Helping Hispanic Workers
Insights into a growing minority workforce

Understanding the workforce
Hispanics account for:

24% of the leisure and hospitality workforce.1

18% of the retail market.2

Lack of coverage:

55% of Hispanics under age 65 do not have private health insurance3, versus just 25% of non-Hispanic whites.4

Language and cultural barriers:

55% of Hispanics under
age 65 do not have private
health insurance, versus just
25% of non-Hispanic whites.4

Source: HHS

Making getting care easy

• Offer employees preventive care on the job site
• Provide convenient telemedicine
• Give members 24/7 access to bilingual care and customer support

Overcoming obstacles

Speak their language

• Make important enrollment materials and plan information available in English and Spanish
• Host open enrollment events with bilingual staff available to explain options
• Clearly explain insurance terms like “copay” and “premium”

Improve affordability

• Offer low-cost health insurance plans for hourly workers
• Educate workers on ways to keep health care costs low using health insurance, like going in-network, using preventive care, etc.

We have found that having company-sponsored

event where employees can have their questions answered face-to-face by a bilingual health plan representative encourages a better dialogue and more engagement.

- Catherine Rivera, Aetna Multicultural and Community Affairs Manager

Learn more


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