

El Poder en Ti: Why Patient Education is Critical to the Hispanic Population

Presented by:

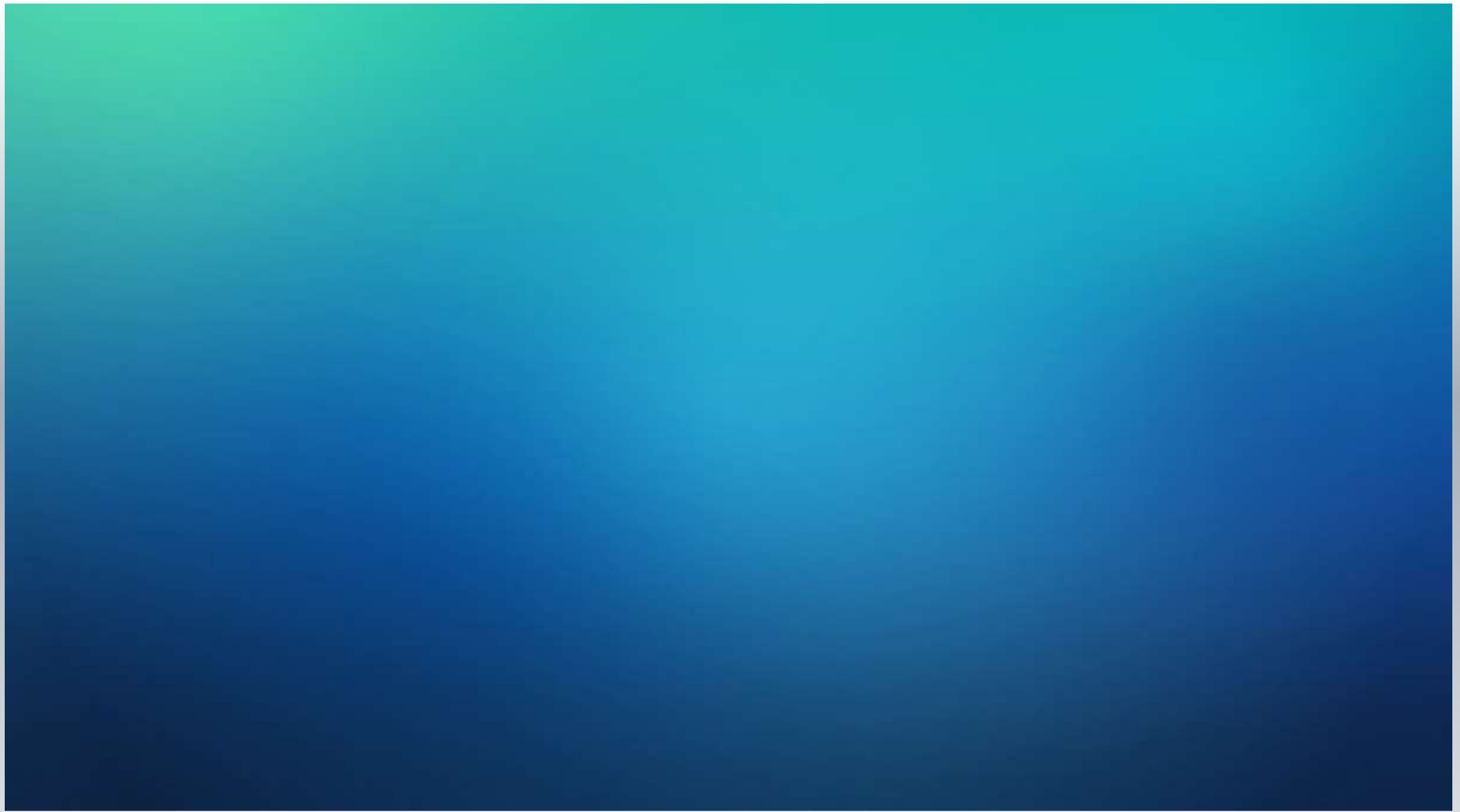
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1 de cada 4 bebés nacidos en los Estados Unidos es hispano (25%).

Casi 1 de cada 5 estadounidenses será hispano en 2020 (19%).

Cada 30 segundos, un hispano cumple 18 años.

En 2020, los hispanos representarán **más del 50%** del total de crecimiento de la población.



1 out of every 4 babies born in the United States is Hispanic (25%).

Nearly 1 in 5 Americans will be Hispanic by 2020 (19%).

Every 30 seconds, a Hispanic turns 18.

By 2020, Hispanics will account for **more than 50%** of the total U.S. population growth.



Why reaching Hispanics on health is important

Asthma: Hispanic children are 40% more likely to die from asthma, compared to non-Hispanic whites

Arthritis: 25% of all Hispanics report having joint, lower back or neck pain

Cancer: #1 cause of death among Hispanics and the #2 killer of Hispanic children

Diabetes: Almost 30% of Hispanics have diabetes and will more than double in the next decade

Why reaching Hispanics on health is important

Heart Disease: Among Mexican-American adults, age 20 and older, 32% have heart disease

Liver Disease: Hispanics have 2X the rate of having chronic liver disease than non-Hispanics

Mental Health: 1 in 4 Hispanic teens meet the criteria for clinical depression and 60% more likely to attempt suicide

Obesity: Over 75% of Hispanics affected and Hispanic adults have the greatest prevalence of obesity

Expanding into healthcare addresses unmet needs

**Impact on a
diverse culture**

**Barriers to
access**

**New opportunity to
make a difference**



Expanding into healthcare addresses unmet needs

Impact on a diverse culture

- Low disease awareness & diagnosis rates
- Communication issues due to lack of Spanish-speaking doctors & Spanish materials

Expanding into healthcare addresses unmet needs

Barriers to access

- 1 in 3 Hispanics lack health insurance
- Less than 6% of US physicians are Hispanic, significantly underrepresented

Expanding into healthcare addresses unmet needs

**New opportunity to
make a difference**

- Surging population
- Brand loyal consumer, willing to pay premium for branded products they trust
- Affordable Care Act: Increased Hispanics that are eligible for health care
- 45% of Hispanics agree they only use drug brands recommended by their physicians.

Quantifying the need

\$29 billion is the average spend of Hispanics in annual consumer healthcare, which is two times the rate of Non-Hispanics.

77% of Hispanics feel underserved and wished brands reached out more (vs. 43% on non-Hispanics).



Quantifying the need

Over a third of Hispanics **(35%)** are **much more loyal** toward companies that show appreciation for their culture by advertising in Spanish.

27% Hispanic growth of prescription drug category **vs. 1%** growth for non-Hispanics.



**So what
do we do
about it?**





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BUILDING BLOCKS: EDUCATING And Empowering

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Reaching the Hispanic community at the point of care

PatientPoint provides health education via a national network of exam room and waiting room digital screens targeted to offices in top Hispanic zip codes.

Telemundo runs broadcast TV programming and education.

Brands run ads or messaging tailored for point-of-care.

PatientPoint | **Communicate**

Waiting Room Digital Screens Program



Reaching the Hispanic community at the point of care

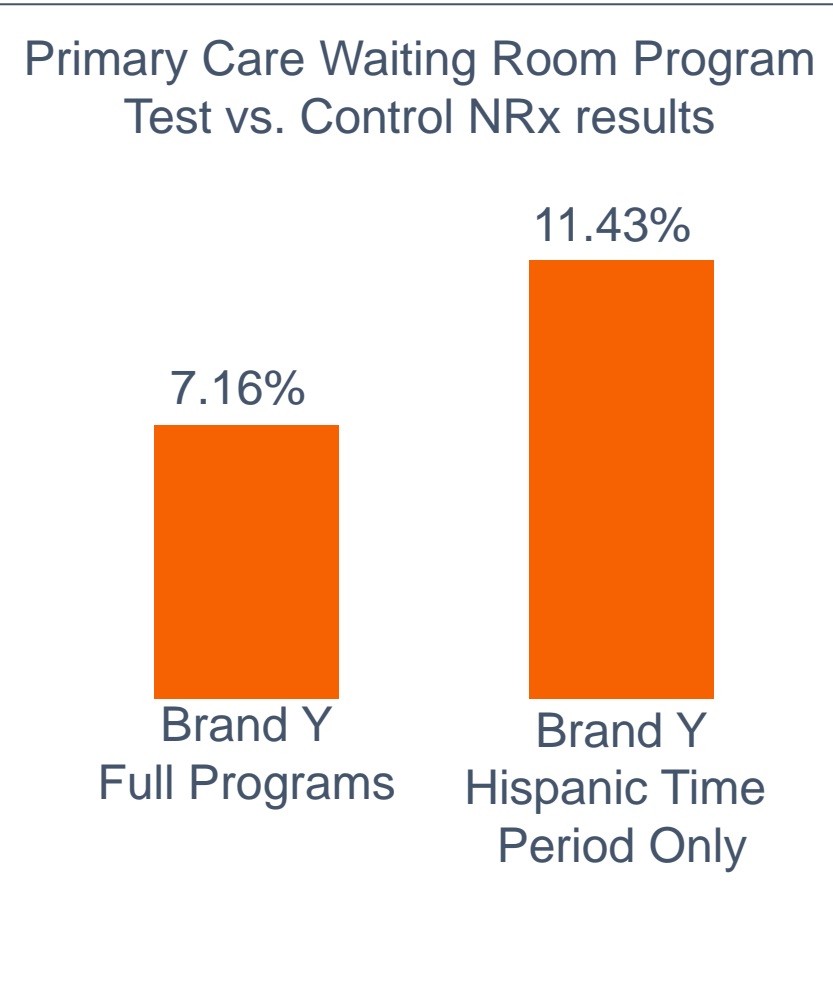
Brands can reach patients and physicians with category-exclusive sponsorship of high index Hispanic conditions like diabetes, obesity, GERD, COPD, heart health and more.



Rx results example

Incremental NRx improved during time period when Hispanic program ran **+11.43%**

Offices that ran Hispanic and English messaging experienced +60% incremental NRx lift.



OTC brand example

**Increased Patient-Physician
discussions about the brand**
+13.6 points

Test patients were significantly more likely than the control group to have spoken to their doctor about the brand during their visit. (Sig: 91.1%)

Among sufferers of this specific health issue, the difference grew to **+25 points**. (Sig: 91.7%)



**So what
will your
brand do
about it?**



Gracias

Questions?



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