Solutions to Address the Needs of the Latinx Community

Juan Chaluja, CFO Commercial Markets

Florida Blue
Florida’s Hispanic population is very diverse and growing 3x faster than rest of the Florida population.
Florida Blue has dedicated bilingual member care specialists and bilingual team members to assist both Spanish-speaking members and non-members navigate their health insurance questions.
Florida Blue Foundation
Helping People and Communities Achieve Better Health

Through our corporate social responsibility initiatives, our Foundation has invested in services and programs that support some of the largest Latinx communities in our state.

**Hispanic Services Council (Hillsborough County)**
Since 2007 we have provided $542,000 in grants in Hillsborough County to promote healthy living and mental well-being.

**Farmworker Program (Palm Beach County)**
Over the last five years, provided $340k in grants to Farmworker Program in Palm Beach County to fund programs designed to assist underserved, underinsured or low-income individuals understand how to navigate and use the health care system to improve health outcomes.

**Hispanic Unity (Broward County)**
Since 2018, provided $300k in grants to support Hispanic Unity in Broward County. Program is also designed to help underserved, underinsured or low-income individuals understand how to navigate and use the health care system to improve their health outcome.

The Florida Blue Foundation supports our Corporate Social Responsibility strategy which strives to:

- Impact Food Security
- Improve Health Equity
- Advance Mental Well-Being
Sanitas Medical Centers

Sanitas Medical Centers are the result of a partnership between Florida Blue and Keralty to bring an advanced primary care model to Florida. Sanitas Medical Centers focus on the specific needs of the Hispanic Community.

Going Deeper with Primary Care

• Integration of product and services to support patients, including $0 copay primary care and urgent care benefits.
• Common goals to improve health outcomes, patient satisfaction and to lower health care costs.
• Native Spanish speaking physicians and staff.

Providing a Better Member Experience

- Convenient Access
- Holistic Engagement
- Affordable
- Connected Experience
Sanitas Medical Centers

Modern and welcoming facilities provide a one-stop shop concept to meet the needs of the Latinx Community
Sanitas services are customized for the cultural and linguistic needs of the diverse Hispanic population in Florida. The model is holistic, incorporating social services, care navigation, home health and telehealth.

**Sanitas Primary Care Model**

**Enabling Capabilities**
Secure data management, analytics, technology and processes to support our patients and providers and to drive outcomes

**Primary Care+ Centers**
Community based primary care+ centers with extended hours and expanded services

**Navigated Care**
Coordinate care through a curated network of healthcare providers

**SanitasCares 365**
Knowing and supporting our patients—health programs delivered by empathetic and compassionate professionals

**Care at Home**
Meet our patients where they are—at home and through digital health

**Community Support**
Facilitate social support services throughout the community
There are currently 35 Sanitas Medical Centers and primary care offices in South Florida and the Tampa and Orlando metro areas serving 200,000 Florida Blue members.
Sanitas Medical Center Performance

At Sanitas, the patient experience is what sets us apart from other providers and health care systems. Fundamentally, we believe satisfied patients are more engaged health care consumers—which leads to better outcomes.

**Patient Satisfaction**

- **Doctor helpful and friendly**
  - 95%

- **Doctor’s care instructions were clear and helpful**
  - 93%

- **Office staff helpful and friendly**
  - 94%

**70%+**

Patients who complete their annual wellness primary care visit, engage in-between visits, and those with chronic conditions enrolled in a specialized program.

**15%+**

Reduction in Hospitalizations

**5%+**

Reduction in Avoidable ER Visits

**40%+**

Reduction in Specialists Visits

**50%+**

Improved Pharmacy Management Costs

**Net Promoter Score (NPS)**

- **73**

Our high NPS demonstrates the strength of our relationship with our patients and their families, which translates to better outcomes.
The Impact of COVID-19 and Our Response

The disproportionate impact of COVID-19 on Latinx communities highlights the health disparities that have long existed and the importance of addressing the deep social, economic, and environmental barriers to truly achieve health equity.

In June, GuideWell launched a $100K challenge to address health and racial inequities. Reshaping Health Access is a statewide challenge to identify solutions focused on addressing health access and literacy to populations in Florida experiencing high levels of health inequity.

Sanitas quickly responded to COVID-19 by:

- Offering free bilingual virtual care via the mySanitas mobile app and their website
- Designating specific locations to see patients who have respiratory symptoms (Fever, COVID-19 symptoms, travel history)
- Optimizing PPE supply levels to protect staff and patients, as well as following protocols for screening patients, cleaning facilities, social distancing and handling sick staff
- Communications outreach to members via email, text message, Facebook and the website
Thank You!