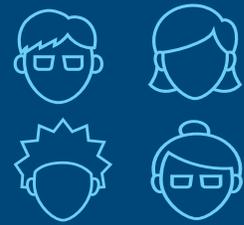


HEALTH DISPARITIES



Hispanic community

One in six people in the U.S. are Hispanic, representing 17% of the total U.S. population.¹ This rapidly growing population faces significant health disparities, or avoidable and unfair differences in health status between segments of the population. Furthermore, given the diversity within the Hispanic population, differences are also seen within subgroups.



What are the disparities?

The following are examples of some of the health disparities that affect the Hispanic population when compared to non-Hispanic whites.

Diabetes and heart disease

- › 51% are more likely to die from diabetes.²
- › 24% less-controlled high blood pressure.²

Dental

- › More than half of Hispanics ages 64 and older will suffer from untreated tooth decay; three times more than non-Hispanic seniors.⁸
- › More likely to experience delay in care and unmet dental need.⁹

Cancer

- › More likely to die from liver cancer.²
- › Cancer is the leading cause of death for Hispanics.³
- › 28% less colorectal screenings.⁴
- › Higher incidence of cervical cancer.⁵

Adverse medical events

- › Hospitalized children of Spanish-speaking families are more likely to experience an unexpected medical event that involves the risk of death or serious injury. This is in turn associated with a fivefold increase in the length of their stay when compared to English speakers.¹⁰
- › Greater chance of hospital readmission for certain chronic conditions among racial/ethnic minorities.¹¹

Mental health

- › Hispanic adults are less likely to receive mental health treatment or counseling.⁶
- › Hispanic high school students report more suicide attempts that cause an injury and require treatment by a medical professional.⁷

Asthma and obesity

- › Puerto Rican children are three times more likely to have asthma.¹²
- › Hispanic children are twice as likely to die from asthma.¹²
- › Higher prevalence of obesity in adults.¹³

What are the causes of these disparities?

There are many underlying causes for these health disparities. Some examples include poverty, inadequate access to health care, educational inequalities, language barriers, individual and environmental factors, as well as bias in the medical profession.

Some social factors that may play a role in health are:

- › About one in three does not graduate from high school.³
- › About one in four lives below poverty line.³
- › About one in three does not speak English well.³

What is Cigna doing to reduce these disparities?

Customers

- › Delivering engaging and culturally-relevant integrated marketing initiatives that drive messaging via TV, Digital, Social, Celebrity Brand Ambassadors and Community Events.
- › Providing culturally-tailored outreach to educate Hispanics on colorectal cancer screening and detection.
- › Promoting preventive dental care services through bilingual communication to customers with diabetes and cardiovascular disease – medical conditions clinically associated with oral health.
- › Enhancing our language assistance services to expand our bilingual capabilities, proficiency testing of bilingual staff, monitoring and improving interpretation services, and increasing the number of vital documents professionally translated into Spanish.
- › Establishing a Multicultural Insights Center of Excellence, to better understand the multicultural customer to disseminate and integrate insights throughout the business.

Community

- › Educating the Hispanic community in Spanish on the importance of preventive care, getting their check-ups and knowing their four health numbers to take control of their health.
- › Participating in key Hispanic events throughout the U.S., conducting free screenings and distributing collateral on preventive care.
- › Supporting organizations through grants provided by the Cigna Foundation.
 - Clínica Tepeyac in Denver – providing diabetes management and prevention programs.
 - TCA Health in Chicago – providing health and wellness to seniors.
 - Community Solutions, Inc., in CT – improving access to social and health services among Northeast Hartford's residents.
 - The New York Botanical Garden – enabling continued research on medicinal plant use among Latino populations.
- › Sponsoring professional organizations that support Hispanic professionals in health care, including National Society of Hispanic MBAs.

Health care professionals

- › Created the Cultural Competency Training and Resources webpage to support understanding of the diverse values, beliefs, behaviors and linguistic needs of patients.

Health care professionals (continued)

- › Published a white paper entitled “America’s Hispanic Community: Improving Health Outcomes through Engagement with Health Care Professionals.”
- › Negotiated discounts for health care professionals on language assistance services, such as interpretation by telephone, proficiency testing and translation.

Clients

- › Formed a dedicated Multicultural Brand team in charge of Hispanic marketing initiatives in Spanish.
- › Driving cultural competency in all our customer and consumer communications to ensure we have a holistic approach beyond just advertising: Toma Control website, Coach by Cigna App, and sales and communication materials in Spanish.
- › Published a white paper entitled “America’s Hispanic Community: Making the Case for Deeper Engagement with America’s Hispanic Employees.”
- › Expanding our bilingual support for clients through translation of Cigna onsite clinic materials and bilingual biometric screening assessments into Spanish.

Employees

- › Offer a three-part learning series designed to support customer-facing staff so they can better engage Hispanic customers in a clinical coaching and case management setting.
- › Host Cultural Diversity Forums for clinical staff, to discuss clinically managing a diverse patient base.
- › Provide staff access to an online cultural resource center to gain insights on multiple cultural communities.
- › Created training and support for our bilingual staff to improve their language skills and pass required proficiency testing.
- › Published the white paper “Bienestar: America’s Hispanic Community – Improving Health Outcomes Through Engagement with Health Care Professionals,” which helped raise awareness of the particular health care needs of the Hispanic and Latino population.
- › Established the Hispanic/Latino Colleague Resource Group (CRG) that supports, empowers and celebrates Hispanic diversity, while connecting to the communities in which we serve.
- › Published Cross-Cultural Personalization white paper



“To help our customers with their health and well-being, we must first embrace their individuality and understand their unique needs. Respecting the culture and experiences of the people we serve is a springboard for innovation and equips us to respond to seismic shifts in the marketplace.”

– David M. Cordani, President & CEO, Cigna

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