



Solutions to Address the Needs of the Latinx Community

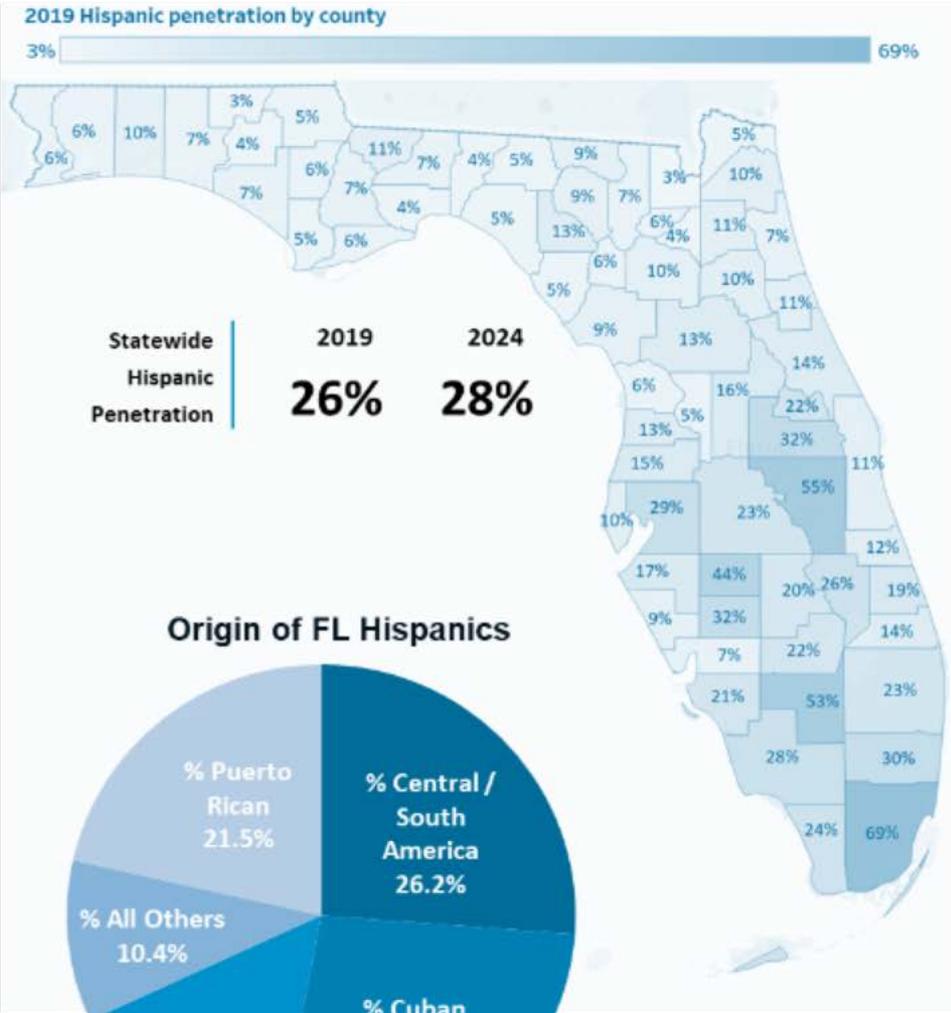
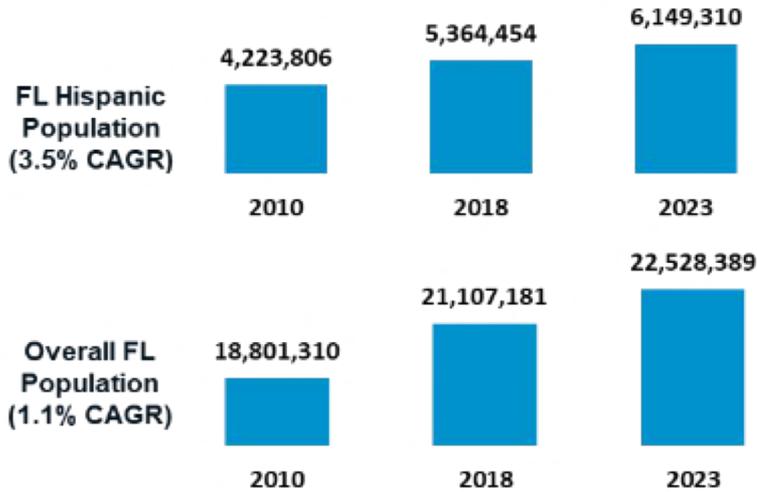
Juan Chaluja, CFO Commercial Markets

Florida Blue

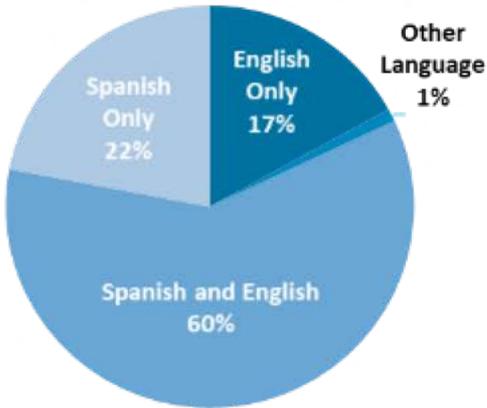
Florida Blue 

Florida Landscape

Florida's Hispanic population is very diverse and growing 3x faster than rest of the Florida population



FL Hispanic Language Dominance



Florida Blue Retail Centers



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.



Estamos
AQUÍ para
ayudarte

Habla por teléfono
con tu especialista
comunitario local.

Para hacerte la vida más fácil,
un día a la vez.

Estamos aquí para ayudarte cuando necesites
servicios y apoyo para vivir una vida más feliz
y saludable.

¡Aún estamos aquí para ti!

Nuestros Centros Florida Blue han hecho la transición temporal de ofrecer ayuda virtual, para que así podamos continuar proporcionando asistencia personalizada y local, de una manera segura.



Puedes confiar con los Especialistas Comunitarios de Florida Blue para encontrar la ayuda adecuada a través de diferentes programas comunitarios y sociales, por ejemplo:

- Recursos de ayuda a la comunidad
- Programas de comida
- Servicios de transporte
- Programas de asistencia financiera
- Planificación de vida/Instrucciones para el tratamiento médico deseado en el futuro [Advanced Directives]
- Programas del gobierno
- Programas de asistencia para vivienda
- Servicios para niños y jóvenes
- Servicios para militares y veteranos
- Alfabetización en salud
- Acceso fácil a la atención médica
- Referidos a instalaciones y programas de salud mental
- Programas de ahorros en medicinas

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



Primary Care



Urgent Care



Diagnostic/Imaging

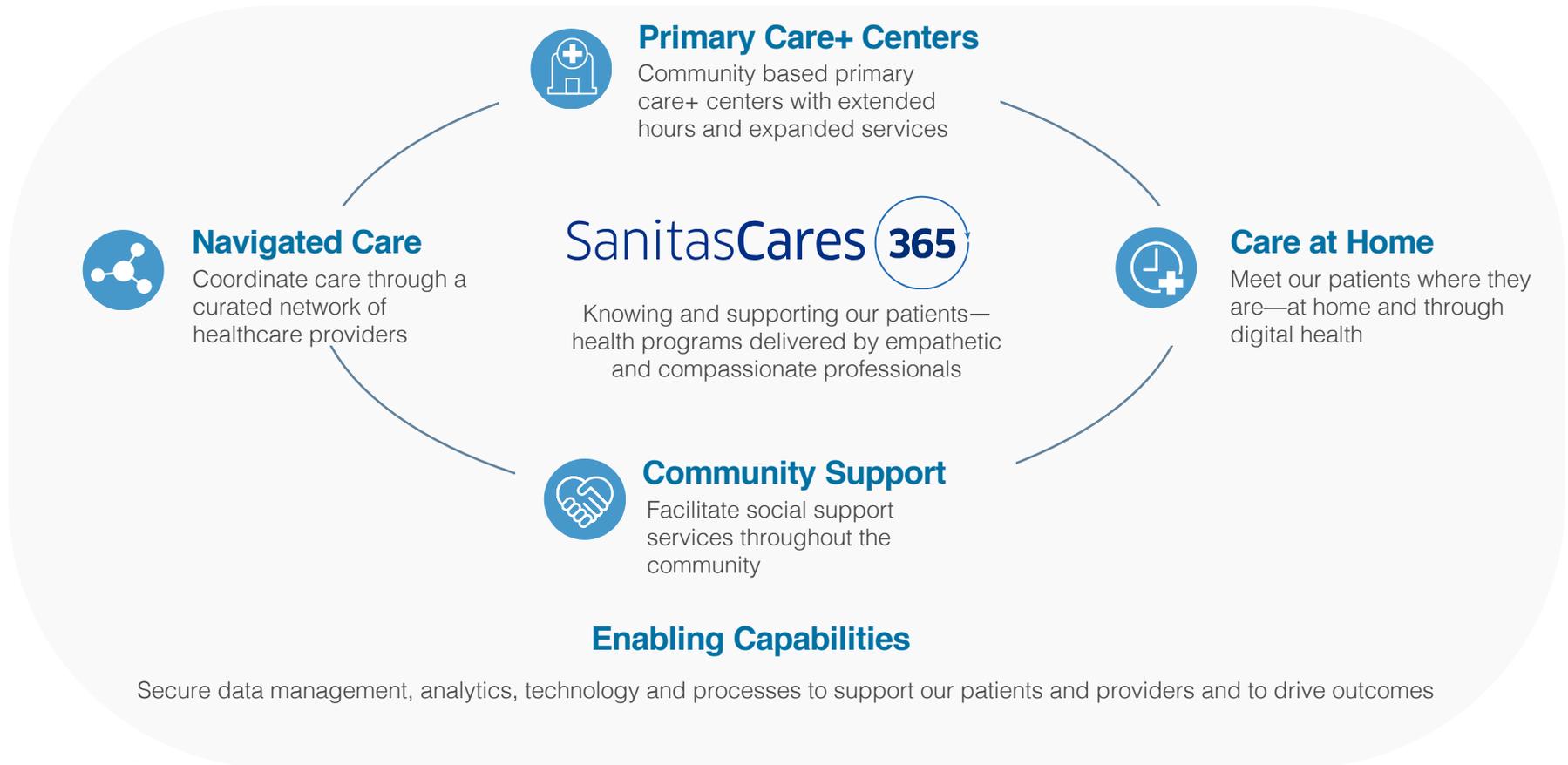


Laboratory



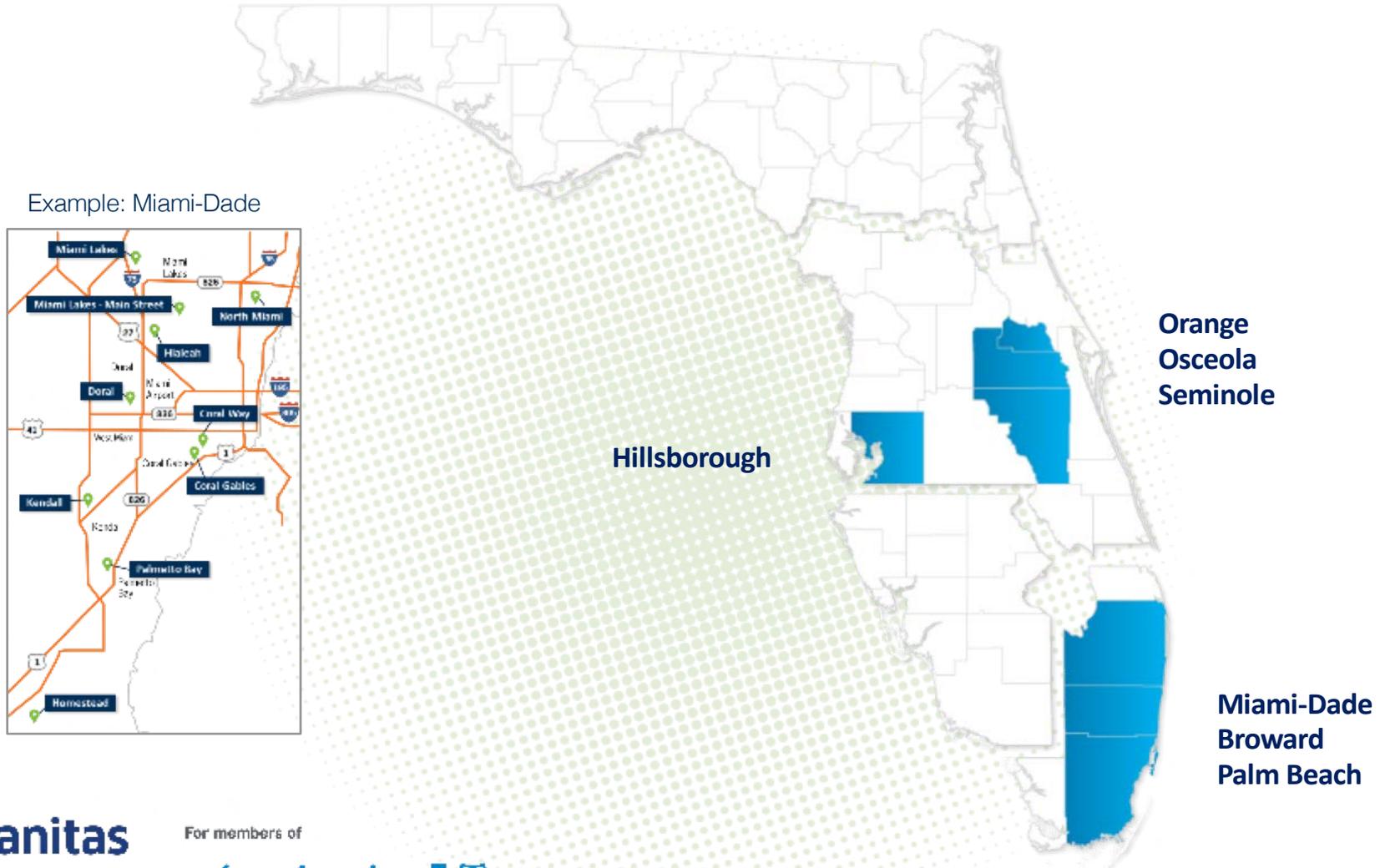
Sanitas Primary Care Model

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.



Florida Medical Center Locations

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.

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.

15%+

Reduction in Hospitalizations

5%+

Reduction in Avoidable ER Visits

40%+

Reduction in Specialists Visits

50%+

Improved Pharmacy Management Costs



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!