

Hispanic Health Snapshot

Power by  **CIEN HEALTH**  **humandot** plus

Unlock The Power of Impact Healthonomics

THE VALUE PROPOSITION

WHY

60M Population by 2040
2nd fastest growing group making up 20% of the total population [67 MM] \$3.4 Trillion Purchasing Power

WHERE

California, Texas, Florida, New York and Illinois

WHAT

Attitudes and barriers she/he faces to get care/immunization
Lifestyle habits and cultural norms
Circles of trust and community/family influence

HOW

Insights and data driven plans, campaigns and programs
IN CULTURE
IN CONTEXT
IN LANGUAGE
IN MARKET



Younger

30

is the median age, 64% are under 35 years old vs. 51% for NHW



Married

46%

are married vs. 47% NHW and have children younger than 18



Educated

76%

have at least a high school education with 27% holding college degree



Concentrated in key sates

62%

live in five states including California, Texas, Florida, New York and Illinois with 51% living in cities



Insurance

82%

are insured vs. 93% NHW mostly through employer

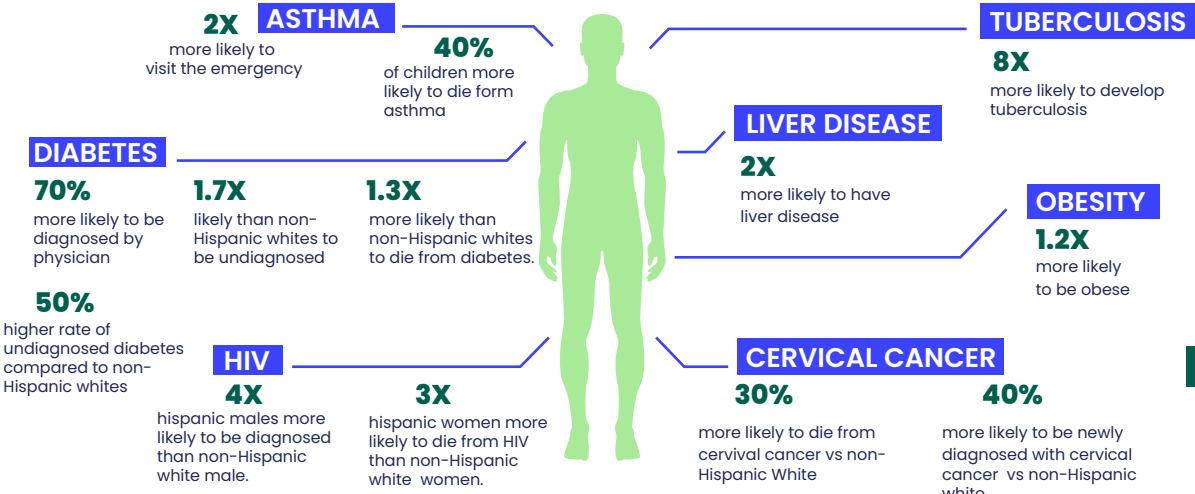


Connects with content in language

Bicultural Latinos over 35, they recall Spanish ads 1.4x more than English ads, even when they are perfectly bilingual

AS THE POPULATION GROWS, SO DOES CHRONIC DISEASE AMONGST HISPANICS

We have a compounding healthcare equality crisis. The segments that are driving population growth are also growing disproportionately in terms of being affected by chronic disease, which is concerning to the overall health of our nation.



LATINO HEALTH INCIDENCE

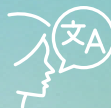


HH Income
61%

have a household income
of \$50,000 or more

Children in poverty
26%

Live in poverty vs. 11%
for NHW



Bilingual
82%

are bilingual. While they may
speak English, they love
in Spanish

**Mobile first,
video first**

2x more likely to stream
videos online and highly
engaged on mobile sites

Power by

humandot^{plus}

THE METHODOLOGY

Our studies were conducted by our partner Human Dot Plus, an open-source digital and validated research platform using big data and AI tools to mine, scrape, segment and make sense out of the digital discussions taking place anytime, anywhere online (i.e. not only on social media but also topical sites, messaging boards, blogs, comment sections, review sites and content sharing anytime).

CulturIntel's data science team analyzed close to 15 million data points and 500K relevant discussions amongst Hispanics in the US over the last 12 months, ending in December 2017.

UNDERSTANDING HISPANIC CULTURE AND RELEVANT MATTERS

63%

of Hispanics
speak Spanish
at home

61%

Of U.S.
Hispanics prefer
the term
Hispanic to
describe
themselves

84%

of Hispanics
totally agree that
companies that
make sincere
efforts to be
part of their
community deserve
their loyalty

66%

of those who
have experienced
cultural or language
barriers in the
healthcare system,
say it has resulted
in additional
stress or delays
in getting care.

HISPANICS ARE MORE NEGATIVE ABOUT THEIR HEALTH & WELLNESS AND ARE IN NEED FOR SUPPORT

44%

of the conversations a
bout health & wellness for
Hispanics are negative vs.
36%for NHW.

47%

of the conversations about health &
wellness for Hispanics are about
asking questions, advice and support
vs. 39% for NHW.

IMPLICATION:

There is an opportunity to become their health
partner by providing educational material
to improve their health literacy.

HISPANICS HEALTH JOURNEY FOCUSES ON CORRECTING THEIR HEALTH

67%

HISPANICS vs.

42%

NHW FOCUS ON
CORRECTING

23%

HISPANICS vs.

41%

NHW FOCUS ON
PREVENTING

10%

HISPANICS vs.

17%

NHW FOCUS ON
ENHANCING

IMPLICATION

There is an opportunity to foster a preventative
approach in the Hispanic segment. Meeting them
where they are on their health journey, i.e. about
correct some health issues

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WITH US!**

TO UNLUCK YOUR
POWER WITH **CULTURAL
INTELLIGENCE®** AND DATA



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Inclusive Health

Economics®:

Better Outcomes & Growth In Healthcare



Health Equity Reimagined:

Graduating from Social Impact to Outcomes and Economic Growth

Even as we spend the most, we rank last regarding healthcare outcomes. Healthcare isn't just an expense; it's a powerful driver of economic growth, efficiency, and community well-being. Inclusive **Health Economics®** integrates **Cultural Intelligence®**, behavioral science, and innovation to create better health outcomes, more substantial businesses, and thriving economies.

This approach fuels sustainable economic impact at every level, local, national, and global- eliminating inefficiencies, reducing costs, and increasing productivity.

Who Benefits?

The Economic & Social Impact of Inclusive Health Economics®



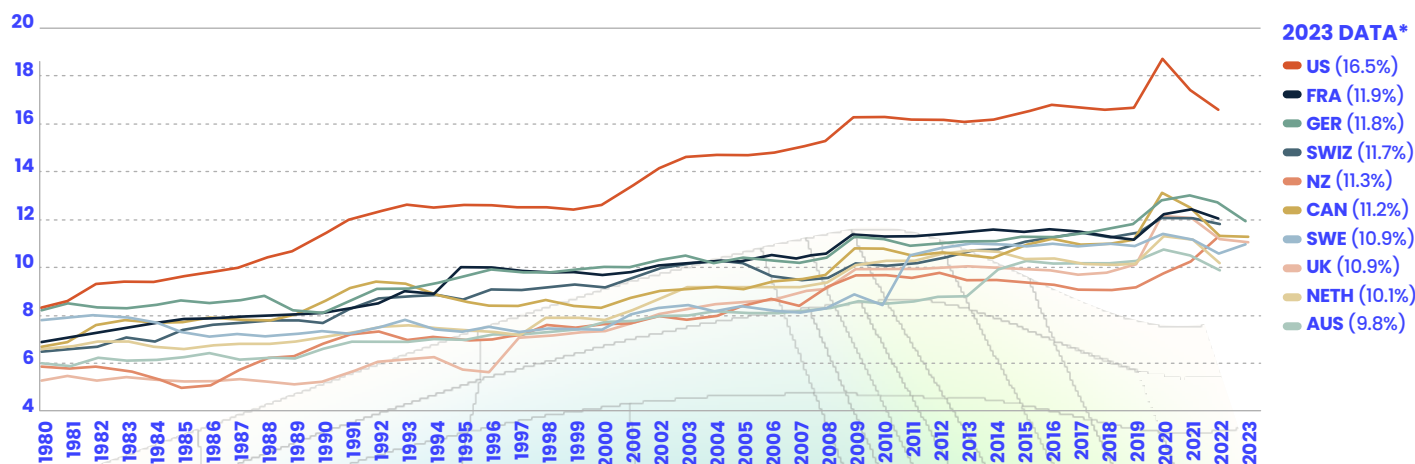
We Spend the Most Yet Rank Last:

- The U.S. health system ranks last among 10 nations on key health equity, access to care, and outcome measures despite spending the most on healthcare (Commonwealth Fund)
- In 2007, the U.S. spent \$7,290 per capita but ranked last among seven countries. The Netherlands, paying \$3,837 per capita, ranked first.

EXHIBIT 3 - Health Care Spending

Health Care Spending as a Percentage of GDP, 1980-2023

Percent (%) of GDP





Local & National Economies:

- Closing health gaps adds \$1T+ to the U.S. GDP (McKinsey).
- Healthier populations drive workforce participation, reducing economic losses from preventable diseases.
- Lower healthcare inefficiencies free up resources for innovation and infrastructure.



Communities & Individuals:

- More intelligent, inclusive health interventions will save 2.3 million lives over the next decade (CDC).
- Reduced medical costs lift families out of financial hardship.
- Culturally aligned digital health solutions increase patient engagement by 60%.



Businesses & Employers:

- Poor health costs businesses \$575B annually in lost productivity (Integrated Benefits Institute).
- Every 1% improvement in chronic disease management = \$100B in economic gains.
- Investing in culturally aligned health programs boosts productivity & employee retention by 2-3X.



Healthcare Systems & Policymakers:

- \$320B in annual savings by cutting inefficiencies and avoidable hospitalizations (Deloitte).
- AI-driven health solutions reduce preventable hospitalizations by 30%.
- Culturally intelligent policies improve public health outcomes and system-wide sustainability.



5 Growth Pillars of Inclusive Health Economics®:

Eliminating the \$320B Waste Gap (Deloitte, CDC):

- **\$93B** saved by reducing avoidable hospitalizations.
- **\$42B** recaptured in workforce productivity.
- **15-20%** cost reductions with culturally aligned interventions.

6X ROI: Smarter Healthcare Investments (McKinsey, JAMA):

- **\$1** invested = **\$6** saved in preventive, culturally intelligent care.
- AI-powered predictive models cut preventable hospitalizations by **30%**.
- Optimized patient engagement reduces ER visits by **50%**.

Digital Health & Efficiency-Driven Care (Health Affairs, Kaiser Family Foundation):

- **35%** fewer readmissions with culturally aligned care.
- Preventive screenings increase by **60%** with targeted outreach.
- AI-driven coaching boosts medication adherence by **30%**.

Precision Health: AI & Behavioral Science Reduce Waste (NEJM, NIH, CDC):

- **50%** of patients skip treatments due to a lack of trust or access.
- Behavior-based outreach increases vaccine rates by **40%**.
- AI-driven nudges cut avoidable ER visits in half.

\$1T+ in Economic Growth Potential (McKinsey, Deloitte):

- Closing care gaps adds over **\$1 trillion** to the U.S. economy.
- **1%** better chronic disease management = **\$100B** in economic impact.
- Healthier employees boost productivity & retention by **2-3X**.

Why Now?

Health systems must shift from reactive spending to proactive, culture-driven investment. Inclusive Health Economics® isn't just about reducing costs—it's about unlocking new economic potential, healthier communities, and a stronger, more productive future.