

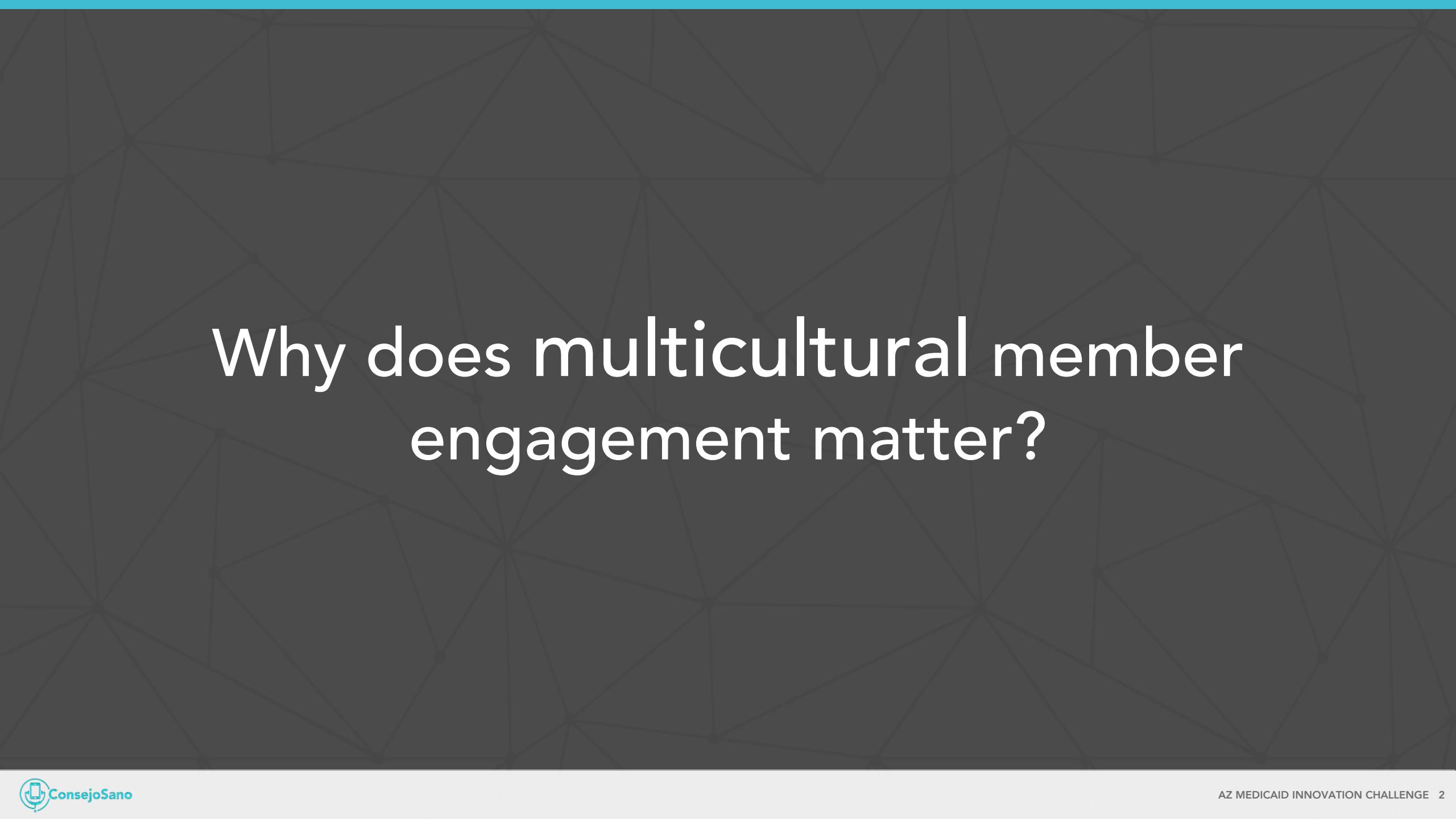


ConsejoSano

A photograph showing a close-up of two hands holding smartphones. One hand is in the foreground, wearing a blue and white checkered shirt cuff. The other hand is in the background, wearing a white shirt. Both phones are held horizontally, suggesting they are being used for communication or engagement.

Innovation in Multicultural Member Engagement

March 2019



Why does multicultural member engagement matter?

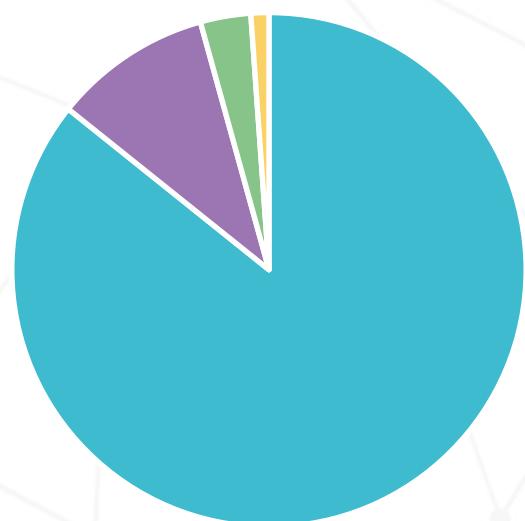
Because America's Racial Composition is Changing

In 30 years, there will be no racial or ethnic majority group.

● White, Non-Hispanic ● Hispanic ● Black, Non-Hispanic ● Asian ● Other

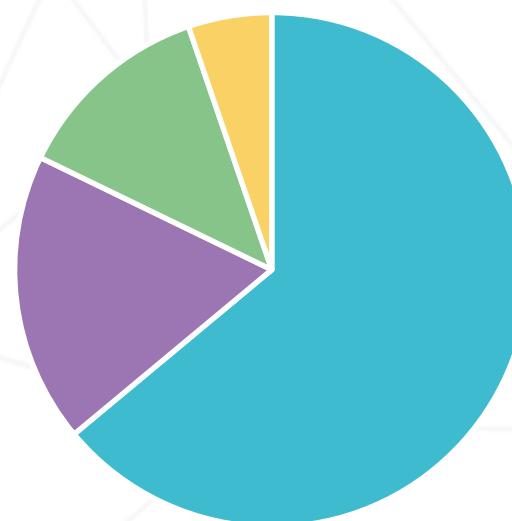
PAST

1990



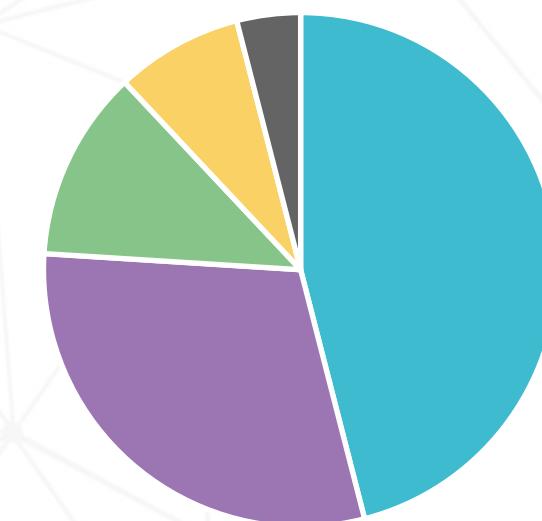
PRESENT

2015



FUTURE

2050



Source: <https://www.marketingcharts.com/demographics-and-audiences-41558/attachment/geoscape-us-pop-estimates-by-race-1990-2019-mar2014>
https://cdn1.vox-cdn.com/assets/4299563/Screen_Shot_2014-04-14_at_6.40.51_PM.png



**Member Behaviors Are
Changing, Too.**

Smartphone User Trends



53% of mobile website visits are abandoned if a mobile site or app takes longer than **3 seconds** to load. Google reports that the average mobile webpage takes **15.3** seconds to load.



56% of smart phone users would rather message than call for support, but say they only receive messages from about **30%** of companies they would like to interact with.



The average person spends **55** minutes per day texting, with roughly **65%** of mobile users reporting they are texting anyway, and they prefer the convenience.

Sources: <https://www.aumcore.com/blog/2018/12/18/mobile-marketing-statistics-2019/>; <https://www.teckst.com/19-text-messaging-stats-that-will-blow-your-mind/>

Smartphone Usage Trends

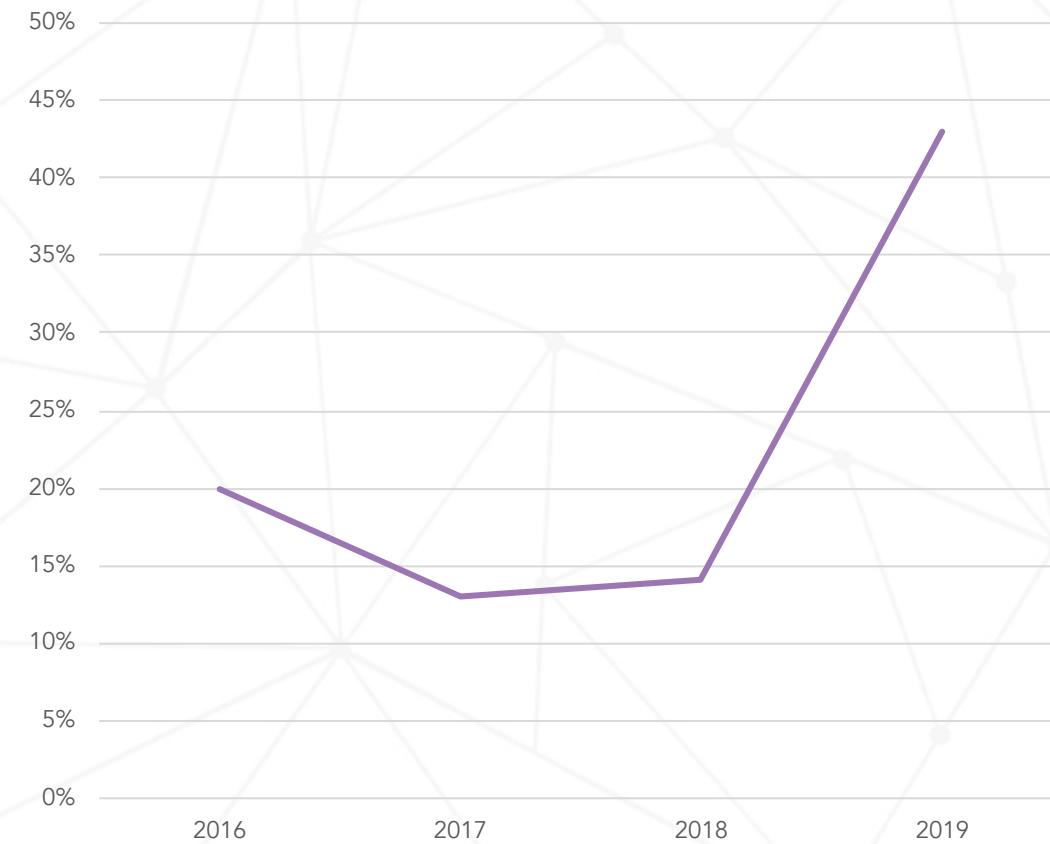
How Smartphones are Used

In 2018, smartphones were still the preferred mobile device; topping out smart watches, tablets, and laptops in growth, with a record-high penetration rate for older age groups (45-55+).

Notably, **20%** of adults report that they are using their smartphones as their primary source of internet in their homes.

However, companies still have a huge opportunity to respond to these trends. **70%** of consumers report that they would be open to receiving texts from companies that don't currently engage with them in that way.

Mobile User Growth by Year



Source: Deloitte Global Consumer Survey 2019

Sources: <https://www.aumcore.com/blog/2018/12/18/mobile-marketing-statistics-2019/>; <https://www.teckst.com/19-text-messaging-stats-that-will-blow-your-mind/>



**Utilizing the technology
members already use.**

We Are A Member Engagement Solution

We meet members where they're at:



PHYSICALLY



FINANCIALLY



EMOTIONALLY



LINGUISTICALLY



CULTURALLY

Our Products at a Glance

Interactive Chat
(2-way SMS)



PDF Links



Audio Files



Patient Incentive Program



Health Risk Assessments



Mailers



Community Detailing



Live Outbound Calls



Satisfaction & Engagement Surveys



Secure Email



Data & Analytics



Custom, tailored content



Transportation



Promoting Partner Programs & Apps



Meeting Members Where They're At Is A Balance of

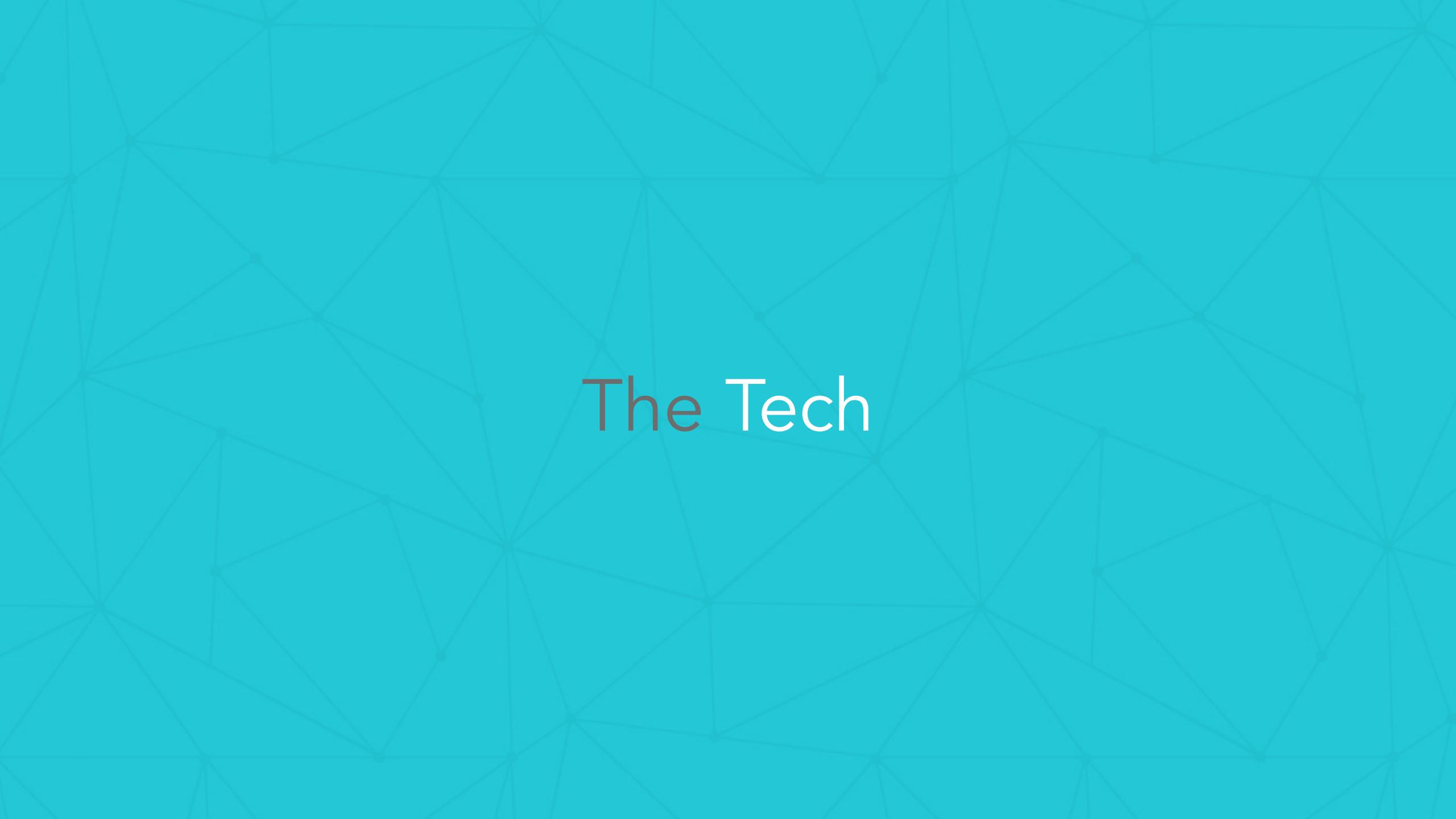
TECH

Technology for a
deeper understanding
and for scale.

TOUCH

Human touch to
build trust and connect
with high cost members.



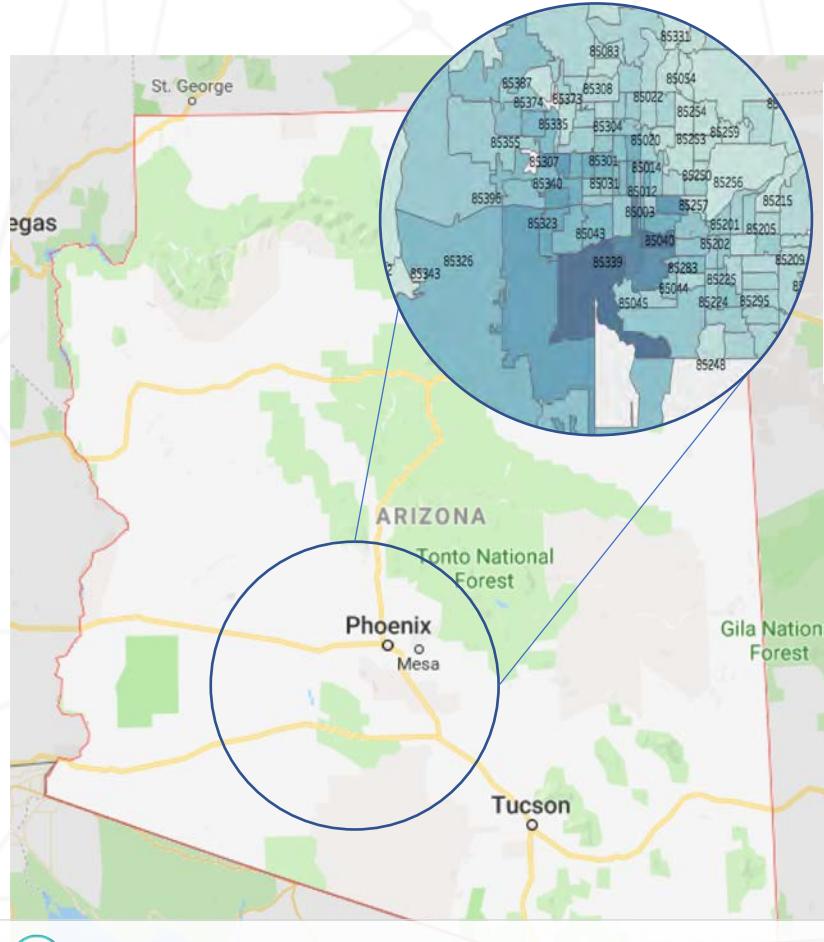


The Tech

Health Determinants Engine

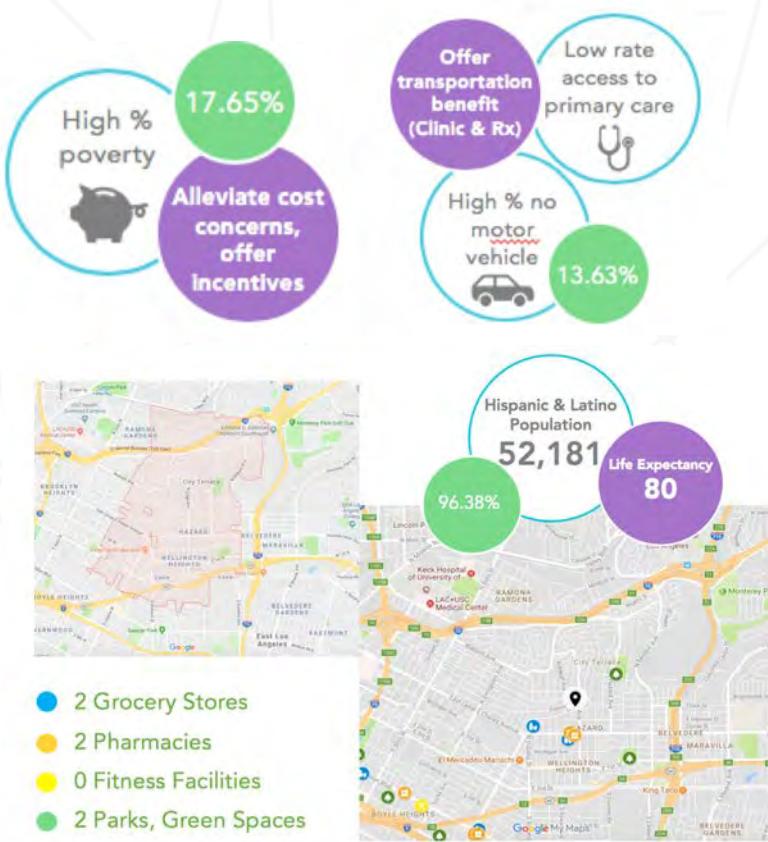
Community Detailing

Starting with a deep dive into population analysis,
zip-code level data, health indicators



Resource Analysis

Factoring in Social Determinants of Health, life expectancy, available resources, and impact of location on health



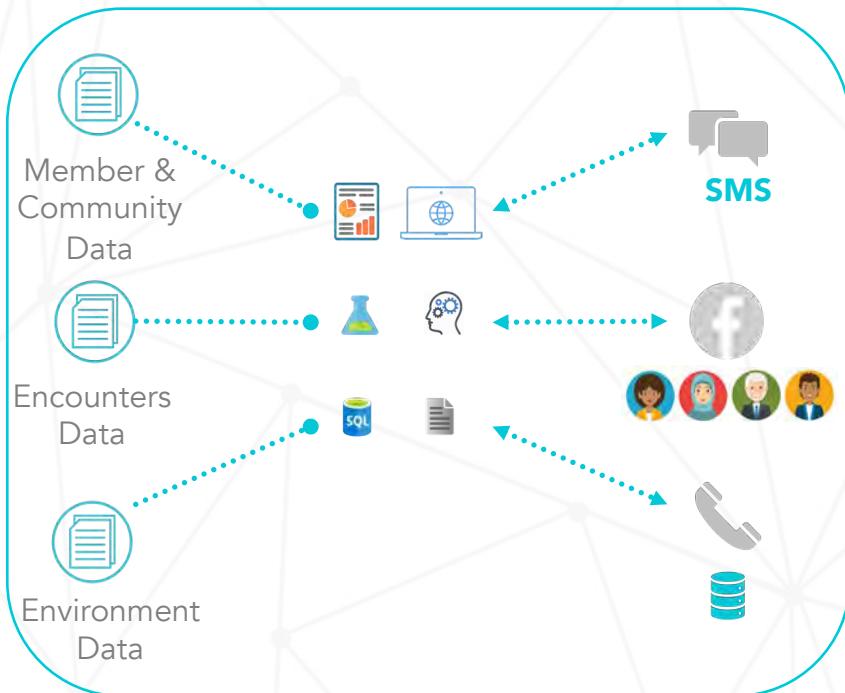
Cultural Acumen

Layering on proprietary cultural findings & expertise

Lebanese	1st/2nd Gen Mexican-American	African American
<p>Lebanon has nationalized healthcare, so adjusting to healthcare in the U.S. can be challenging</p> <p>According to a 2016 study, there were a total of 96 family medicine physicians practicing in Lebanon</p> <p>Belief that if a doctor doesn't customize a treatment plan or ask detailed questions about management, that they "don't care"</p>	<p>Fatalismo beliefs; belief that individual can do little to alter fate</p> <p>Hispanics who are more acculturated are more likely to use the E.D. for non-urgent visits</p> <p>Illness may be ignored until it interferes with day-to-day lives</p>	<p>Lack of trust in healthcare system (historical trauma)</p> <p>Older African Americans sometimes feel that their health is up to "God's will"</p> <p>"55% of African American survey respondents reported that transportation was a major barrier to accessing healthcare"</p>

Member Insights Platform

We utilize the power of AI with the simplicity of SMS to **engage** patients in a modality they prefer, autonomously, and **at-scale**.

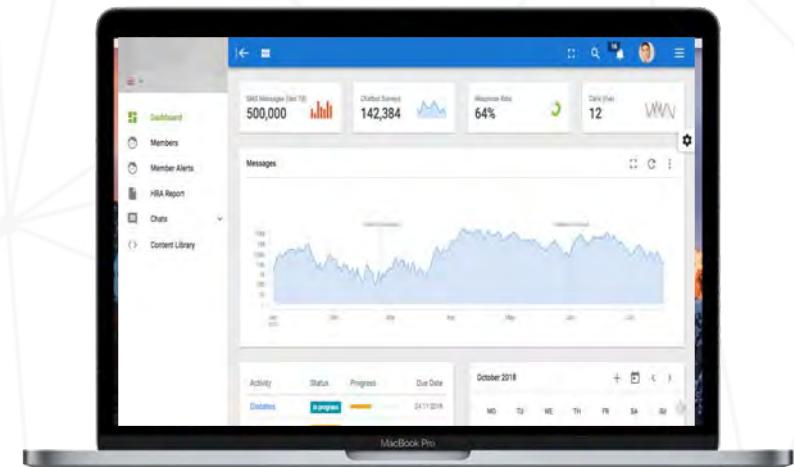


Campaigns are created in our **Member Insights Platform**

Intelligent digital agents are powered by **NLP** and **Machine Learning**



Conversational bots can survey millions of patients



Alerts team based on needs



The Touch

ConsejoSano's Care Coordinators



OUR EXCEPTIONAL TEAM

- 86% immigrated to the U.S. from another country
- 14% are first generation Americans who are still deeply connected to the culture their parents brought in their own immigration experiences
- Services are currently delivered in 22+ languages for a myriad of cultures



DIVERSE BACKGROUNDS

Care Coordinators have diverse backgrounds and bring experience from all walks of life, including:

- Peace Corps cross-cultural tutors
- Red Cross Emergency preparedness outreach team members
- Childhood autism outreach coordinators
- International community development researchers (published)
- Certified childhood development and education specialists
- Mexican consulate community integration program & event coordinators
- Translators for the ACA, and more

The Message

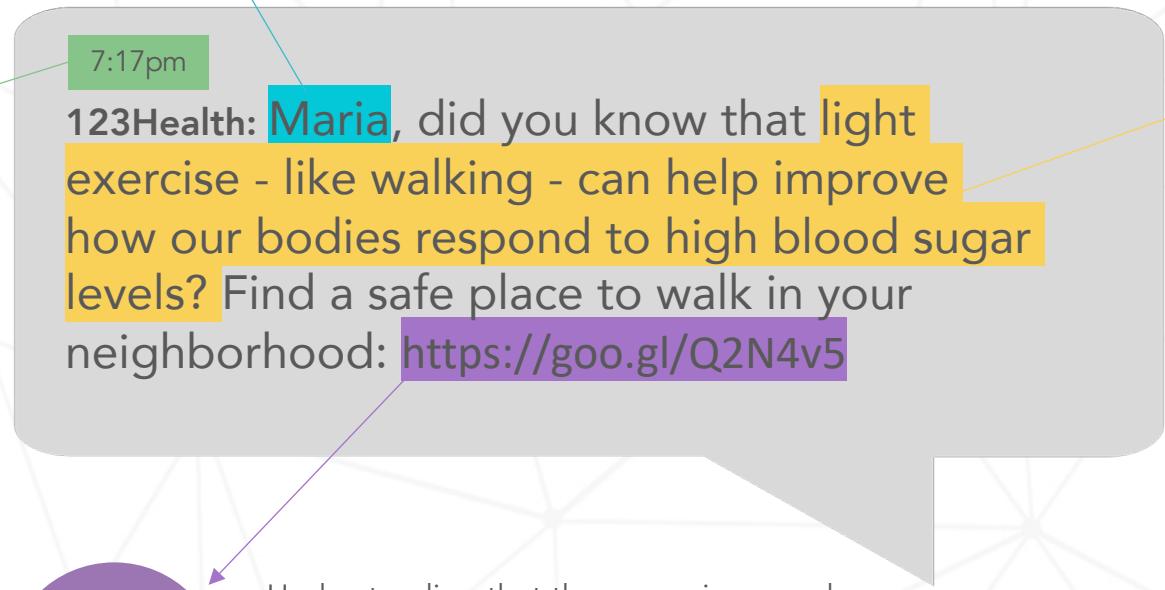
The Anatomy of a Message



Sending messages at the most appropriate time is a crucial part in ensuring that we optimize every opportunity to engage with often hard to reach patients



This specific message is targeted to patients like Maria: English-speaking women ages 35-55 who live within 5 miles of the campaign zip code and have had 1 or more instances of emergency department use related to uncontrolled diabetes in the past 3 months



Understanding that the campaign area has significantly high crime rates; connecting patients with one-click resources to promote safe, healthy activity often increases their chances at getting healthy and builds trust



This campaign's strategy includes educational messaging early and often due to a high percentage of patients without a high school education who exhibit uncontrolled diabetes symptoms



MEET FRED

His message is focused on education and convenience, with an emphasis on why it's more beneficial for *Fred*.

123Health: Urgent Cares have later hours than clinics, shorter waits than E.R.s, are covered by your insurance, and can help you with a lot of the same things that people go to the E.R. for. Did you know there's an urgent care less than one mile from your home? Tap [here](#) to see the location on a map.



MEET ALEJANDRO

Alejandro is the sole provider for his family, and missing work to go to the doctor isn't easy. We use the word "Apoyo" because it will remind Alejandro just how many ways his family looks to him for support, not just financially. This survey will also help identify his barriers to care so the engagement team can help find solutions that work for him.

123Health: Alejandro, las visitas de rutina con su doctor le ayudan a estar saludable para poder apoyar a su familia. Cual es la razon por la cual no ha hecho una cita? Responda con la letra que mejor corresponda con su razon: A) Trabajo B) Problemas con el Ingles C) Transportacion D) Ya tuve una cita

**Alejandro, routine visits with the doctor can help you stay healthy so you can support your family. What is the reason for not making an appointment? Please respond with the answer that best fits your response: A) Work B) Problems with English C) Transportation D) Already had an appointment*



MEET ANA

A 2nd generation Mexican-American who prefers to be contacted in English, Ana is still proud of her Hispanic heritage and places a strong value in “*Familismo*.” Her message focuses on helping her get appropriate care for her family.

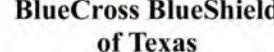
123Health: Ana do you know where to take your family for medical care? We can point you to your closest urgent care or help you identify your primary care Dr. Reply 1 for urgent care or 2 for your Dr's contact information.

The Results

Our Clients

We serve a growing family of clients that want culturally-sensitive solutions for engaging diverse & dynamic member populations.

HEALTH PLANS



PROVIDERS



Our Shared Success

For members that participated in our multi-level, culturally-sensitive engagement campaigns, the results are astounding.



Success Rate:
**Appointment
Activations**

85%



Success Rate:
**Gaps in
Care Addressed**

59%

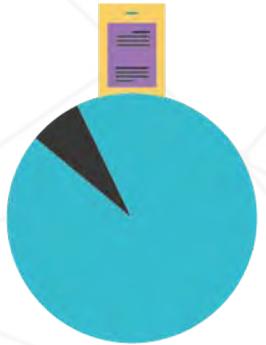


ROI

7:1

Impressive Outcomes for Diverse Populations

Successfully engaging with members that are typically underserved,
and need it the most.



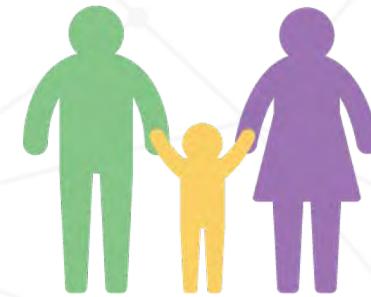
In a recent engagement campaign, we were able to successfully deliver **91% of campaign SMS messages to an indigent (homeless) population**, which allowed their health plan to ensure that they received important communications in a timely and regular manner.



Additionally, we were able to directly associate over **200 appointments made by members who had not seen their PCP in 12 months or more** with at least one of our multicultural outbound SMS messages. Many of these members had not been successfully engaged in 3-4 years prior to ConsejoSano's outreach.



Recent client analysis found that our engagement efforts were effective with another historically hard to reach segment: the LGBTQ population. In a Cervical Cancer Screening campaign, our understanding and respectful outreach **motivated over 40% of the Trans Male/Trans Man demographic to complete their pap appointments.**



In terms of preferred modality, we have noted that **parents of children ages 4 -18 are 3x more likely to make an appointment in conjunction with an outbound text for a fraction of the cost.**

Making ConsejoSano Work for You

1

Provide your contact information including mobile number to Kevin McCarthy, or a ConsejoSano representative, to demo ConsejoSano's solution.
Kevin cell: 312-833-0013 or email: kevin.mccarthy@consejosano.com

2

Talk to your colleagues and key stakeholders and inquire if your organization would benefit from breaking down your patient demographics by language, ethnicity, cultural background, zip code, SDOH challenges, age, and gaps in care... follow up and ask them if they know how many PCPs are practicing in Lebanon and how this might impact E.D. utilization for Lebanese immigrant Medicaid patients.

3

Identify ACO cohorts, Ambulatory Groups, FQHC/Community Clinics, etc. that could immediately benefit from a solution that can be live in 4-6 weeks (who has patients who need wellness visits, flu shots, surveying, appointment activation, preventive care cancer screenings, etc.)

Building Trust: Maria's Story

To see our solution in action, please [CLICK HERE](#)



Meet Maria*

**She's a real patient
that ConsejoSano texted
on behalf of a client.**

What Our Clients Say About ConsejoSano

To read the full press release, please [CLICK HERE](#)



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Blue Shield of California Promise Health Plan Helps Medi-Cal Members Receive Quality Care with Timely, Culturally Relevant Text Messages

Text messaging in 22 languages helps thousands of Medi-Cal families in Southern California receive improved access to health services

March 11, 2019

LOS ANGELES (March 11, 2019) – Blue Shield of California Promise Health Plan is improving healthcare outcomes for Medi-Cal members with ConsejoSano's language appropriate and culturally relevant text-messaging service that helps patients engage with their physicians and care providers.

ConsejoSano offers its services in 22 different languages. It has successfully held several health engagement campaigns for Blue Shield of California Promise Health Plan members, achieving meaningful



Thank You!

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