



# ONE BODY, MANY VOICES

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Claiming the Fastest-Growing Health Care Market in America

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## INTRODUCTION

Recent changes in state regulations have forced health care providers, insurers, and managed care organizations to take a hard look at the way they interact with limited-English proficient (LEP) clients, primarily those of Latino and Asian heritage. The question for the health care industry has now changed: Instead of “Do I accommodate the LEP market?” we are asking, “How do I get my share of this market, and how do I keep it?”

What happens when businesses have a choice between offering a health plan that offers the minimum in language assistance versus a health plan that goes beyond that standard? How will your clients react when your message is tailored to each linguistic group, and delivered in an accurate and culturally sensitive manner? Chances are, the more comfortable their employees are with your offerings, the more business you'll retain. The word will spread that your plan does more than just follow the law—that your level of service exceeds expectations.

Then you'll have a share in the fastest-growing health care market in America. In this report, we'll discuss:

- Current legal requirements
- Five compelling reasons to reach out to the Latino and Asian markets
- How you can accomplish this

Call Avantpage today at (530) 750-2040 to get a detailed translation-needs assessment and get on the path to claiming this emerging market for your company.



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## A BRIEF OVERVIEW OF THE CURRENT LEGAL REQUIREMENTS

Title VI of the Civil Rights Act of 1964 sets the stage for all other health care regulations regarding the LEP population, requiring that any organization (including health care organizations) must not discriminate based on race, color, or national origin.

In addition, service providers would have difficulty complying with certain laws, such as EMTALA (Emergency Medical Treatment and Active Labor Act) without being able to communicate with LEP patients. According to the National Health Law Program, “lack of knowledge and enforcement leaves millions of LEP individuals without meaningful access to health care.”<sup>1</sup>

All 50 states now have laws that address the issue of language access in health care settings. Seventeen states have language access laws addressing insurance providers and/or managed care organizations. Some are broader than others; California by far has the most comprehensive set of regulations.

Here are some highlights of state law as it pertains to language access and health care plans:

### California

All California health plans must provide language assistance services to their enrollees with LEP. Under the legislation, the Department of Managed Health Care (DMHC) is charged with formulating language assistance program regulations and ensuring health plan providers’ compliance.

All vital documents must be translated into threshold languages, and interpretation services must be made available to enrollees at all points of contact. The DMHC will review health plan providers’ language assistance programs to evaluate their compliance and cultural competency.

By January 1, 2009, every plan was to have established and implemented a language assistance program. In addition, every contract between a health care provider and a plan requires compliance with the plan’s language assistance program standards.

### Colorado

All managed care plans must have an access plan that includes the carrier's efforts to address the needs of covered persons with limited-English proficiency and with diverse cultural and ethnic backgrounds.

### New Mexico

When marketing to State Insurance Coverage members, if there is a population of greater than 5% in the Managed Care Organization (MCO) membership that has limited-English proficiency, marketing materials shall be available in the language of that population.

### Oregon

Primary Care Managers (PCMs) with the Oregon Health Plan are to have a plan to access interpreters for each substantial population of non-English speaking PCM members (35 same-language, non-English speaking households enrolled with the PCM).



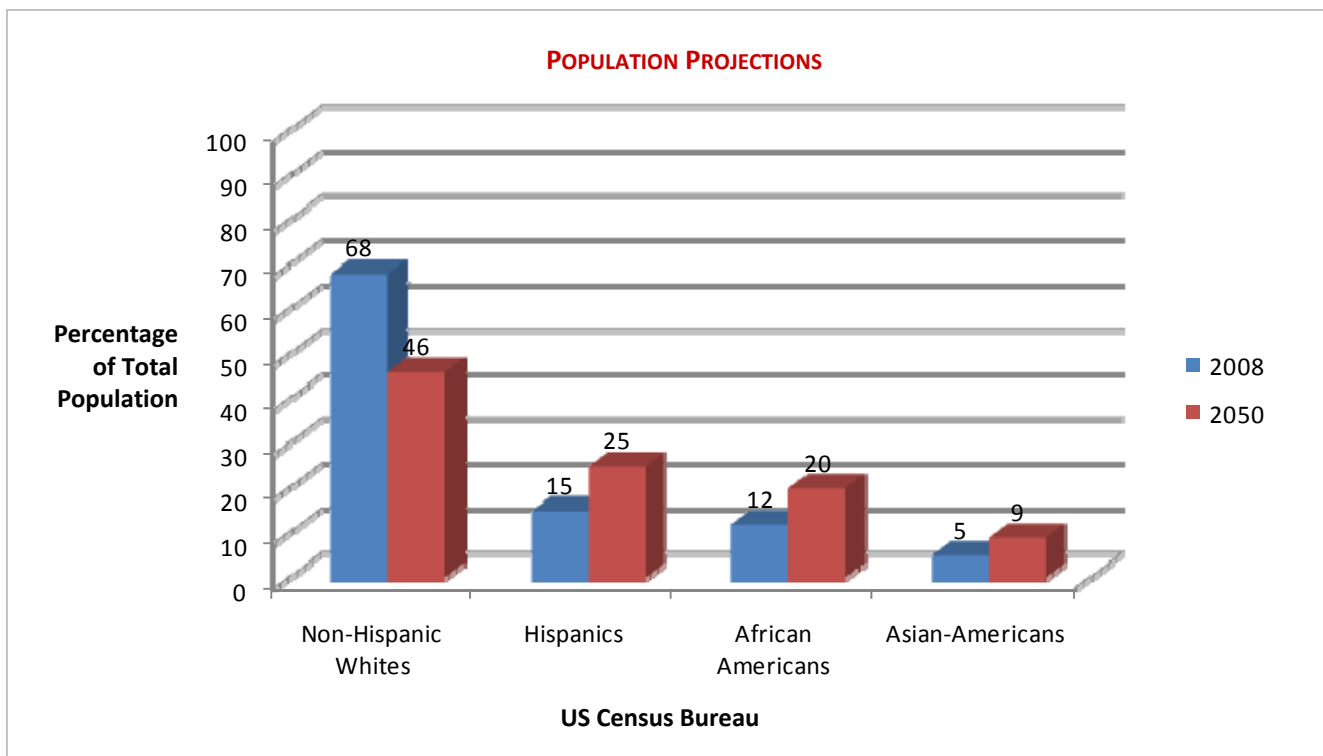
*How easy would it be for this Spanish-speaking woman to get assistance from your company?*

# FIVE COMPELLING REASONS TO REACH OUT TO THE LATINO AND ASIAN MARKETS

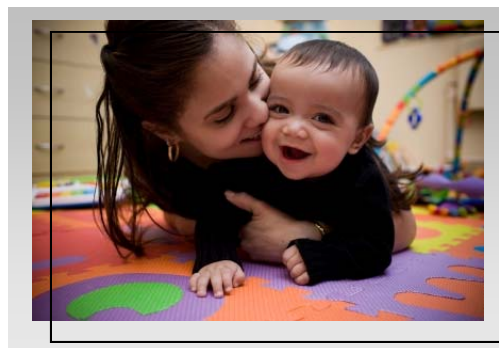
## 1. Complying with the regulations makes good business sense. Here are some quick facts:

- 40% of Californians do not speak English at home.
- “Threshold languages” identified by the California Department of Managed Health Care include: Arabic, Armenian, Cambodian (Khmer), Chinese, Farsi, Hmong, Korean, Russian, Spanish, Tagalog and Vietnamese.
- By 2016, the Latino/Hispanic population will make up 16% of the entire United States workforce, or 26.2 million people.
- By 2050, the Latino/Hispanic group will make up 30% of the US population, and those of Asian background will comprise 9% of the population.
- This growth in the Latino and Asian population also means growth in the younger age brackets... young clients that will have excellent lifetime value for your company.

Why ignore that many potential members by overlooking linguistic and cultural differences? **In today’s uncertain economic climate, you simply cannot afford to do this.**



- ## 2. More regulations are likely to come soon.
- The Obama administration will take a more active approach in enforcing Title VI, which will certainly impact the health care industry. By investing in the LEP market now, you’ll be able to stay ahead of the game—in just the right position to adapt to any new regulations. Don’t be caught off guard.



## FIVE COMPELLING REASONS TO REACH OUT TO THE LATINO AND ASIAN MARKETS

(CONTINUED)

- 3. The LEP market is still largely untapped.** What does this mean for you? Health providers who are the first to market in a culturally and linguistically sensitive manner will surely distinguish themselves. Get there first—once you capture that market share, you'll likely have it for good. Why?
- 4. Historically, LEP consumers are faithful.** Make an effort to connect with your audience from a cultural perspective and your message will go far. Speak their language and it will go even further. National restaurant chains and beverage manufacturers have already figured this one out—why should it be any different for health care?
- 5. It's never been more affordable.** When you enlist the services of a full-service translation company like Avantpage Translations, you have the benefit of getting everything you need from one provider. This helps keep your costs down and gives you peace of mind knowing that the results will be high-quality.



## ACCESSING THE LATINO/ASIAN MARKETS

- 1. Get to know your audience.** This can be done relatively easily with access to research on cultural trends. Focus groups and discussions with people in the community will inform your future strategy. Depending on your market area, you may decide to focus exclusively on Hispanic populations, or you may see one or more strong subgroups of Asian-Americans in your area. Your findings should give you a good idea of how many cultures and/or languages you need to address.
- 2. Assess your own needs and goals.** When you reach out to this new market, what is your desired outcome? Are you looking to gradually build a relationship and credibility within the community, or is the goal to convert these people into new members as quickly as possible?
- 3. Develop a comprehensive strategy.** This plan may include a multichannel marketing campaign, perhaps even using different languages within one market. For example, some target consumers may wish to be addressed in English, but in a manner that demonstrates sensitivity to their culture. Ideally, your message would present a unified theme, no matter the language or the medium.



*Generational language differences are common within one ethnic group.*

Then, of course, you would need to confirm that your language accommodations follow current regulations as well as provide the best quality for your target population. If not, adjustments should be made.

Executing a campaign such as this and having the ability to follow through with language accommodations requires a wide range of skills. You'll need services such as:

- Translation
- Back Translation
- Attestation
- Desktop Publishing
- Transcreation

### ***What do we mean by transcreation?***

Transcreation is a service that goes beyond just putting your marketing materials in a new language. It adapts your message in a culturally relevant manner, so you can reach your audience at an emotional and intellectual level.

## FINAL THOUGHTS

How do you select a translation services agency? Look for a company that can provide the above services and offers the following:

- Compliance with HIPAA
- A certified translation process
- Certified health care language teams
- High-volume capability
- Fast turnaround
- Industry-standard Quality Assurance program

Avantpage can do all of this, translating everything from marketing collateral to vital patient documents. The bottom line: We'll help you develop linguistically appropriate materials and services that will distinguish you from the crowd and help you get a "foot in the door" in emerging markets.

With clients such as L.A. Care Health Plan, EyeMed Vision Care, Delta Dental, Health Net Mental Health Network, CONCERN Employee Assistance Plan, and the California Department of Managed Health Care, it's obvious that Avantpage is not new to the health care industry. We have experience you can count on.

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Regardless of whom you select to provide translation services, it's obvious that the Latino and Asian markets are growing rapidly, and that they represent a great opportunity for the health care industry. Who will take the initiative and reach out to this segment of the population? Who will become trusted members of the community and become preferred providers for thousands of Latino and Asian households?

In an America that is daily becoming more diverse, the companies who can fulfill this need will surely be the most successful in the years and decades to come.

### About Avantpage

Avantpage has more than 10 years of proven excellence in linguistic services and a complete translation solution for health care organizations. We offer language services such as translation, website, localization, and multilingual desktop publishing designed to perform efficiently, consistently, and accurately. We believe that business is personal and our consultative style ensures that it is. Because we value what you do, we promise excellence and deliver it.

Find out more about the Avantpage Advantage ([www.avantpage.com/the-reasons-to-switch-to-avantpage-for-language-translation-services.html](http://www.avantpage.com/the-reasons-to-switch-to-avantpage-for-language-translation-services.html)). And join our Healthcare Language Assistance group on LinkedIn ([www.linkedin.com/groups?gid=1030707](http://www.linkedin.com/groups?gid=1030707)). Avantpage will be a Virtual Exhibitor at the AHIP Institute 2009 event, in San Diego, from June 3-5.

### References

1. Perkins, Jane and Mara Youdelman. "Summary of State Law Requirements Addressing Language Needs in Health Care." National Health Law Program. January 2008.