

*Disease Management Colloquium
Philadelphia, PA
June 30, 2004*

HispaniCare
A division of DrTango®



**Leveraging Technology to Deliver Culturally
& Linguistically Appropriate DM Services**

Hispanic Health Solutions

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EVP, HispaniCare
Prof. Intl Health, Emory Univ.

Mr. Jim Price
VP Bus Dev, HispaniCare



What is the proper Spanish term for
“breast cancer”?

- 1) Cancer de mama
- 2) Cancer de seno

Answer: They are **both** correct!



1. Provide healthcare organizations with the **culturally** and **linguistically** relevant:
 - Marketing
 - Communications, and
 - Health managementsolutions they need to serve and grow with diverse populations.
2. Contribute to a reduction in the **health disparities gap**



1. **Business case for investing in disease management programs that are *culturally- and linguistically-specific***
2. **How and why technology can and should be used to increase efficiency & effectiveness of such programs**

7 Key Points



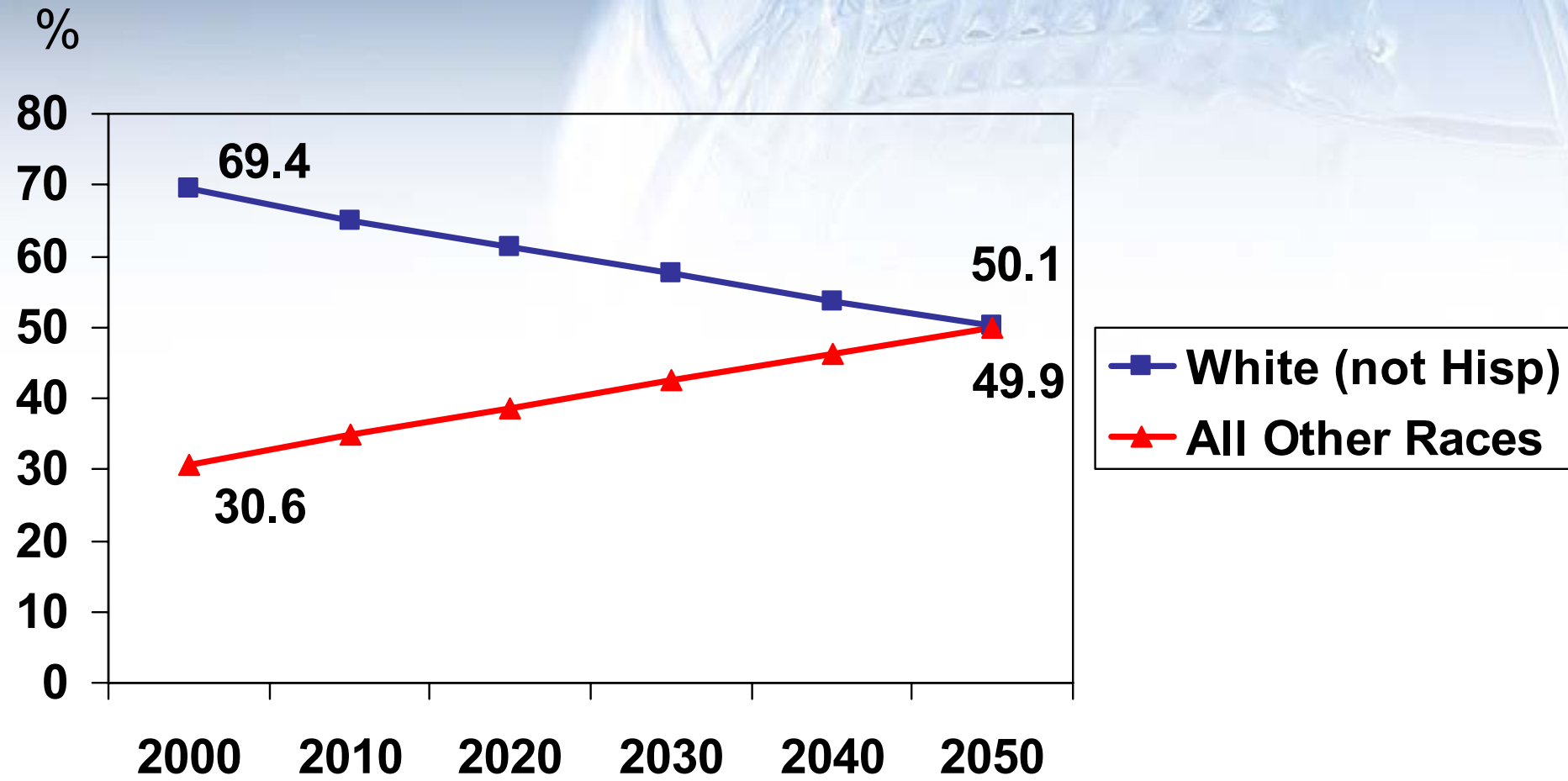
- 1. Ethnic minorities – large & growing in U.S.**
- 2. Disparities exist for some, but not all, chronic conditions among ethnic groups**
- 3. Poor communication & health beliefs contribute to disparities**
- 4. Language and culture can enhance, or impede, effectiveness of DM programs**

continued



- 5. Today's DM programs are in the initial stages of optimizing for diversity of target populations.**
- 6. Specific constraints (e.g. lack of bilingual providers) is slowing progress**
- 7. Technology can be used to efficiently deliver personalized DM to a highly diverse populations.**

U.S. Population and Projections 2000-2050



Source: U.S. Census Bureau, 2004.

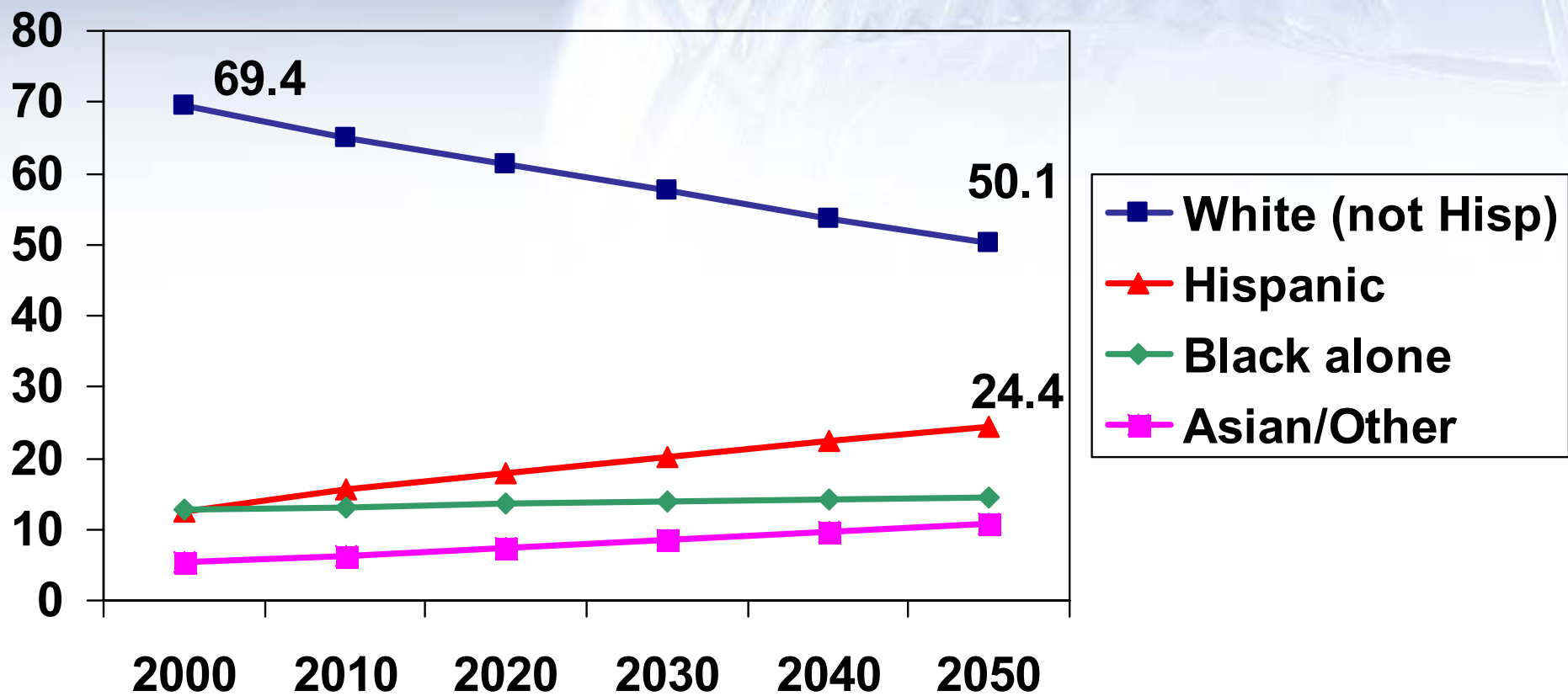


“Hispanics Spur Population Growth”

USA Today, March 2001



U.S. Population and Projections 2000-2050

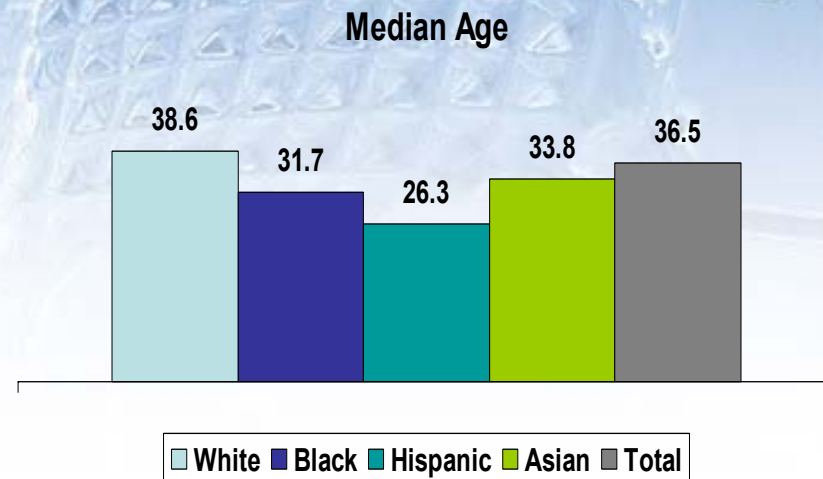


Source: U.S. Census Bureau, 2004.

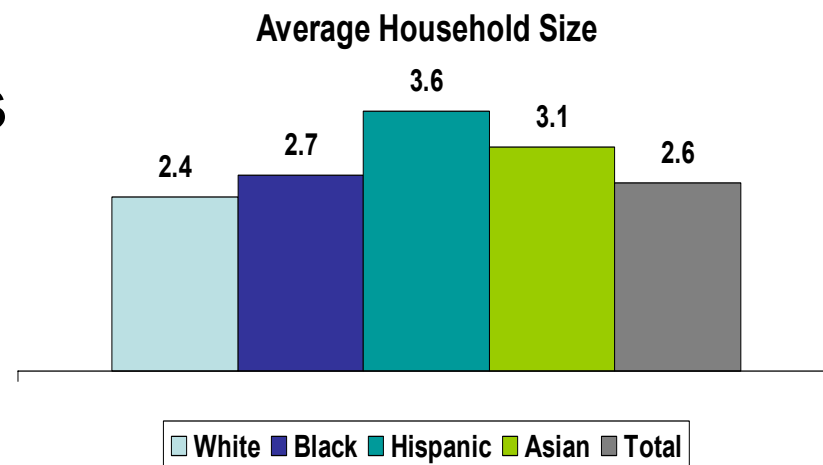
Hispanics...



- **Are younger**



- **Have larger families**



Source: Census data; DrTango analysis



Total U.S. Population with Employer-Sponsored Insurance
(in millions)

Demographic group	1990	2002	Growth	
White non-Hispanic	123.3	130.8	7.6	6%
Hispanic	8.9	16.7	7.8	88%
African-American	13.6	18.8	5.2	38%
Asian	3.9	7.6	3.7	95%
<u>Other</u>	<u>0.6</u>	<u>1.3</u>	<u>0.7</u>	<u>117%</u>
Total	150.2	175.2	25.0	17%
Total “minority”	26.9	44.4	17.5	65%
“Minority” share	18%	25%	70%	

“Minorities” are Driving Medicaid Enrollee Growth (nationally)



Total U.S. Population with Medicaid (in millions)

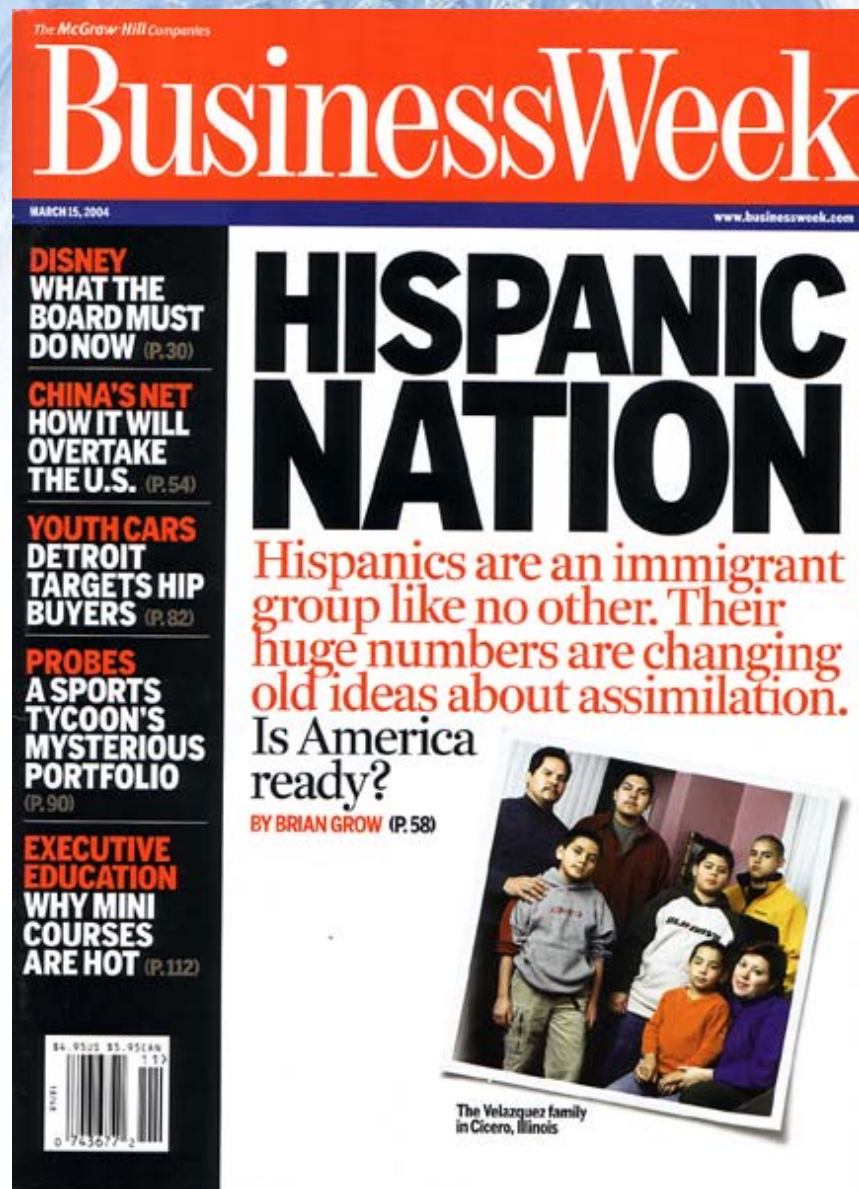
Demographic group	1990	2002	Growth (90-02)	
White non-Hispanic	11.4	15.0	3.6	4%
Hispanic	3.9	7.9	4.0	103%
African-American	7.8	8.3	0.5	6%
Asian	0.8	1.3	0.5	76%
<u>Other</u>	<u>0.3</u>	<u>0.7</u>	<u>0.3</u>	<u>75%</u>
Total	24.3	33.2	8.9	36%
Total minority	12.9	18.2	5.3	
“Minority” share	53%	55%	60%	

Source: Census data; HispaniCare analysis



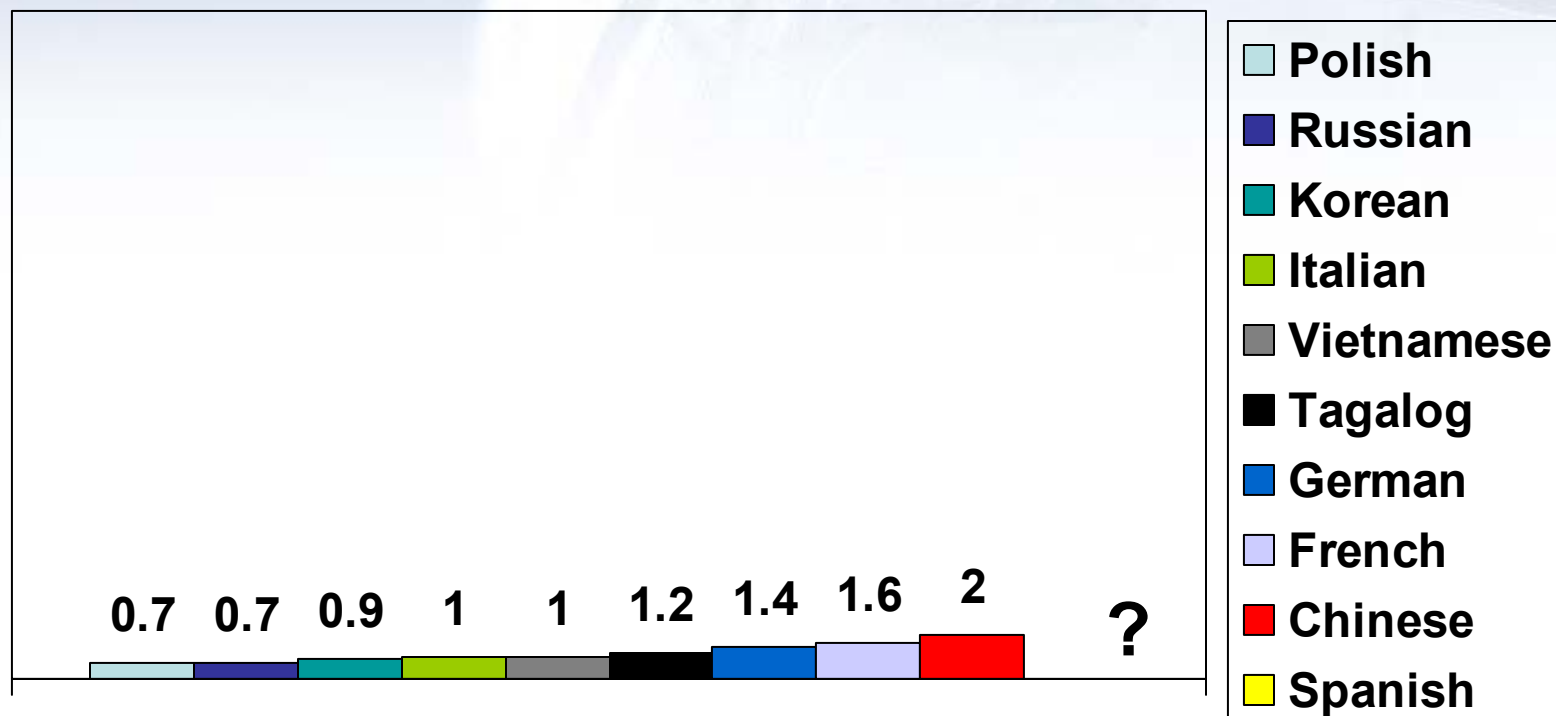
- “Critical Mass” in number
- Geographic proximity
- Communications & technology
- “Salad bowl” vs. “Melting Pot”

Mar 15 2004





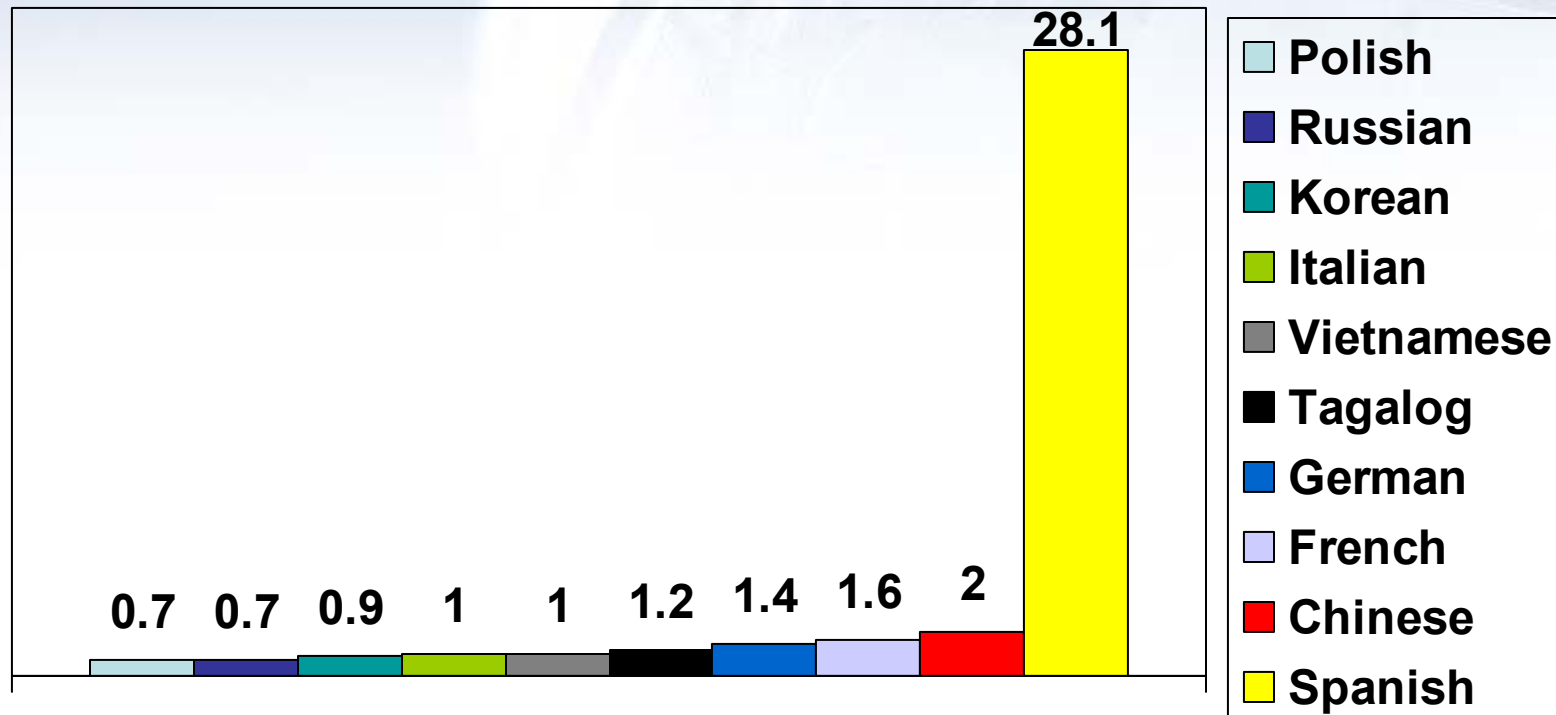
Number of People in U.S. that Speak at home....



Source: Census data; HispaniCare analysis



Number of People in U.S. that Speak at home.... Spanish!

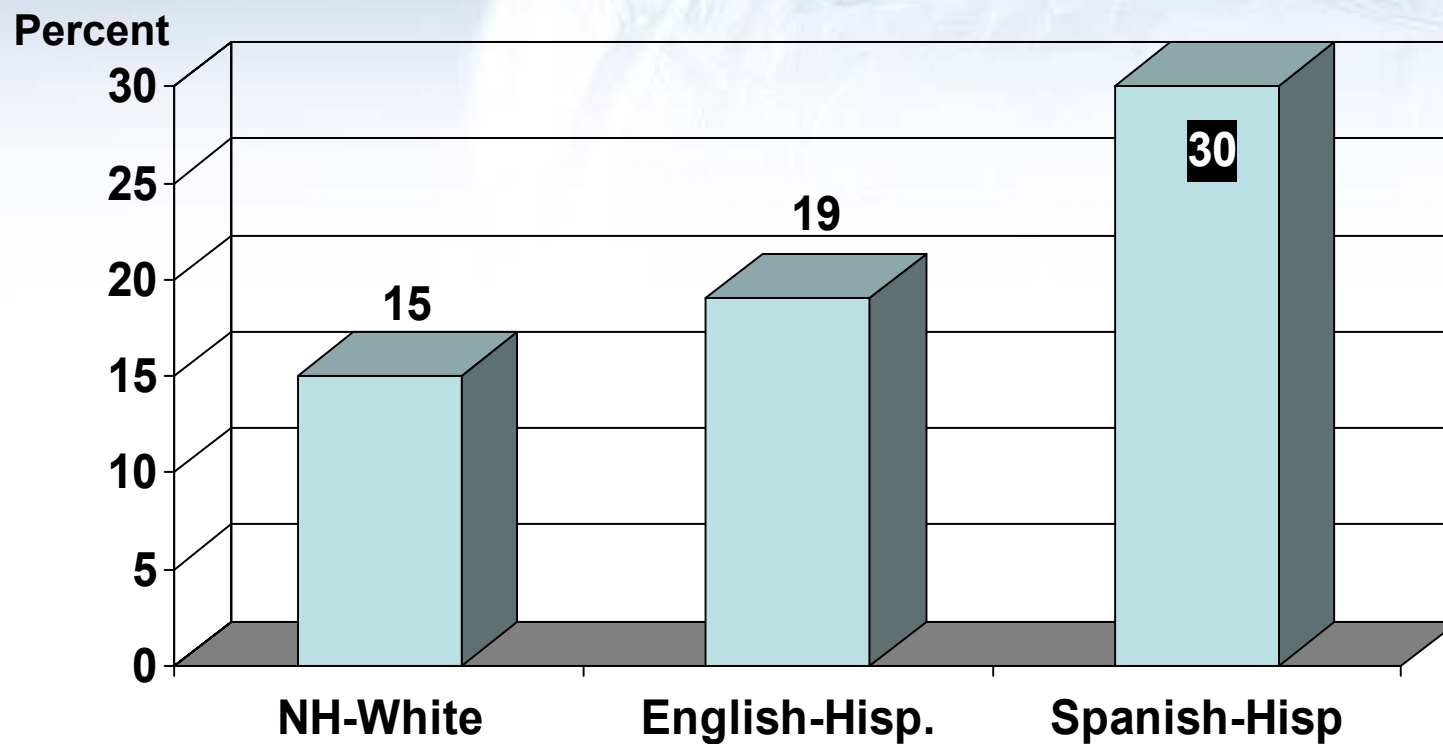


Source: Census data; HispaniCare analysis



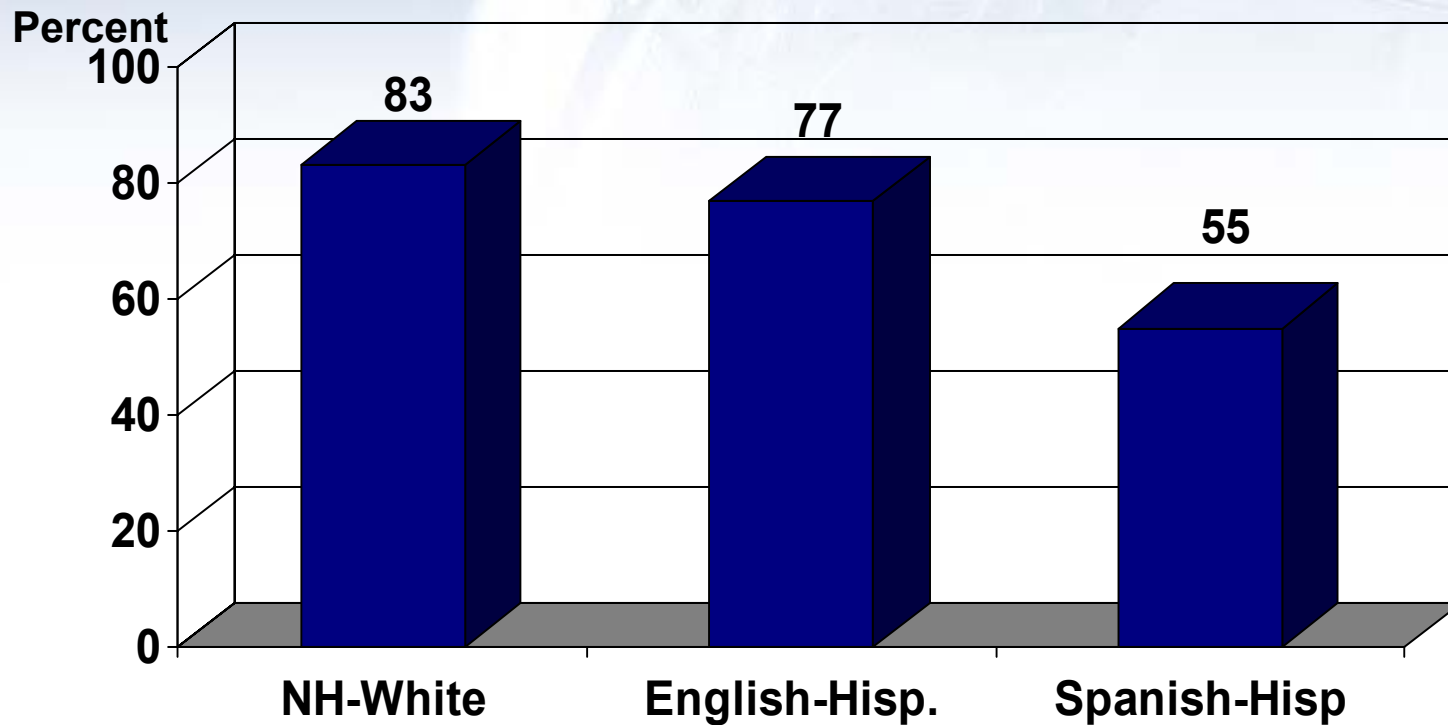
**Language and culture are
particularly relevant for
health issues**

INSURED Hispanics Very sick, did NOT seek medical care



Source: Commonwealth Fund, Feb 2003

INSURED - Easily understands instructions on prescription bottle



Source: Commonwealth Fund, Feb 2003

Sub-optimal utilization of medications by Hispanics



Of **100** Sick, insured Spanish-speaking Hispanics:

70% go to doctor, and of these, only

55% adequately understand English Instructions on the bottle.

Thus, due to these two factors alone,

Just **39*** of the original 100 are getting and properly understanding the medications they need

$*(100 \times 0.7 \times 0.55 = 39)$



“Culture defines how health care information is received, how rights and protections are exercised, what is considered to be a health problem, how symptoms and concerns about the problem are expressed, who should provide treatment for the problem, and what type of treatment should be given.”

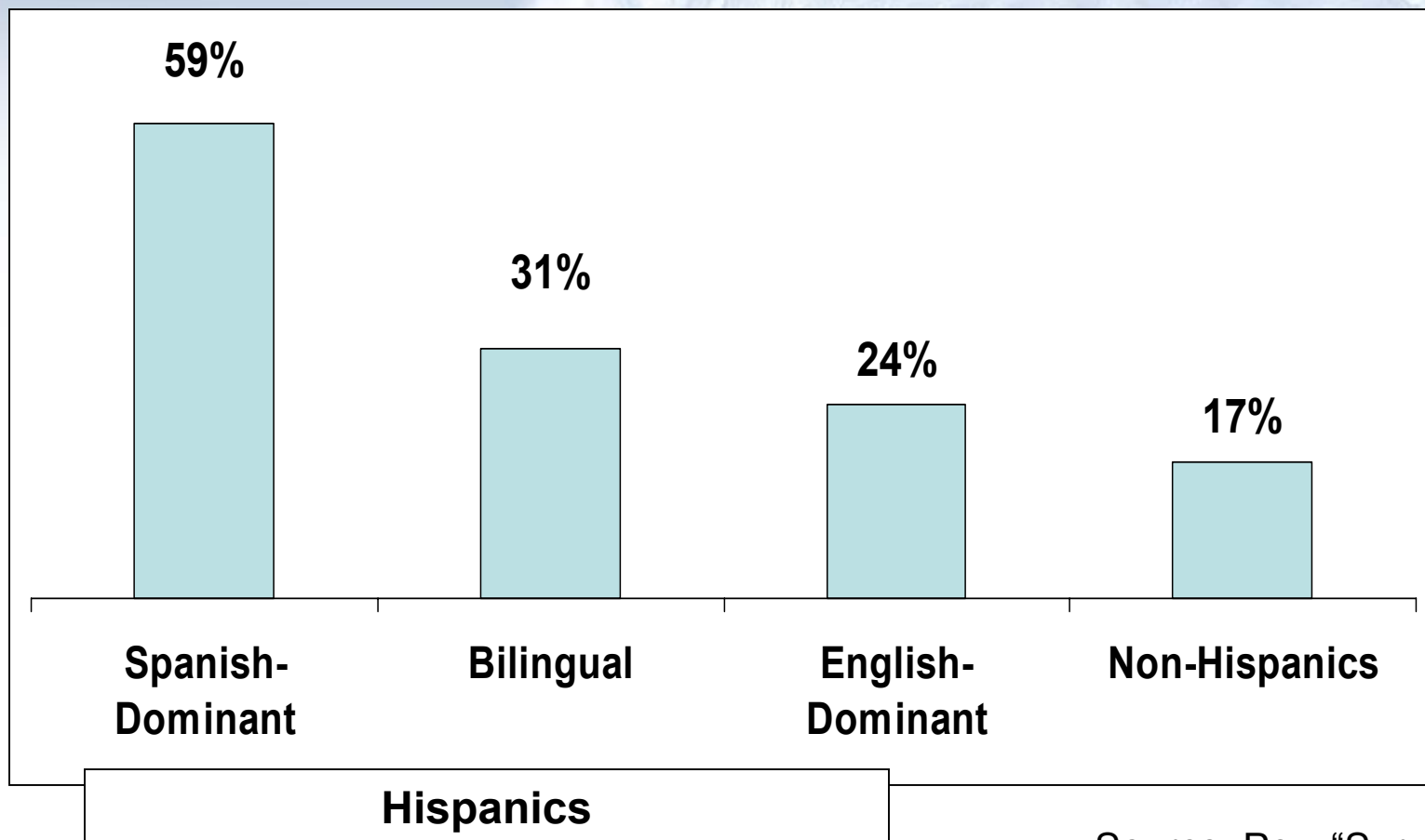
Source: Office of Minority Health, HHS, “National Standards for Culturally and Linguistically Appropriate Services in Health Care,” March 2001; above quote from Michael Katz, 1998 used in report.

Health Beliefs

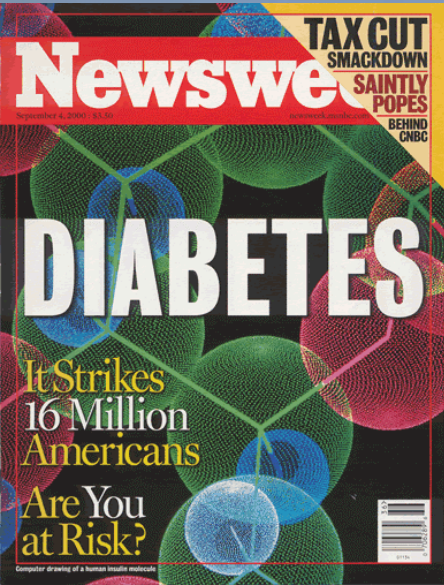


FATALISM: “It doesn’t do any good to plan for the future because you don’t have any control over it”

Percent Agree



Source: Pew “Survey Brief: Bilingualism”, March 2004



SOCIETY

An American Epidemic

Diabetes

The silent killer: Scientific research shows a 'persistent explosion' of cases—especially among those in their prime
BY JERRY ADLER AND CLAUDIA KALB

SOMETHING TERRIBLE WAS HAPPENING TO YOLANDA BENITEZ'S eyes. They were being poisoned; the fragile capillaries of the retina attacked from within and were leaking blood. The first symptoms were red lines, appearing vertically across her field of vision; the lines multiplied and merged into a haze that shut out light entirely. "Her blood vessels inside her eye were popping," says her daughter, Jannette Roman, a Chicago college student. Benitez, who was in her late 40s when the problem began four years ago, was a cleaning woman, but she's had to stop working. After five surgeries, she has regained vision in one eye, but the other is completely gone.

Diabetes prevalence, by age

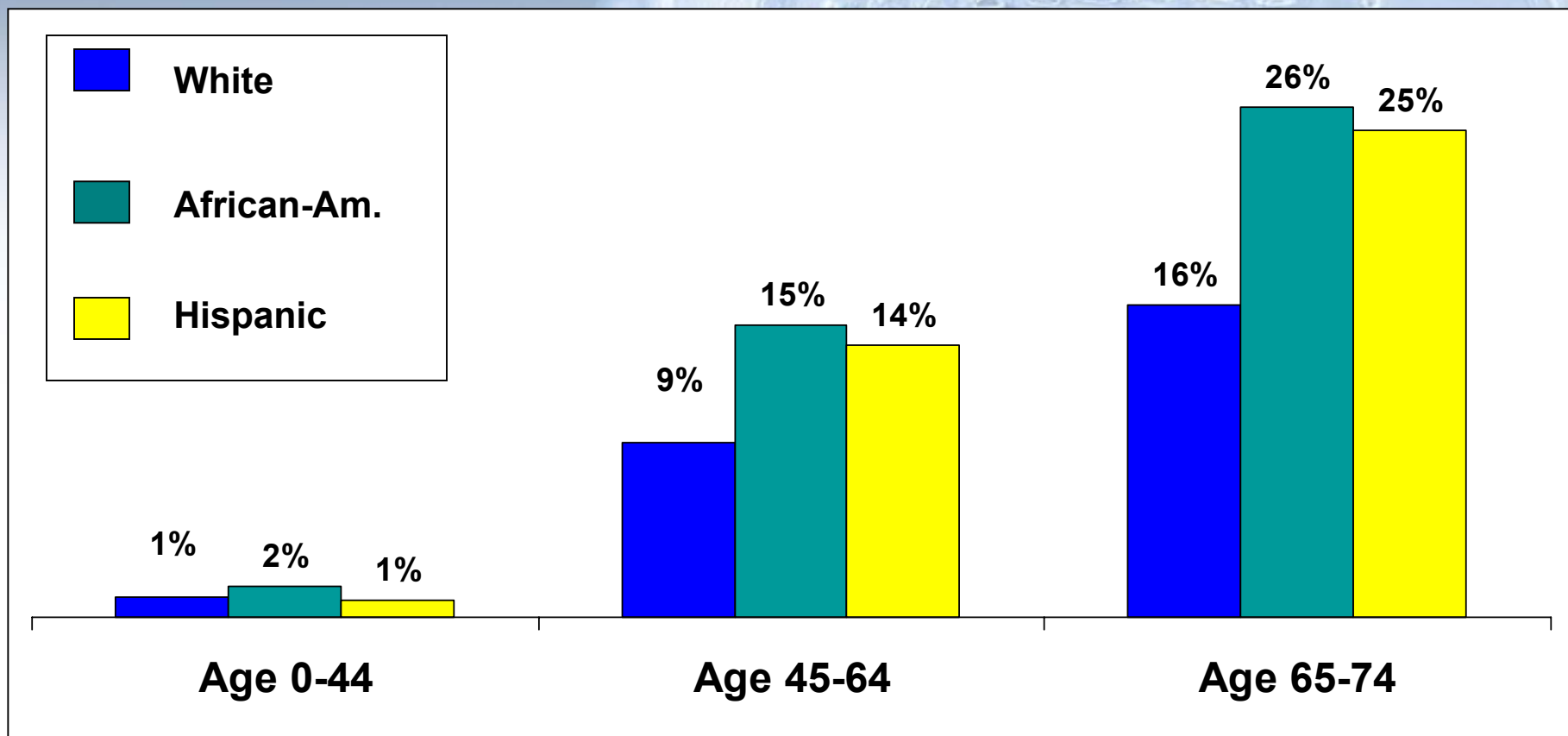
Age Group	1990	2000
18-24	~1%	~1.5%
25-34	~2%	~3%
35-44	~4%	~6%
45-54	~6%	~10%
55-64	~10%	~12%
65-74	~12%	~14%
75+	~14%	~16%



Disparity in Rate of Diabetes



Diabetes, by Race/Ethnicity and Age, (2002)

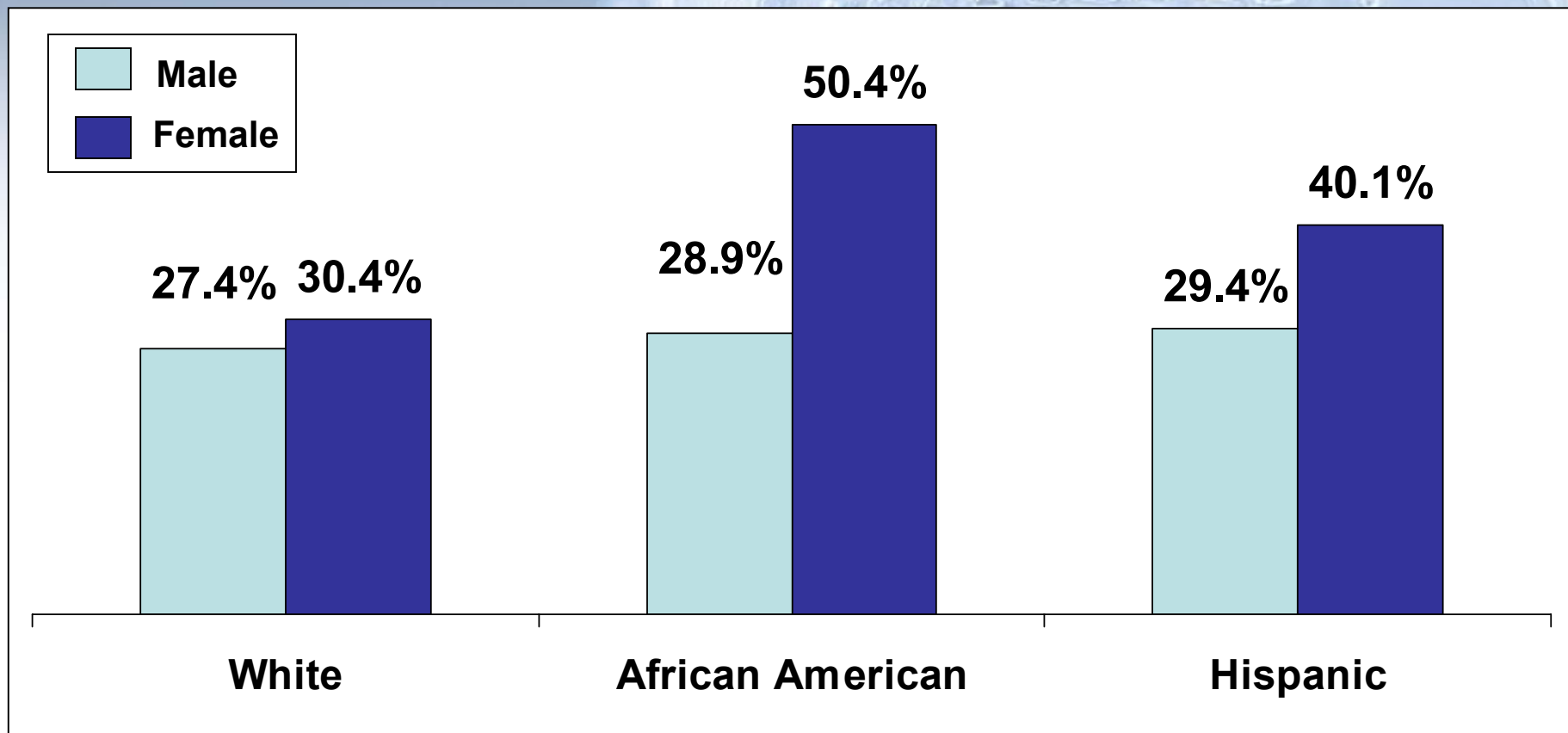


Source: CDC website (June 2004)

Disparity in Obesity



Obesity, by Race/Ethnicity and Age, (1999-2000)
Age 20-74, Age Adjusted



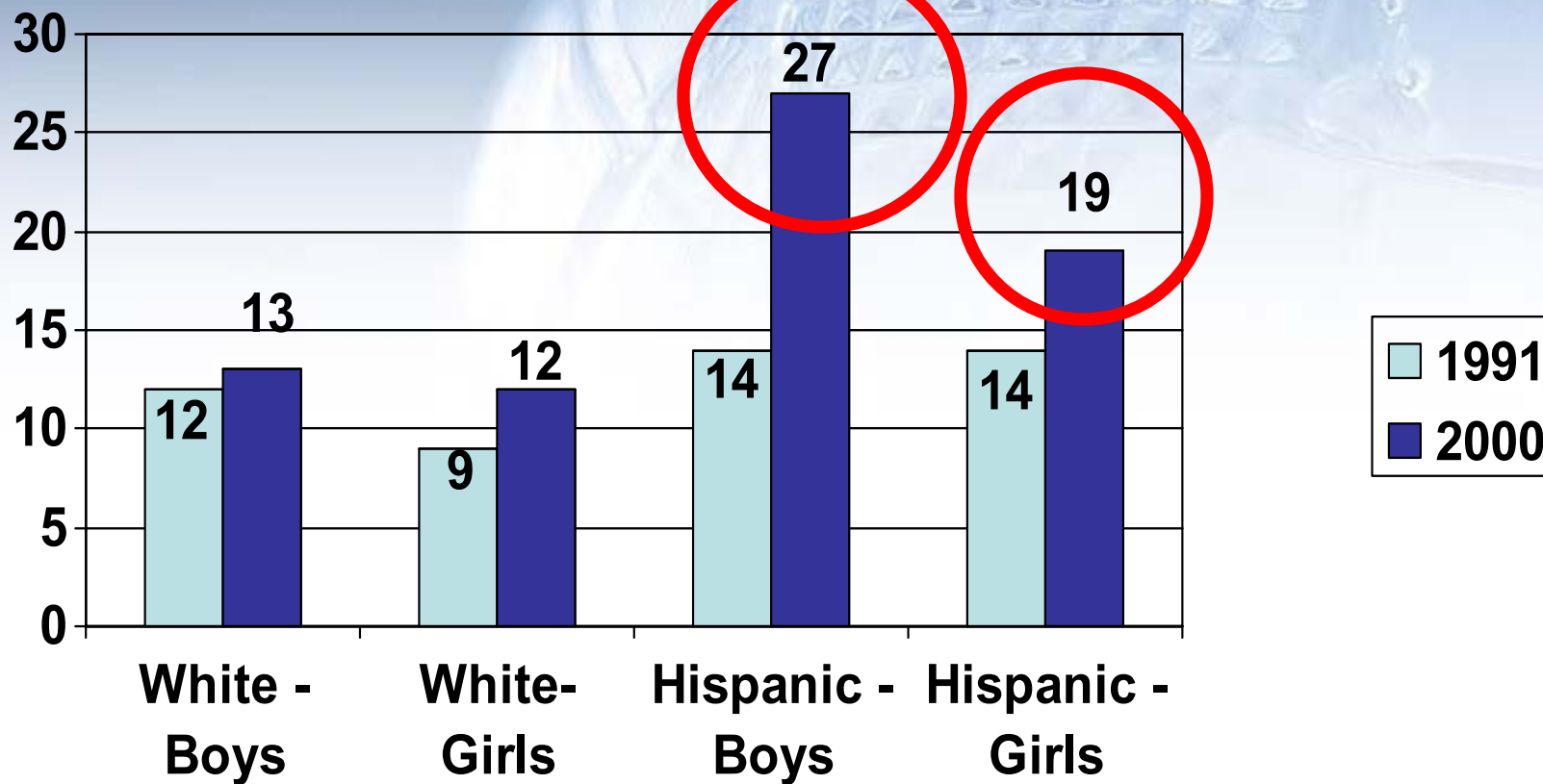
Source: CDC website (June 2004), Health United States 2003

Overweight prevalence of 12-19 y olds from 1991 to 2000

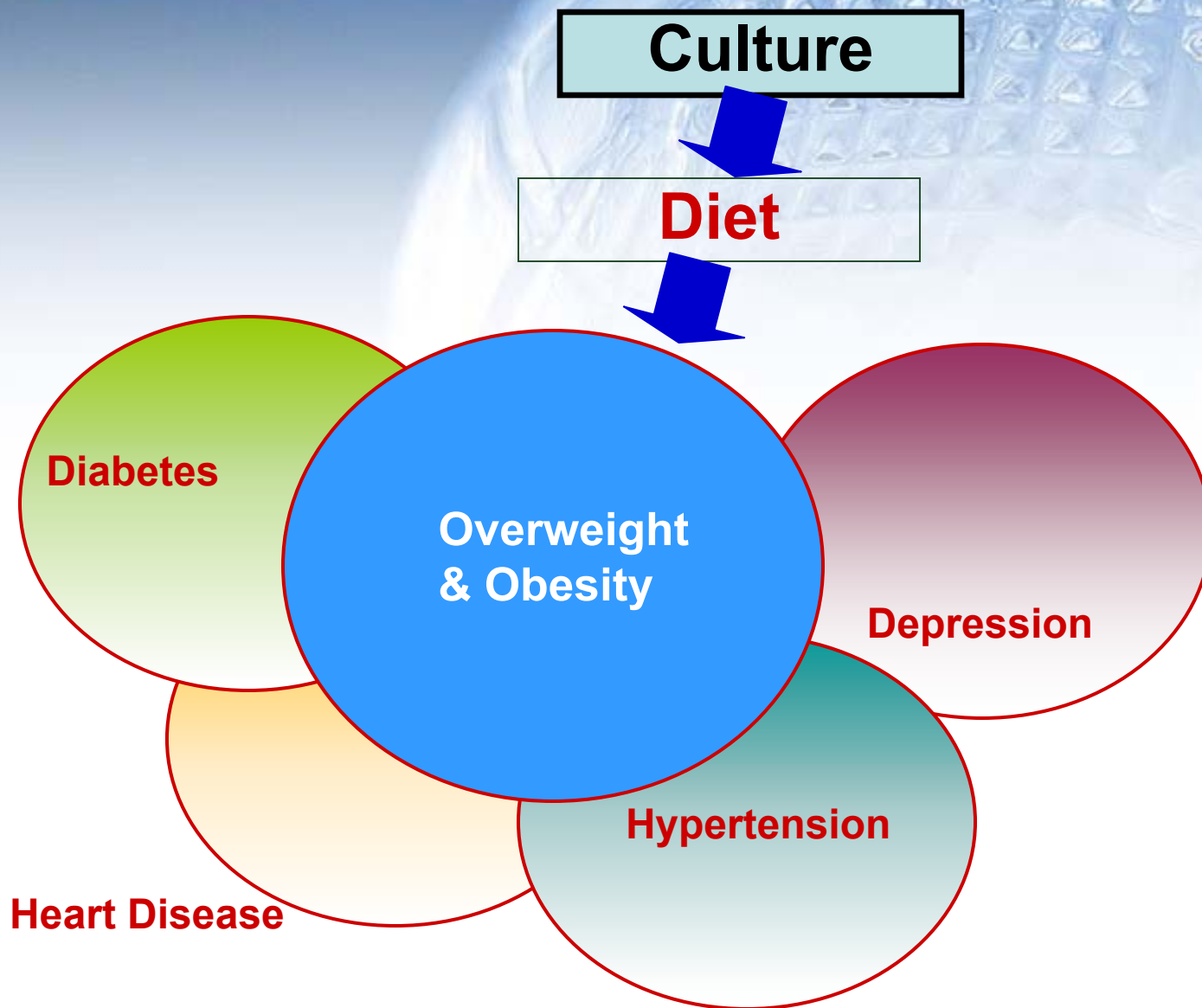


Percent

Future Epidemic



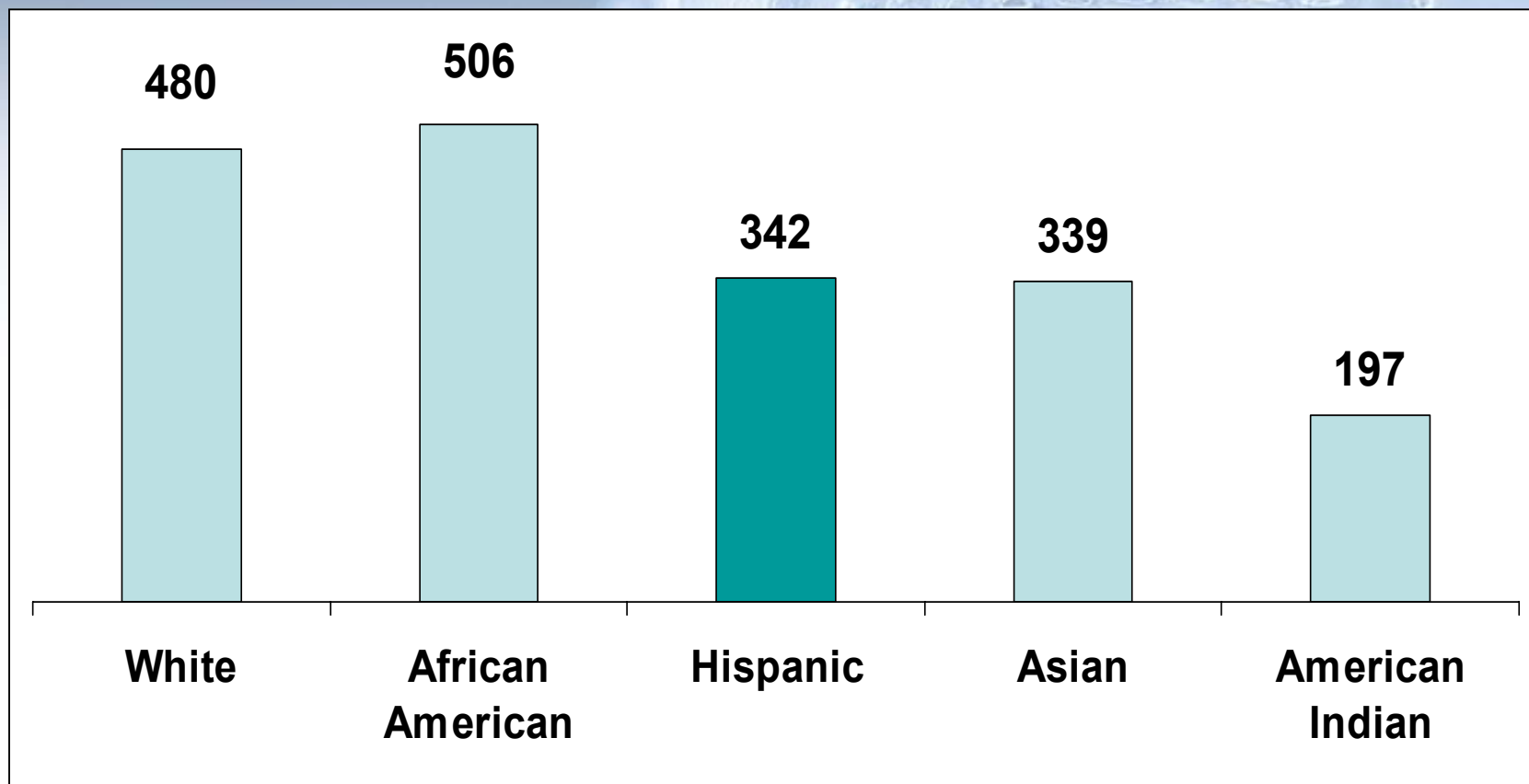
Diet & Obesity – Culturally-driven & Tied to Key Chronic Conditions



Cancer incidence rates (Age Adjusted)



New case per 100,000 population (2000)

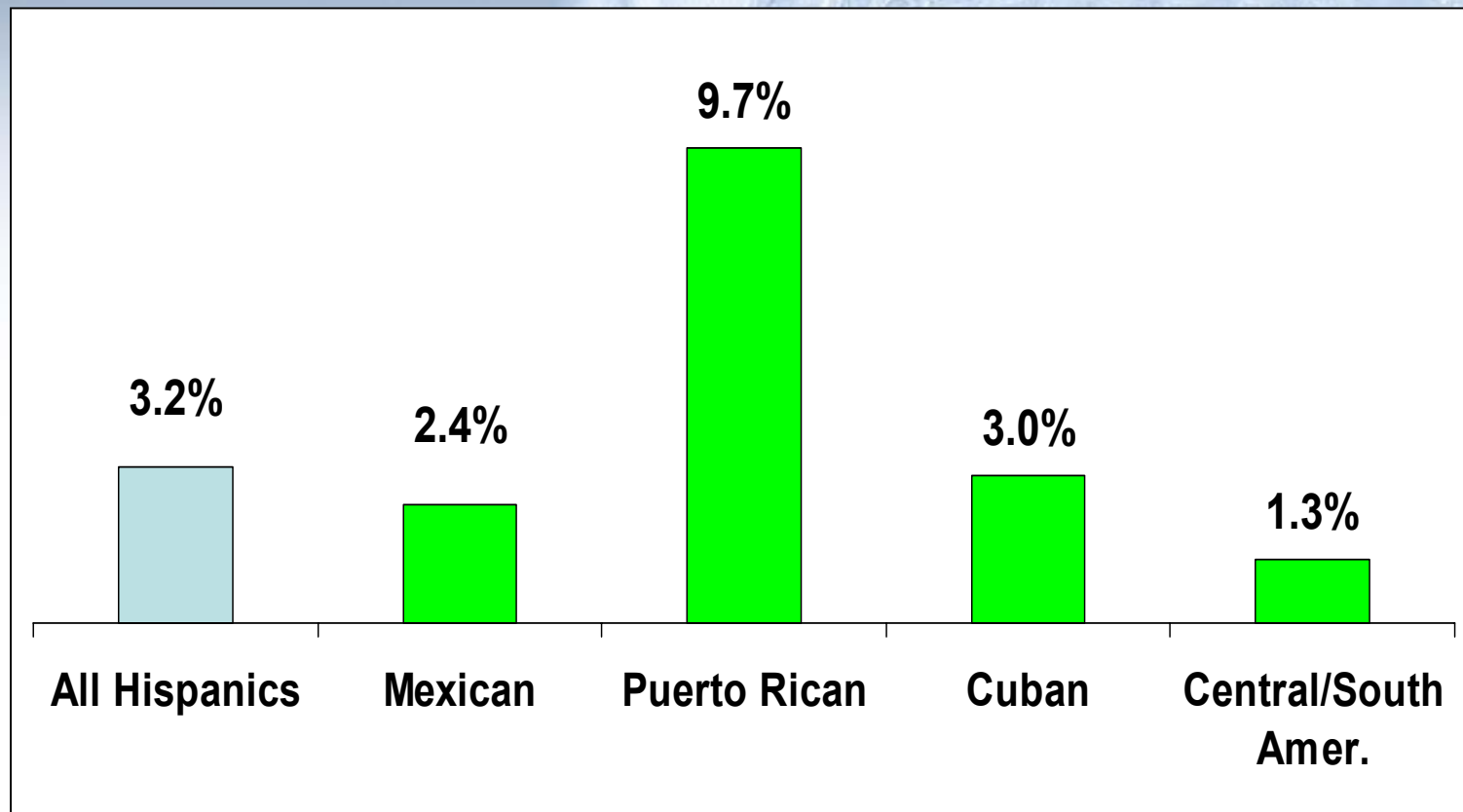


Source: CDC website (June 2004), Health United States 2003

Health Behaviors vary significantly by Hispanic sub-groups



Percent of Mothers who Smoked during
Pregnancy(2001)



Source: CDC website (June 2004), Health United States 2003



Office of Minority Health, HHS, “National Standards for Culturally and Linguistically Appropriate Services in Health Care,” March 2001

- 14 Standards, 4 of which are Federal requirements (Limited English Proficiency regs, Title VI)
- **Domains:**
 - Culturally competent care
 - Language Access Services
 - Organizational Support for cultural competency



Standard 7:

Health care organizations must make available easily understood patient-related materials and post signage in the language of the commonly encountered groups and/or groups represented in the service area.

Source: Office of Minority Health, HHS, “National Standards for Culturally and Linguistically Appropriate Services in Health Care,” March 2001



Standard 8:

Health care organizations should develop, implement, and promote a written strategic plan that outlines clear goals, policies, operational plans, and management accountability/oversight mechanisms to provide culturally and linguistically appropriate services.

Source: Office of Minority Health, HHS, “National Standards for Culturally and Linguistically Appropriate Services in Health Care,” March 2001

Relative Importance of CLAS by DM Component



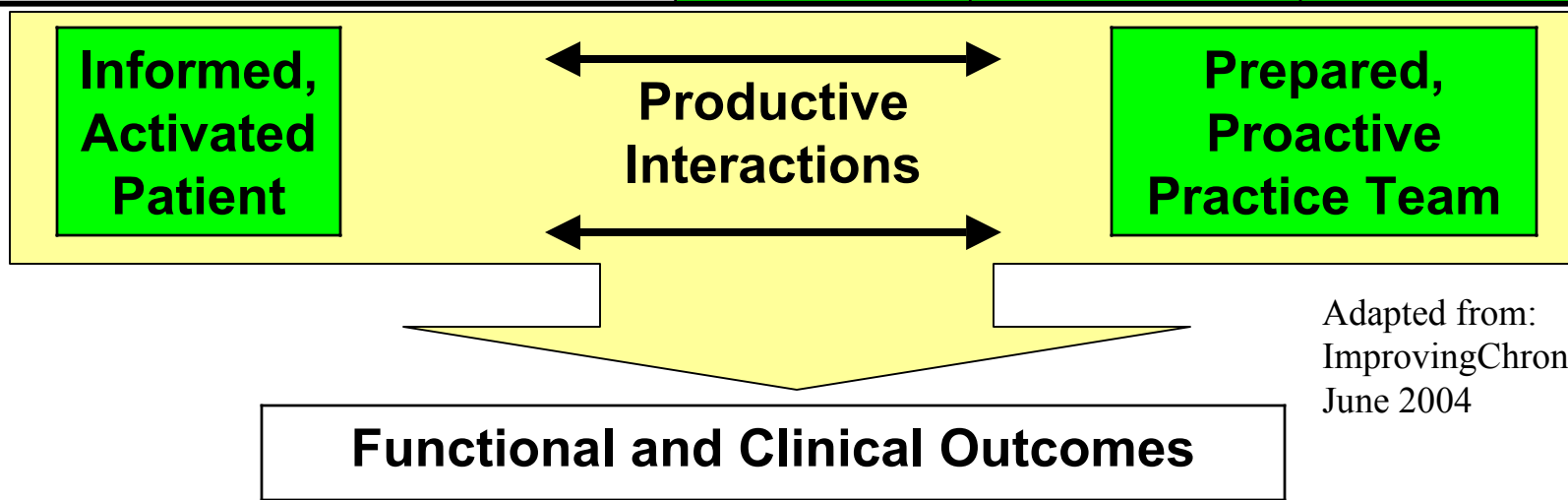
DM Component*	Relevance		
	Language	Culture	Race
1. Population identification			
a. Claims	None	None	No
b. Health Risk Assessment	High	High	?
2. Evidence-based guidelines	None	None	?
3. Collaborative practice	None	?	?
4. Patient self-mgmt. educ.	High	High	High
5. Measurement	Medium	Medium	Medium
6. Feedback	High	Medium	Medium

*Adapted from: DMAA.org, June 2004

CLAS Relevance by Chronic Care Model Component



Chronic Care Model Component	Relevance		
	Language	Culture	Race
1. Community (Resources)	Medium	Medium	Medium
2. Health System (Organization)	No	No	No
3. Self-mgmt. support	High	High	High
4. Delivery system design	High	High	High
5. Decision support	High	Medium	Medium
6. Clinical information systems	High	High	High



Adapted from:
ImprovingChronicCare.org,
June 2004

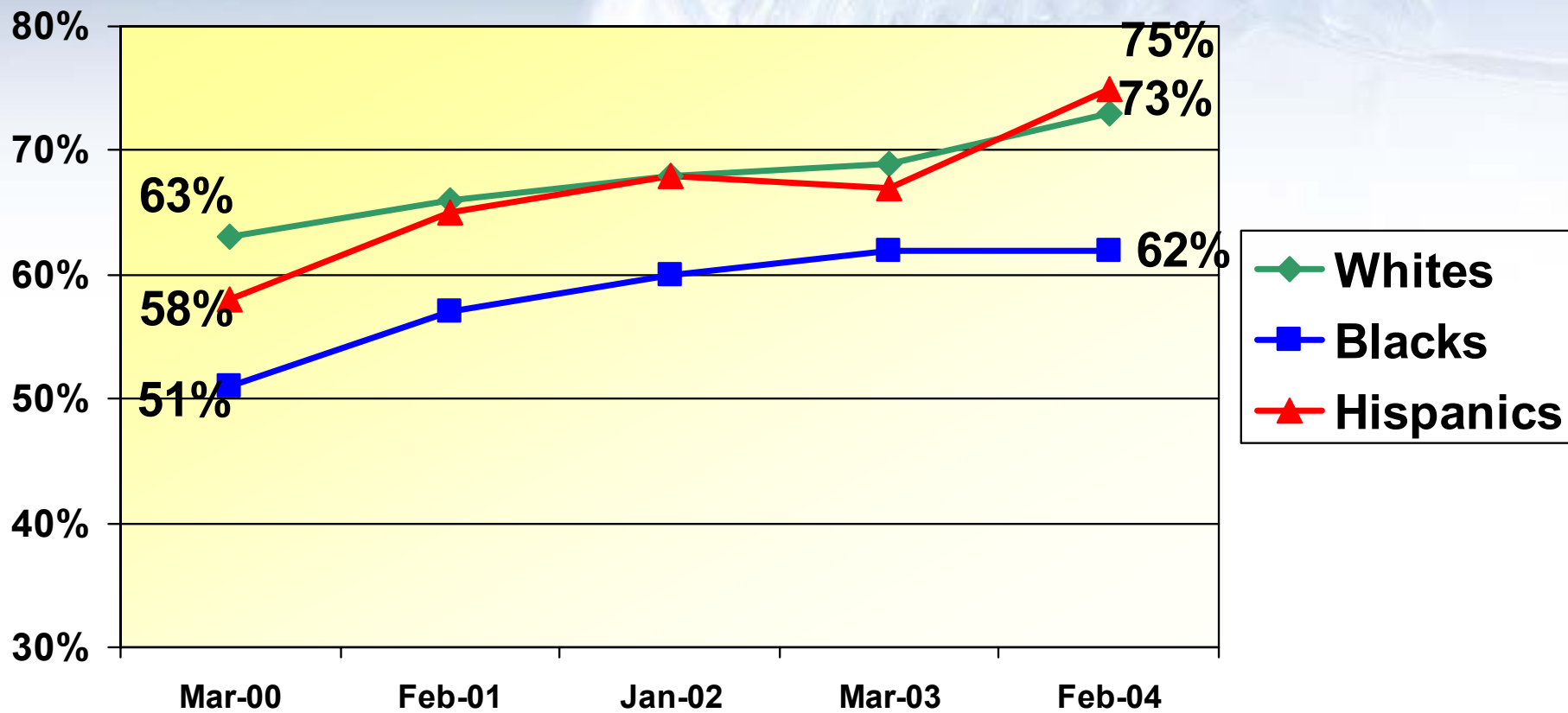


- **Lack of bilingual and multicultural staff**
- **Funding - ROI still unproven**
- **Uncertainty regarding:**
 - **What affects behavior change by ethnicity/race**
 - **What should be done**
- **Extreme diversity in targeted populations**

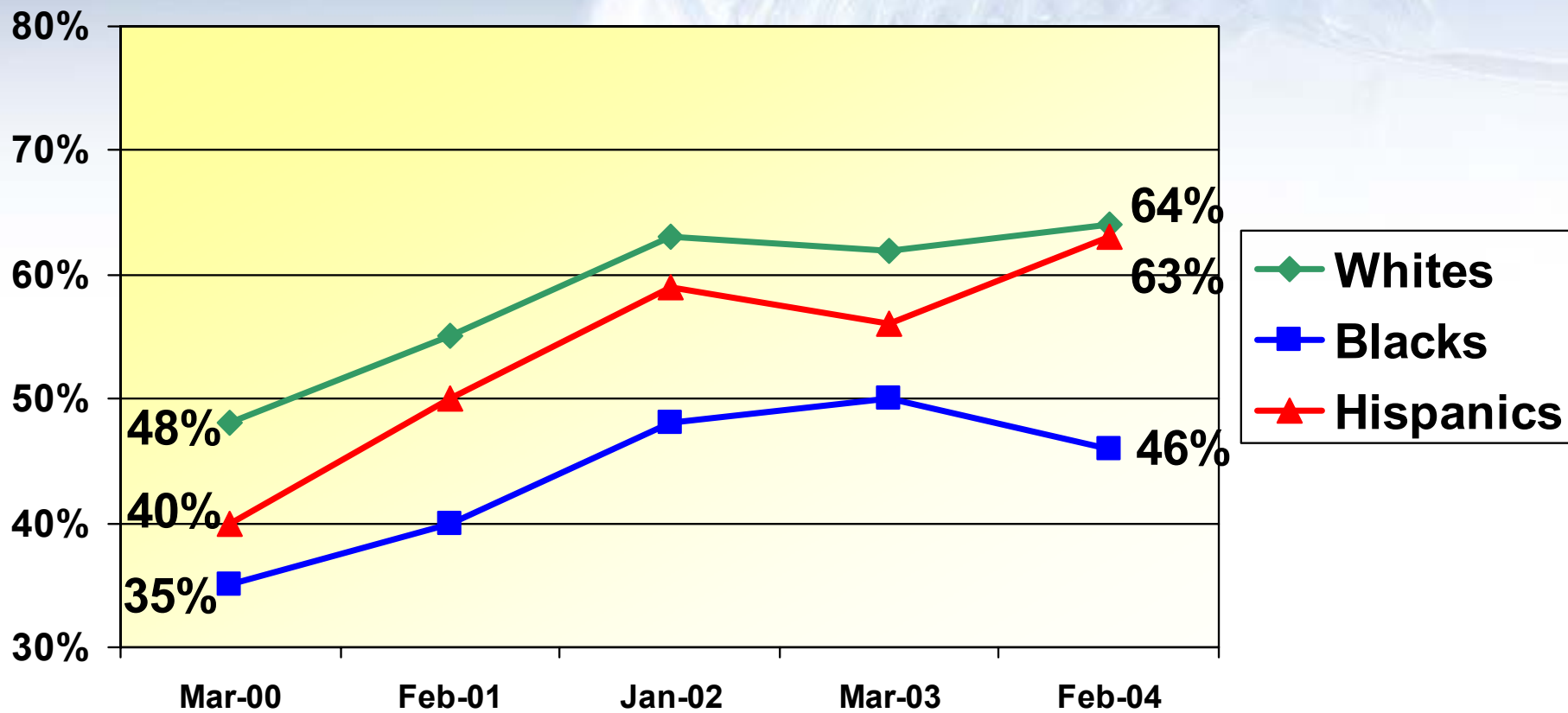


**Technology has the potential to
Accelerate integration of
CLAS into DM**

“Use a Computer” by race



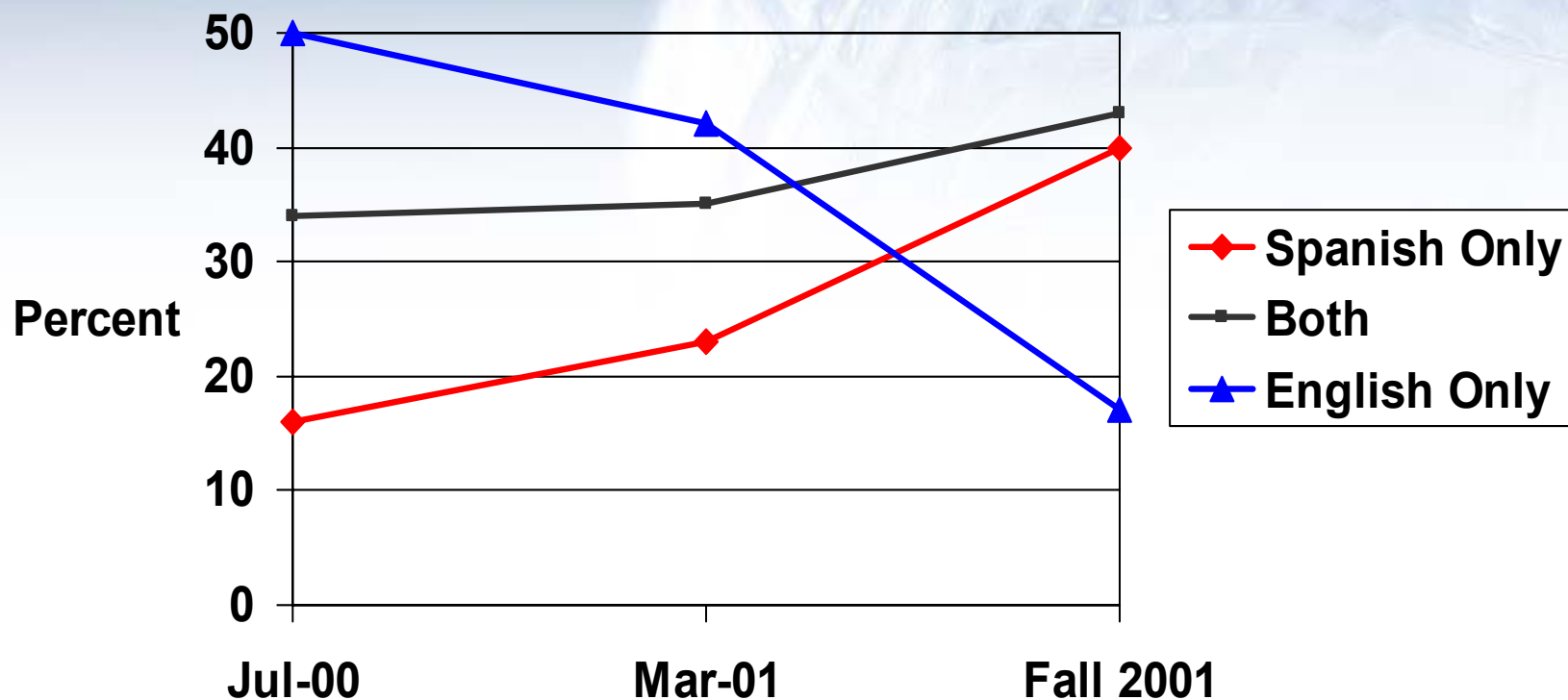
“Go Online” by race



Hispanics increasingly use the Internet in Spanish



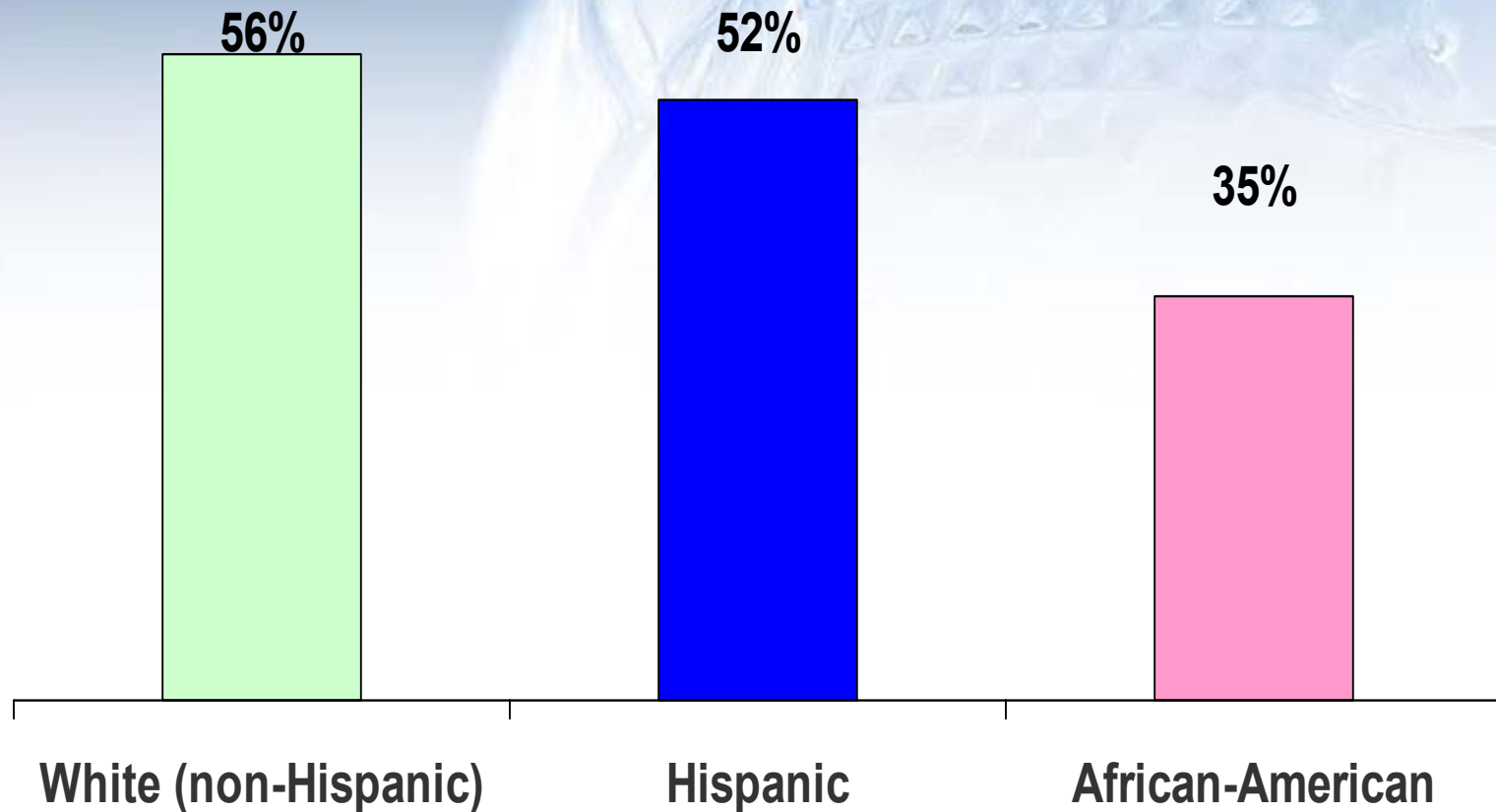
Language of Internet Use



* Use within the last 30 days. Hispanics 16 y or older

Source: Roslow Hispanic Internet Study. Fall 2001.

Percent of ALL Adults who have sought health information *online*



Source: Harris Interactive, 2003 (Feb 2003 survey)

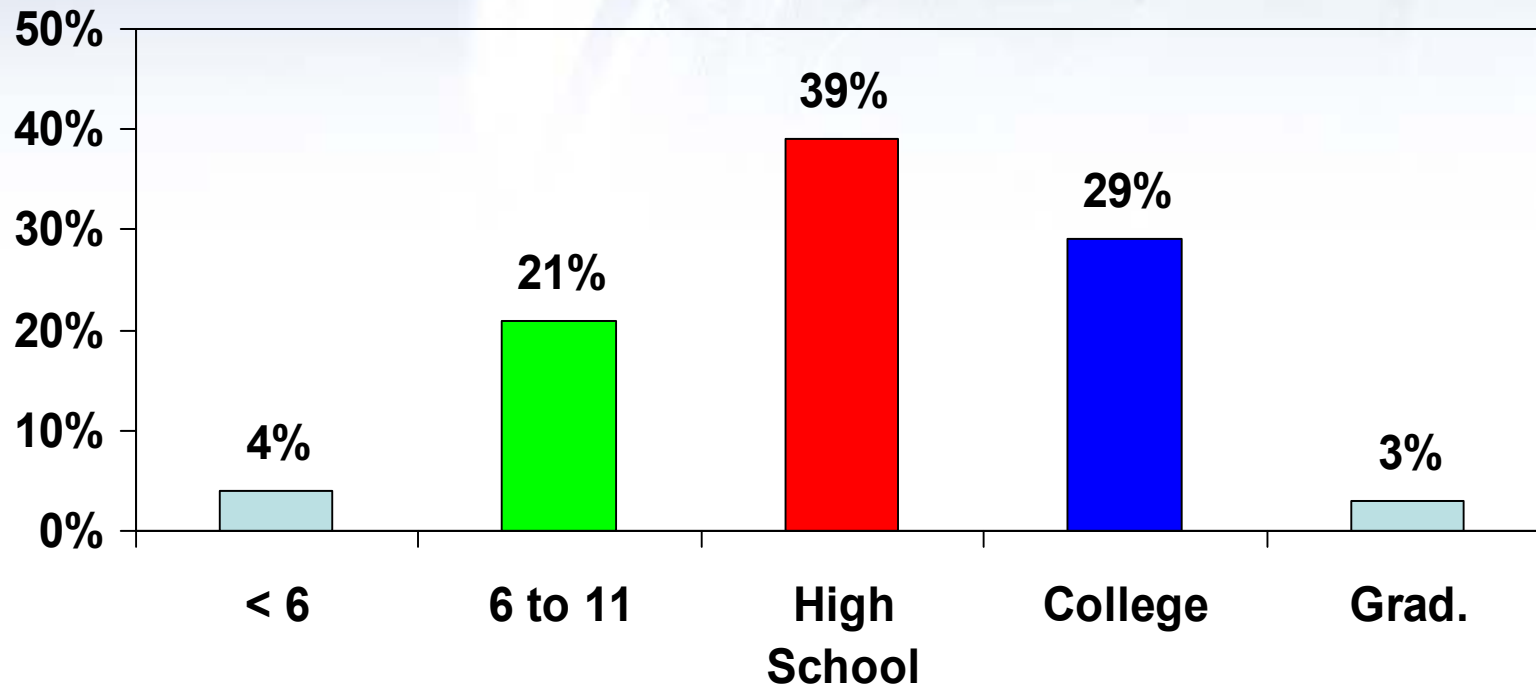


Young Hispanic adults are *at least twice as likely* as non-Hispanic adults to use the Internet to visit a hospital's website and to research ratings of local hospitals and health plans as Non-Hispanics

Solucient healthcare survey (October 2003)



Percent



CDC project: How Hispanics Use the Internet For Health.
Schroeder et al. 2002

Common Misspellings – Diabetes (n = 18,555 searches)



Diabetes 72%

Diabetis 16%

Dibetes 3%

Deabetes 3%

Diabete 2%

*CDC project: How Hispanics Use
the Internet For Health.
Schroeder et al. 2002*



Address <http://misalud.anthemhealth.com/>

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Anthem

29 de junio de 2004

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MiSalud@Anthem



Lo Más Destacado de Mi Salud

Aclarando El Aire

Si Ud. o alguien que Ud. conoce padece asma o de alergias, vea nuestra [página](#) acerca de como manejar estas condiciones comunes.

- [El ejercicio y la depresión](#)
- [Dieta para un corazón sano](#)
- [Cómo tomar decisiones sensatas en lo referente a la salud](#)

En las Noticias

Noticias de HealthDay

- [Un Estudio Revela que la Menopausia Se Puede Predecir](#)
- [La Liposucción No Elimina los Riesgos de la Grasa para la Salud](#)
- [La Renovación Personal de Licencias de Conducir Disminuye las Muertes de los Conductores de la Tercera Edad](#)

En Primera Plana



Alergias Alimenticias

¿Le salen granitos cuando come mariscos? Antes de comer otro bocado, lea nuestro manual de [alergias alimenticias](#).

Calendario de Salud

[Imprima](#) nuestro Calendario de manejo de la Diabetes 2004/2005!

Spanish
websites

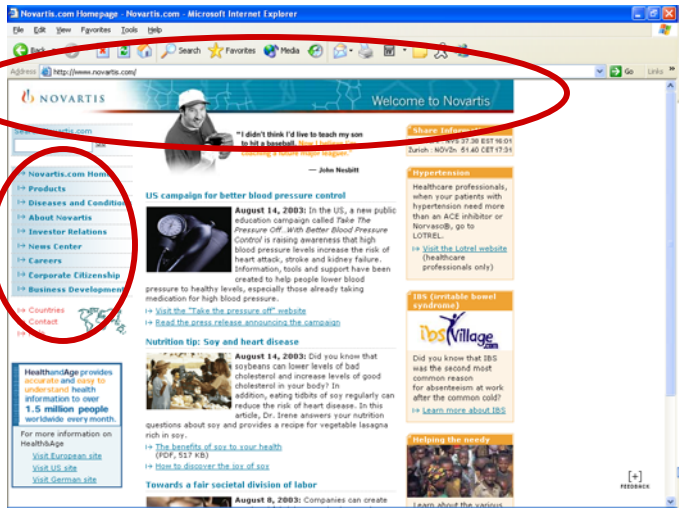
Image and layout localization



Adapted photos, and images for easy association by the Hispanic audience.



Corporate image adaptation



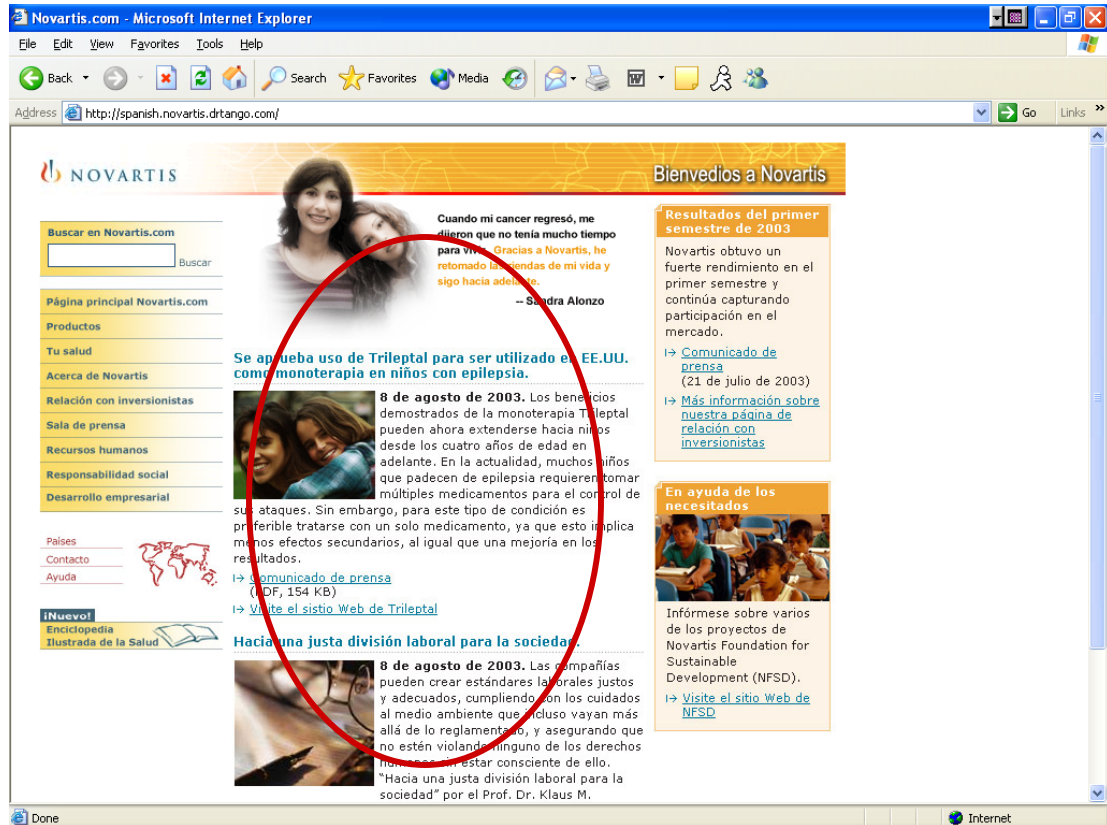
Utilize warm, lightly saturated colors in order to facilitate Hispanic target acceptance of interface.

Keep original English site layout structure for image and functional consistency.



Content – Translated/Adapted/New

Post a mix of content articles that are (a) straight translations; (b) adapted for Latin Americans; (c) new solely for Spanish version.





Novartis.com Homepage - Novartis.com - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Mail Print Favorites

Address <http://www.novartis.com/> Go Links


Welcome to Novartis

Search Novartis.com

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HealthandAge provides accurate and easy to understand health information to over **1.5 million people** worldwide every month.

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[Visit German site](#)



"I didn't think I'd live to teach my son to hit a baseball. Now I believe I'm coaching a future major leaguer."

— John Nesbitt

US campaign for better blood pressure control



August 14, 2003: In the US, a new public education campaign called *Take The Pressure Off...With Better Blood Pressure Control* is raising awareness that high blood pressure levels increase the risk of heart attack, stroke and kidney failure. Information, tools and support have been created to help people lower blood pressure to healthy levels, especially those already taking medication for high blood pressure.

[↳ Visit the "Take the pressure off" website](#)
[↳ Read the press release announcing the campaign](#)

Nutrition tip: Soy and heart disease



August 14, 2003: Did you know that soybeans can lower levels of bad cholesterol and increase levels of good cholesterol in your body? In addition, eating tidbits of soy regularly can reduce the risk of heart disease. In this article, Dr. Irene answers your nutrition questions about soy and provides a recipe for vegetable lasagna rich in soy.

[↳ The benefits of soy to your health \(PDF, 517 KB\)](#)
[↳ How to discover the joy of soy](#)

Towards a fair societal division of labor



August 8, 2003: Companies can create

Share Information

New York : NVS 37.38 EST 16:01
Zurich : NOVzn 51.40 CET 17:31

Hypertension

Healthcare professionals, when your patients with hypertension need more than an ACE inhibitor or Norvasc®, go to LOTREL.

↳ [Visit the Lotrel website \(healthcare professionals only\)](#)

IBS (irritable bowel syndrome)



Did you know that IBS was the second most common reason for absenteeism at work after the common cold?

↳ [Learn more about IBS](#)

Helping the needy



Learn about the various

[+] FEEDBACK



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Quando mi cancer regresó, me dijeron que no tenía mucho tiempo para vivir. Gracias a Novartis, he retomado las riendas de mi vida y sigo hacia adelante.

— Sandra Alonzo

Se aprueba uso de Trileptal para ser utilizado en EE.UU. como monoterapia en niños con epilepsia.



8 de agosto de 2003. Los beneficios demostrados de la monoterapia Trileptal pueden ahora extenderse hacia niños desde los cuatro años de edad en adelante. En la actualidad, muchos niños que padecen de epilepsia requieren tomar múltiples medicamentos para el control de sus ataques. Sin embargo, para este tipo de condición es preferible tratarse con un solo medicamento, ya que esto implica menos efectos secundarios, al igual que una mejoría en los resultados.

[I→ Comunicado de prensa \(PDF, 154 KB\)](#)

[I→ Visite el sitio Web de Trileptal](#)

Hacia una justa división laboral para la sociedad.



8 de agosto de 2003. Las compañías pueden crear estándares laborales justos y adecuados, cumpliendo con los cuidados al medio ambiente que incluso vayan más allá de lo reglamentado, y asegurando que no estén violando ninguno de los derechos humanos sin estar consciente de ello. "Hacia una justa división laboral para la sociedad" por el Prof. Dr. Klaus M.

Resultados del primer semestre de 2003

Novartis obtuvo un fuerte rendimiento en el primer semestre y continúa capturando participación en el mercado.

[I→ Comunicado de prensa \(21 de julio de 2003\)](#)

[I→ Más información sobre nuestra página de relación con inversionistas](#)

En ayuda de los necesitados



Infórmese sobre varios de los proyectos de Novartis Foundation for Sustainable Development (NFSD).

[I→ Visite el sitio Web de NFSD](#)



Diseases

Croup

“Toggle” switch

En español



PRINT

Functionally
Bilingual
Patient
Education
Materials

Alternative Names Overview Symptoms Treatment Prevention

Alternative Names

Viral croup; Acute laryngotracheobronchitis

Symptoms

- **Breathing difficulty**
- Barking, spasmodic **cough**
- High pitched sound on inspiration (**stridor**)
- **Rapid breathing**
- **Skin discoloration, bluish** caused by lack of oxygen
- Increased use of neck and chest muscles (**intercostal retractions**)

Signs and tests

An examination shows chest retractions with breathing. Listening to the chest through a stethoscope (**auscultation** of the **breath sounds**) reveals prolonged inspiration or expiration,

MyDiet

Pregnancy Health Center

Child Safety Health Center

croup

SEARCH





- Cirugía
- Enfermedades
- Envenenamiento
- Exámenes
- Imágenes
- Lesiones
- Nutrición
- Procedimientos médicos
- Síntomas
- Temas especiales
- MiDieta
- Embarazo
- Seguridad infantil

BUSCAR

“Toggle” switch

Crup

[In English](#)



Imprimir

[Nombres alternativos](#) [Información general](#) [Síntomas](#) [Tratamiento](#) [Prevención](#)

Nombres alternativos

Laringotraqueobronquitis aguda; crup viral

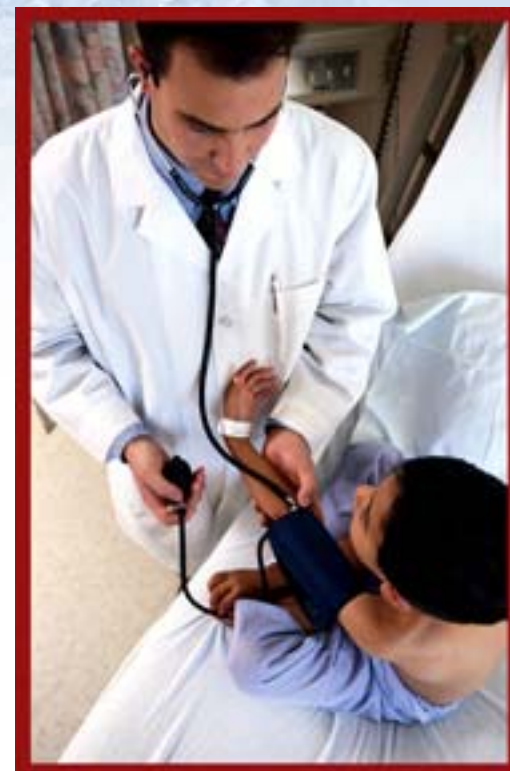
Síntomas

- **Dificultad respiratoria**
- **Tos** perruna y espasmódica
- Ruidos agudos durante la inspiración (**estridor**)
- **Respiración rápida**
- **Coloración azulada de la piel** causada por la falta de oxígeno
- Aumento en el uso de los músculos del cuello y el tórax (**retracciones intercostales**)

Signos y exámenes



**Excellent communication
tool for health
practitioners and
health educators**



Example of Personalization: Anthem's eNewsletter



3 Your health topics (for personalizing your home page and Health Update newsletter)

We will use your selections to create your personal page and custom newsletter. Check the topics you're interested in; uncheck any default topics you're not excited about. To avoid getting a very long newsletter, we recommend you pick fewer than 10 topics.

Fitness & Nutrition

- | | |
|--|---|
| <input checked="" type="checkbox"/> fitness and nutrition highlights | <input type="checkbox"/> healthy eating |
| <input type="checkbox"/> exercise, gear, and sports nutrition | <input type="checkbox"/> vitamins and supplements |
| <input type="checkbox"/> lifestyle remedies (exercise, nutrition) | <input type="checkbox"/> weight control |

Lifestyle & Wellness

- | | |
|---|---|
| <input checked="" type="checkbox"/> lifestyle and wellness highlights | <input type="checkbox"/> sleep |
| <input type="checkbox"/> mental health | <input type="checkbox"/> stress |
| <input type="checkbox"/> safety | <input type="checkbox"/> skin and hair care |
| <input type="checkbox"/> sex and relationships | <input type="checkbox"/> tooth and gum care |
| | <input type="checkbox"/> travel health |

Example of Personalization: Anthem's eNewsletter



Women's Health

- women's health highlights
- breast health

- gynecological concerns
- menopause

Men's Health

- men's health highlights

- prostate problems

Health After 60

- health after 60 highlights
- active and healthy aging

- caregiving
- emotional health after 60

Children's Health

- children's health highlights
- baby's first year
- child development and behavior

- child safety and wellness
- children's nutrition

Pregnancy

- pregnancy highlights
- conception and infertility

- pregnancy and birth

Example of Personalization: Anthem's eNewsletter



Alternative Health

- alternative health highlights
- acupuncture and traditional Chinese medicine
- body work (chiropractic, massage)
- herbal remedies
- mind-body practices (yoga, meditation, more)

Illnesses & Conditions

- medical news highlights
- addiction and recovery
- allergies and asthma
- Alzheimer's disease
- back care
- breast cancer
- arthritis
- cancer
- depression
- diabetes
- digestive disorders
- drugs (medications)
- eye problems
- fatigue
- heart disease
- high blood pressure and stroke
- HIV/AIDS
- immune disorders
- infectious diseases
- kidney and urinary problems
- liver and gallbladder problems
- mental illness
- osteoporosis
- pain (headache, back pain, more)
- sleep disorders
- STDs (herpes, HIV, more)
- thyroid disorders

Work & Health

- work & health highlights
- managing job stress
- staying safe and avoiding injury
- work-home balance

That's it! Just click the button below and you're done.

Submit!

Culturally-appropriate, bilingual diet management



MiDieta® -

- Diet, Fitness Evaluation
- Weekly online newsletter
- Daily recipes, articles, tips
- Personalized menu & fitness program
- Access to bilingual nutritionists



Evaluación alimentaria

- MiDieta™
- Página principal**
 - Mi plan personal
 - Plan semanal
 - Lista de compras
 - Progreso
 - Evaluación
 - Mis Datos
 - Preguntas frecuentes
- Centro de Información**
- Guía práctica**
- Acerca de MiDieta™**
- Contáctanos**
- Log out**
- Admin**

Un buen programa para el control del peso respeta lo que haces bien y contribuye a modificar tu conducta alimentaria cuando resulta necesario. Con el objetivo de determinar tus hábitos de alimentación, actividad física y conducta, a continuación te presentamos nuestra Evaluación en tres distintas etapas.

Para completar la primera etapa de tu evaluación, por favor **indica con qué frecuencia comes los siguientes alimentos.**

Si no consumes el alimento todos los días, utiliza las columnas de la izquierda (veces a la semana). Si consumes el alimento por lo menos una vez al día, utiliza las tres columnas ubicadas a la derecha (veces al día).

Cereales, tubérculos y sus derivados	Veces a la semana					Veces al día	
	Nunca	1 o menos	2-3	4-6	1-2	3-4	5-6
Avena, cereales de avena o trigo, granola	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otros cereales (Corn Flakes, Apple Jacks)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Atole (papilla, colada)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arroz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pasta (espagueti, tallarines, codito...)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tamales	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tortillas de maíz	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tortillas de harina	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pan integral	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Culturally & Linguistically Appropriate Evaluation



Hello, Sergio!

MyDiet™

Home

My personal plan

Weekly plan

Shopping list

Progress

Evaluation

Frequently asked

questions

My data

Health Resources

User's Guide

About MyDiet™

Contact Us

Log out

Admin

MyDiet™

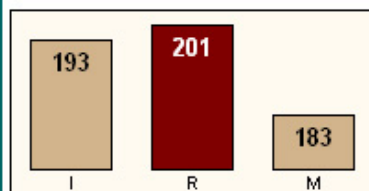
Monday, June 16, 2003

My personal plan

Program

Your program is designed on the basis of consuming **2800 calories** a day.

We've taken into account your personal information, evaluation results and weight-loss goals to design your program.

My weight-loss progress

This graphic illustrates how your weight has evolved. The first column (I) shows your initial weight. The third one (M) indicates your goal, and the middle column (R) shows your most current weight. Don't forget to [write down your weight every week](#).

You have lost 0 lbs since you started the program.

Today's menu**PRINT**
M T W T F S S
Breakfast**CHANGE****French toast/turkey ham/milk/fruit**

- 1/2 cup Cheese, cottage, lowfat
- 3 pieces French toast
- 2 each **Fruit**
- 1 tsp Margarine
- 1 cup Milk, lowfat
- 1 1/2 oz Turkey ham, fat free

**Lunch****CHANGE****Turkey / Orange Turkey Breast With Couscous**

- 6 each Crackers, saltine
- 1 each **Fruit**
- 3/4 cup Yogurt, plain, low fat

**Dinner****CHANGE****Pork/ Marinated Pork Chop**

Bilingual personalized menu & fitness plan based on:

- Gender
- BMI
- Goals
- Condition
- Food preferences



Bilingual

Multicultural

Interactive



vive al ritmo de tu salud

MiDieta™
nutrinotas

traído a
ustedes por:
TODO 1

compártelo | evalúa tu dieta | tour por MiDieta | únete a MiDieta

Semana del 19 de marzo 2003



Unos gemelos muy colaboradores

Lic. Isabel C. Rodríguez R. *

Los órganos de nuestro cuerpo, perfectamente sincronizados y con un balance impecable, funcionan incansablemente para sostener nuestra vida. Descubre el rol importante que juegan los riñones dentro del organismo y como puedes ayudar a mantenerlos saludables.

► [texto completo](#)



haz clic aquí

¿Que es lo nuevo?

Entérate hoy de las noticias que te interesan para mantener al día tu salud y tu estilo de vida.



haz clic aquí

MiDieta Investiga

Los adelantos mas recientes, nuevos descubrimientos, información vital; MiDieta lo investiga y tu te enteras.

Receta del Día



Descubre la nueva receta que te ofrecemos el día de hoy en la página de MiDieta™. ¡Disfrutala hoy! ◀



What we don't know:

What is the optimal mix of CLAS initiatives within the context of a DM program?



Research Questions:

- 1) Which is more effective - the use of personalized (and linguistically specific) email counseling, or a culturally-appropriate dietary program?
- 2) Does offering both together result in additive or multiplicative benefits?

Objective: Evaluate the ability of a culturally- and linguistically-appropriate, interactive diet & fitness portal (*MiDieta*) to lead to *weight-loss* among U.S. Hispanics.



Settings: Managed care (AtlantiCare) and Hospitals (Tenet, CHRISTUS)

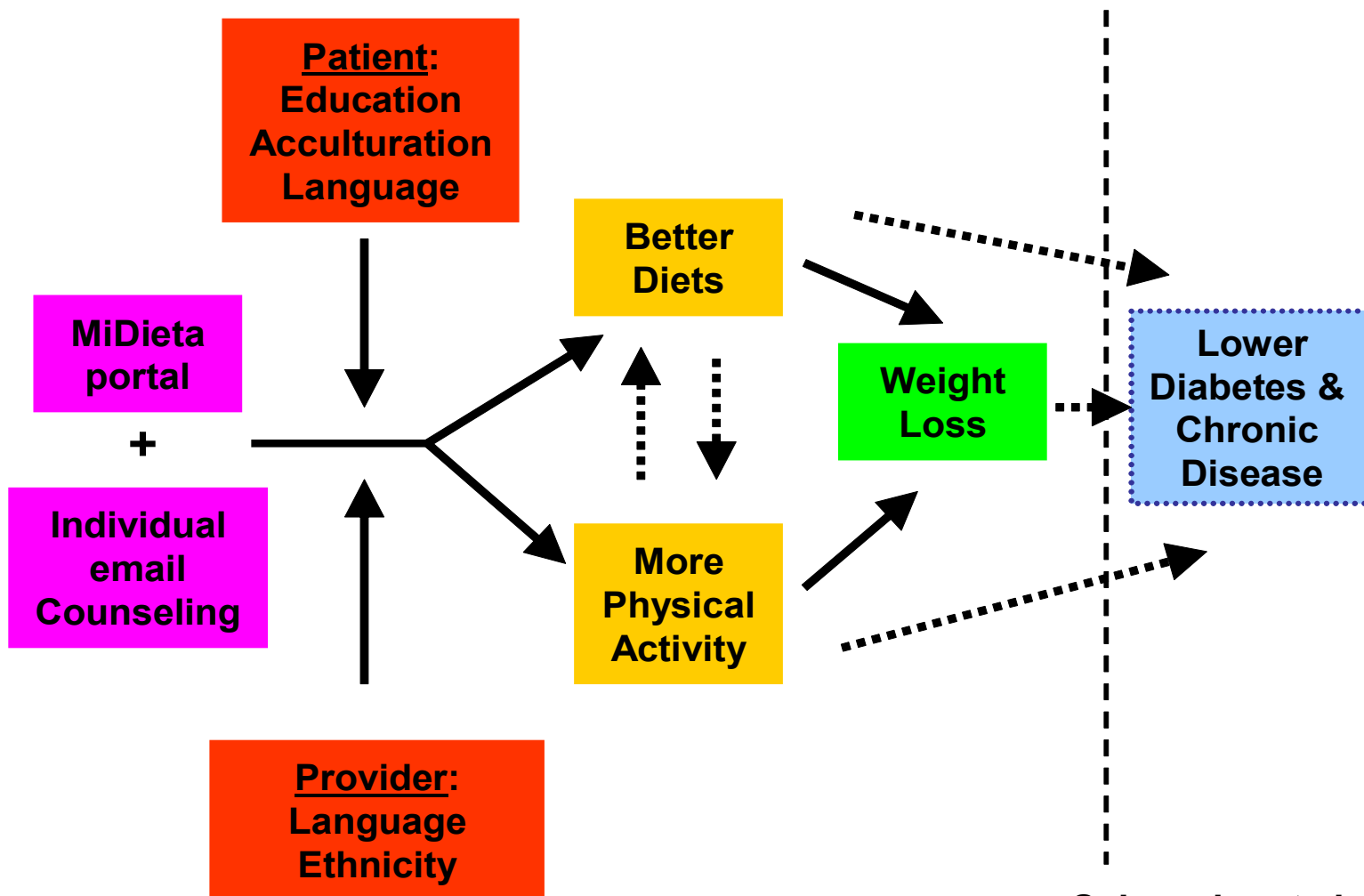
Methods:

- * Randomized trial (12 month)
- * n = 500

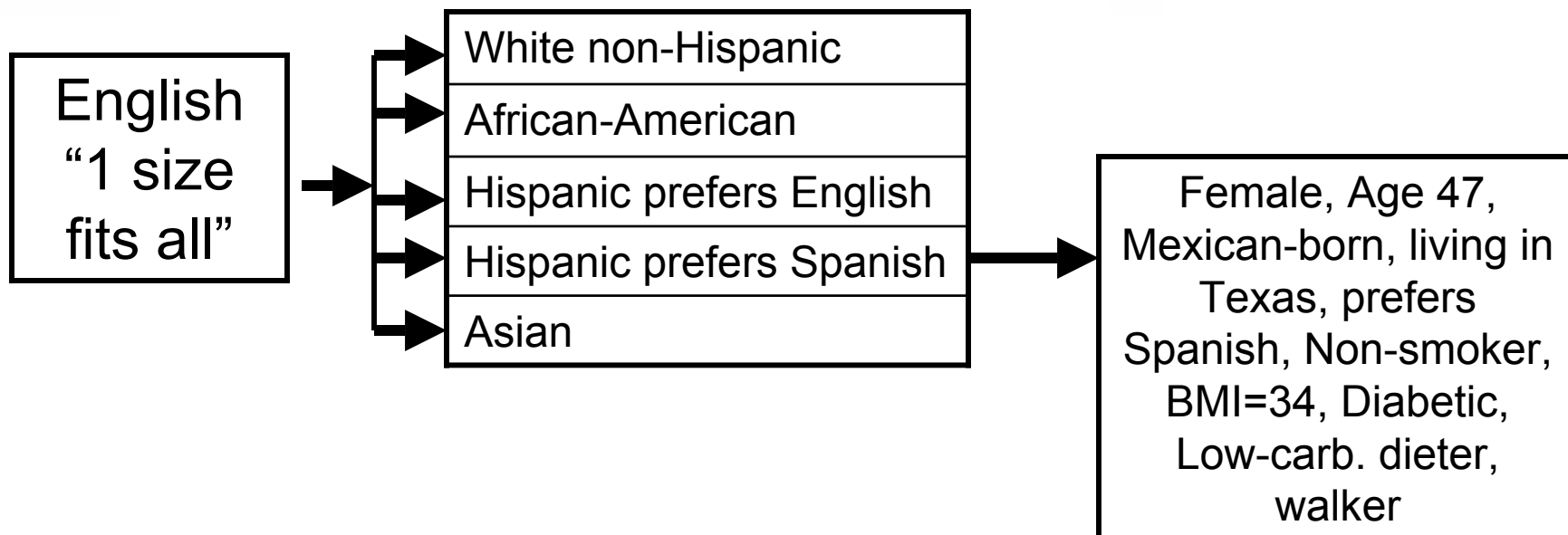
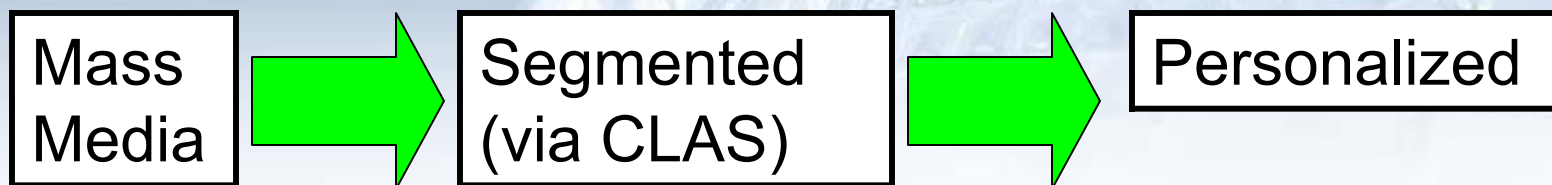
Four-cell Design	MiDieta™ with Personal Plans	
	Yes	No
eMail Counseling		
Yes	1	2
No	3	4



Conceptual Framework



Evolution of CLAS to Personalization



Action Steps for Applying CLAS to Disease Management



Step 1	Determine pop. distribution by segment (demographic, ethnicity/race)
Step 2	Assess each DM component for sensitivity (ineffectiveness; potential for improvement) to CLAS issues
Step 3	Identify and implement “quick hits” (e.g., translation of most used text materials) – apply 80/20 rule
Step 4	Enhance/add personalization features
Step 5	Track membership and outcomes on the basis of language preference, ethnic/racial group
Step 6	Incorporate ethnic-specific applications within DM for optimal behavior change
Step 7	Evaluate, monitor and improve



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