



## Milestones for a Healthier Hispanic Community

**By: Rick Alessandri, Executive Vice President of Enterprise Development, Univision Communications Inc.**

One million is an impressive number even by today's inflated standards. So I am proud to tell the world that in just eight months since its launch, the **Univision Farmacia** prescription savings card has reached a significant milestone of saving our members more than \$1,000,000 on their medications.

Some 35,000 pharmacies nationally participate in the Univision Farmacia network and all provide the same low price for medications. There is no charge to participate and no eligibility requirements, waiting periods or restrictions. The program, now saving members an average of 43 percent across brand and generic prescriptions combined, has also grown rapidly in size with more than 750,000 total family members participating and more being added all the time.

Just last year, Americans spent nearly \$260 billion on prescription drugs at retail, so it is our hope to help the Hispanic community lower costs when it comes to these expenditures. We're trying to help families and individuals cope not only with the cost of medications, but also to be better informed concerning key health issues.

In this regard the campaign for Univision Farmacia provides information about the three medical needs which affect Hispanics most: diabetes, high blood pressure and high cholesterol.

Through Univision's Hispanic Patient Journey Study released earlier this year, we found that equal percentage of Hispanics and non-Hispanics reported being prescribed medications. However, focus group participants expressed an internal tug of war when it comes to adhering to treatment – they understood that medication can help cure or manage their problems, but also had negative associations related to potential complications.

In essence, Univision's Patient Journey study found that targeted communications have a strong influence for Hispanics. If you connect with Hispanics in their language and culture, they tend to feel more comfortable about taking medication.

As the number of older Hispanics with Alzheimer's and related dementias could rise more than six-fold, Univision has also collaborated with Novartis Pharmaceuticals Corporation to use our media properties to educate and inform Hispanics about this terrible disease. Utilizing Univision television, digital and community outreach platforms, the campaign features original television and online content, including the company's award winning education platform "Salud Es Vida" (Lead a Healthy Life), to promote Alzheimer's awareness in the Hispanic community.

Alzheimer's disease is a progressive and devastating condition that gradually causes the loss of memory and complications with thinking and behavior. Hispanics are 1.5 times more likely to develop the disease vs. the non-Hispanic white population. Research has also shown that Hispanics have very low awareness levels about the condition, which results in them not being diagnosed or treated.

While there is still so much more to do relative to rising health care costs and health and wellness education, we here at Univision see this as a strong starting point.

For more information on Univision's prescription savings card, please visit [UnivisionFarmacia.com](http://UnivisionFarmacia.com) or call 1-877-309-5748.

Read more at [Univision.net](http://Univision.net)