

Yelipsa Pacheco Healthcare Studies

Introduction

The Lynn Community Health Center (MA) is a non-profit multicultural center that serves the Lynn and surrounding communities.

- The health center targets populations of those experiencing the greatest barriers to care; such as children and their families, the poor, minorities, non-English speaking, teens, and the frail elderly
- Over 90% of the health center's patients live at or below 200% of the federal poverty level
- Over 50% are best served in a language other than English
- Offers comprehensive health care of the highest quality to everyone in the community, regardless of ability to pay

(Lynn Community Health Center, n.d.)



Related Literature

"Numerous studies have shown that black, Hispanic, and Asian patients tend to feel at least slightly uncomfortable receiving care from white doctors. Even worse, minority patient groups sometimes receive lower-quality care than their white counterparts."

(Catley, 2019, para.1)

"Through hiring, training, and retaining employees from diverse backgrounds, businesses are better able to identify creative, innovative solutions to meet the needs of a rapidly connected diverse world."

(Noble, Penner, & Winkelman, 2020, para. 2)

"Creating diversity in healthcare isn't just important, it's vital. Language, culture, and ethnicity can easily create barriers, and in an industry where lives hang in the balance and every second could mean the difference between life and death, delays and obstacles can quickly become deadly"

(Jordan, 2020, para. 55)

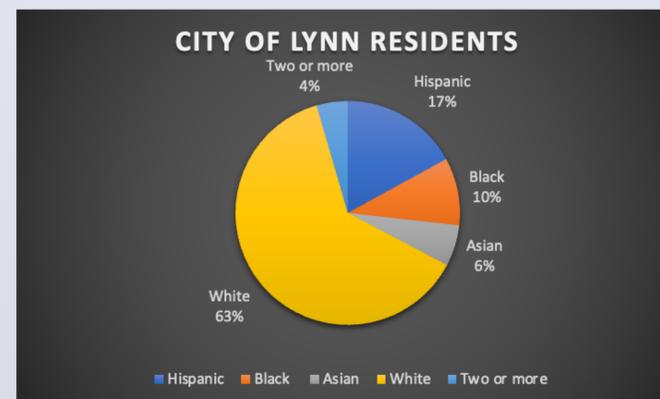
Internship Project Objective

- To create a flier that will attract more applicants of color and/or diverse ethnic backgrounds to the health center
- To distribute the flyer to the geographical area and sites where cultural minorities will have access
- To investigate the best mediums when marketing to minority populations

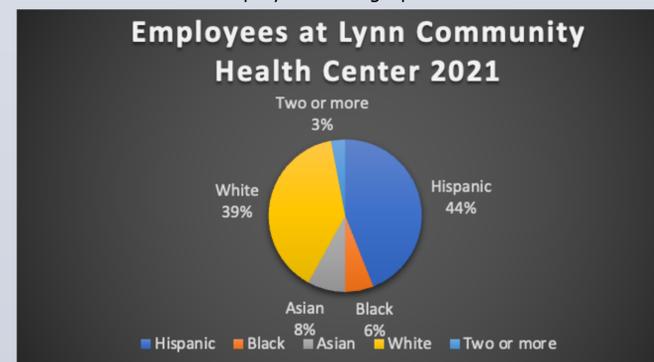
Materials and Methods

- Utilized Excel for data organization (See Chart Below)
- Researched National Association of Community Health Centers to obtain employee and city population demographics
- Created flyers to a diverse population
- Translated flyers to languages other than English
- Marketed at different multicultural sites
- Called or emailed sites in their prefer language

City Population Demographics



Employee Demographics



Demographics assisted in making effective, evidence-based marketing decisions. LCHC patient demographics were not available.

Results



English Flyer



Spanish Flyer

Geographical areas of Distribution:

- Iglesia de Dios (Lynn, MA)
- Saint Joseph's Church (Lynn, MA)
- Lynn Adventist Church (Lynn, MA)
- North Shore Community College (MA)
- Salem State University (MA)
- Latina Center MARIA (Boston, MA)

Positive Outcomes

- Enlightened LCHC to all benefits of Latina Center MARIA
- Renewed a connection with Salem State University specifically with the healthcare studies, nursing, and social work departments
- Introduced LCHC to churches which consisted of 400+ members
- Refreshed relationships with local African American and Hispanic churches

Personal Reflection

I have a personal connection to this project. I am an individual from an ethnic minority group with a low-income family whose parents are not fluent in the English language. My goal is to reach first generation students like myself and anyone from different ethnic backgrounds who can provide patients at LCHC with excellent services and break communication barriers such as not being able to communicate in English.

References

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- Noble, N., Penner, A., & Winkelman, L. (2020, February 1). *Current trends in diversity recruiting practices*. National Association of Colleges and Employers. <https://www.naceweb.org/diversity-equity-and-inclusion/trends-and-predictions/current-trends-in-diversity-recruiting-practices/>

Acknowledgements

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