE TO OTHER CULTURES

MYTH 2: TOO SECRETIVE

IT'S IMPOSSIBLE TO GET ACCURATE PERSONAL INFORMATION FROM MULTICULTURAL PEOPLE BECAUSE THEY'RE SO SECRETIVE

Many people who are new to this country are extremely private about their medical and other personal data

Unfamiliar and distrustful with the healthcare system in the U.S.

Even asking about the ability to pay for medical services may create an uncomfortable situation for the patient and his family



REALITY. HEALTHCARE PROFESSIONALS NEED TO BECOME THE FIRST CHOICE IN HEALTH-RELATED INFORMATION SOURCES. MAKE INFORMATION EASILY ACCESSIBLE, VISUALLY ENGAGING, CONTENT THAT IS RELEVANT AND NOT MISLEADING

MYTH 3: TALKING ABOUT CULTURE

PEOPLE DON'T WANT TO TALK ABOUT THEIR CULTURE, THEY JUST WANT TO BE TREATED LIKE EVERYONE ELSE

This is probably the biggest myth of all

Multicultural people know they are different. Unless culture is mentioned early in the relationship between a health professional and a multicultural patient, it will always stand as a barrier to building true rapport



REALITY. HEALTH PROFESSIONALS SHOULD BE OPEN TO TALKING ABOUT THEIR CULTURAL BACKGROUND AND HISTORY AS A STARTING POINT. TAKING SINCERE INTEREST IN THEIR CULTURAL BACKGROUNDS WILL GO A LONG WAY IN DEVELOPING A TRUSTING RELATIONSHIP.

BUILDING RELATIONSHIPS

Becoming **culturally competent** is essential to adequately serve all multicultural consumers.

By opening up American culture and accepting aspects of their cultures you will develop a mutually beneficial relationship that will create a LOYAL lifetime patient.



"YOU HAVE A LOVELY BEDSIDE MANOR."



CONNECTING TO MULTICULTURAL CONSUMERS THROUGH PASSION POINTS



WHY ARE PASSION POINTS EFFECTIVE?

THEY CONNECT MULTICULTURAL CONSUMERS TO THEIR CULTURE

LIFESTYLE, HERITAGE, FAMILY, FRIENDS,
ENTERTAINMENT, TECHNOLOGY, FAITH, FOOD,
ENTERTAINMENT, COMMUNITY,
SPORTS, FASHION, MUSIC

PASSION POINTS WILL ALLOW HEALTH PROFESSIONALS TO REACH MULTICULTURAL CONSUMERS IN CULTURALLY RELEVANT MANNER AND BUILD A POSITIVE BRAND EXPERIENCE.

CULTURAL HEALTHCARE INSIGHTS

Asian Americans	African- Americans	Hispanics
<ul style="list-style-type: none">• Collectivist cultures with strong family values• Asians are high-context communicators-polite, quite, want harmony• Concept of time-relaxed• Acceptance of uncertainty-each day taken as it comes• Avoid communication breakdown by checking for understanding-group consensus	<ul style="list-style-type: none">• Make a distinction with the diversity of “Black” Experience-important not to generalize• Social structure - extended family and role of women• Respect for elders• Diet & Health Disparities - low income neighborhoods• Religion & spiritual matters• Death & Dying - spirituality and heritage	<ul style="list-style-type: none">• Latino vs. Hispanic• A collectivist culture with strong family values (<i>Familismo</i>)• A hierarchical culture that values respect• Uncertainty Avoidance/<i>Fatalismo</i>• Task vs. Relationship/<i>Simpatia</i> and <i>Personalismo</i> - formal friendliness

THERE AREN'T HARD AND FAST RULES

- Adapt a cross-cultural mindset by understanding ones own health beliefs and behaviors first and then apply that baseline for understanding and comparisons across cultures
- Be sensitive to socio-economic levels, education, degree of acculturation and English proficiency and religion. They all have enormous impact on multicultural consumer's health beliefs and behaviors

**KNOWLEDGE IS POWER
EMPOWER YOUR CONSUMER**

MUCHAS GRACIAS
THANK YOU

mdejesus@pm3.agency