



PROJECT

"TU SALUD TV"

- Capacity
- Sustainability
- Outreach

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Project "Tu Salud TV" is made possible in association of CB&C



Research In Perpetual Motion



Social Media Revolution For Hispanics in Healthcare

- SIMPLE
- COMMON LANGUAGE
- COMMON SENSE
- COMMON GROUND
- Everything is connected to the Net.
- Sentiment ~ The "X" Factor



INDICATORS

PREFERRED LANGUAGE

Preferred Language	
<i>Language</i>	<i>%</i>
English only	12%
Few words Spanish	1%
Equal English Spanish	2%
Few English	1%
Spanish only	76%
No words	8%

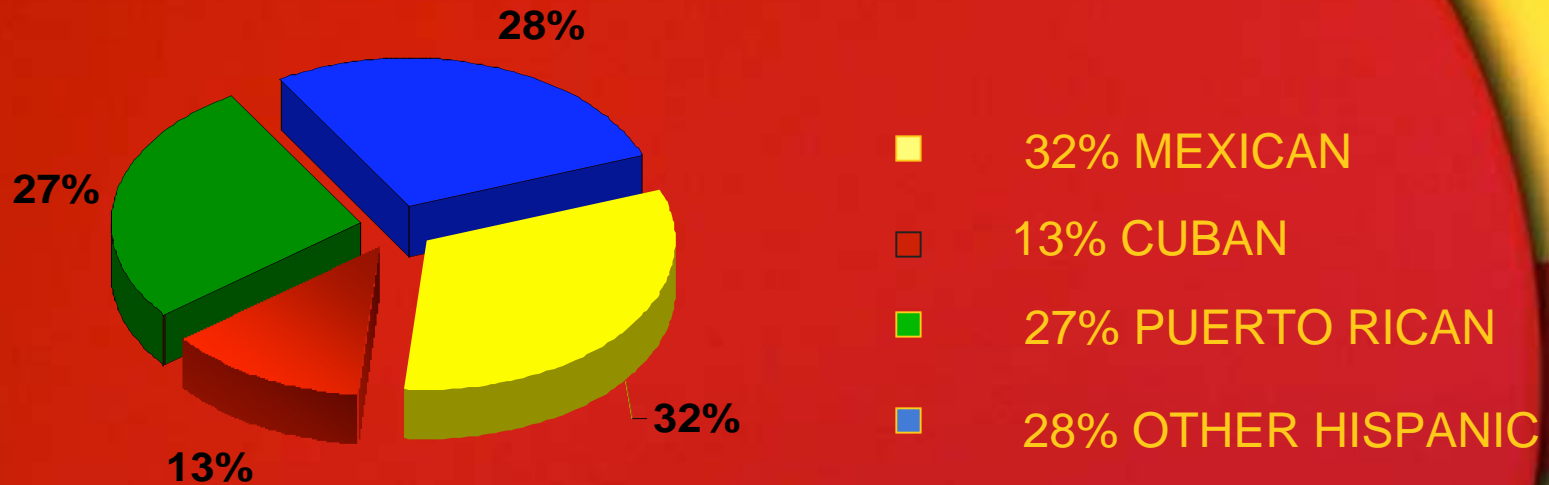
- **STUDY** (1,500/ALL GENRES/AGES 18-65/TAMPA BAY-2008)
 - **SPANISH LANGUAGE DOMINANT**
 - MAKES ME FEEL MORE COMFORTABLE (70%)
 - **SOME ENGLISH-SOME SPANISH**
 - UNDERSTAND CONTENT BETTER
"SOME THINGS JUST DON'T TRANSLATE ." (75%)
 - **LIVING COMFORTABLY IN THE ENGLISH-LANGUAGE WORLD**
 - IRREPLACEABLE. I FEEL CLOSER TO MY FAMILY, ROOTS AND TRADITIONS (85%)

PREFERRED LANGUAGE:

SPANISH ONLY: 76.666%

TAMPA BAY HISPANIC POPULATION

US Census 2008



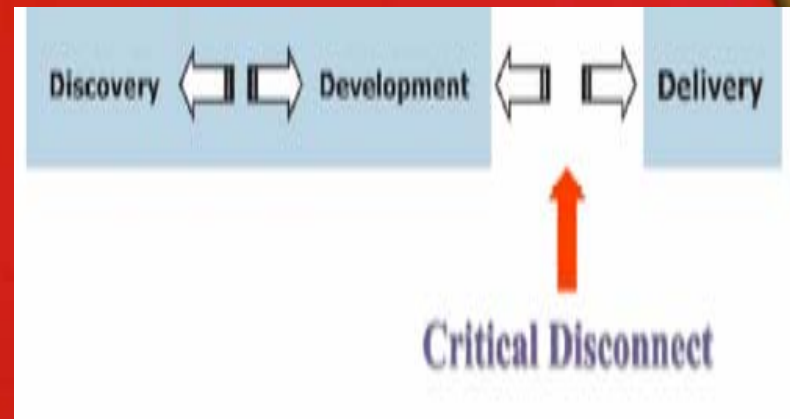
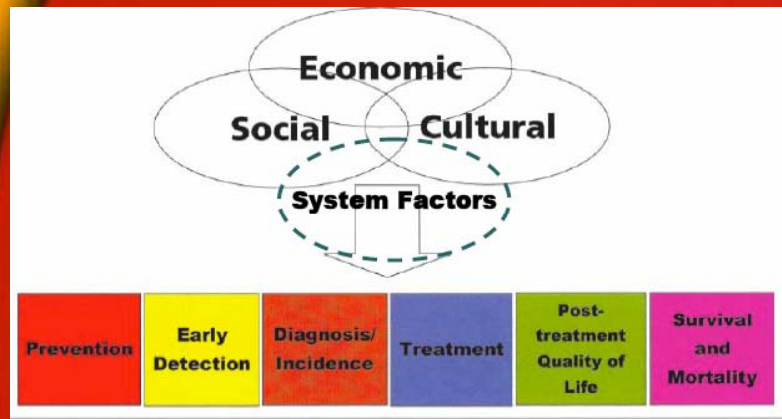
- Latinos are not homogeneous
- Different Hispanic populations mean different set of data and different communication approaches
- Latinos in the USA come from 25 different countries across Americas, Caribbean & Europe.

FROM DIVERSITY TO INCLUSION

- Seek Similarities...
- Understand Differences...
- Celebrate Diversity.

Today, our inclusion and diversity vision is one of national proportions. One that requires courageous, bold actions from many people throughout our market place and communities across the United States.

DISPARITIES~NOT UNIFORMLY UNDERSTOOD



- It is critical to appreciate the overlap that exists between all populations of Hispanics, because this may complicate data interpretation and the way it is communicated broadly.
- Language plays a Critical Role in Creating Awareness, Establishing Trust & Motivating Intent. If 89% of U.S. Hispanics speak Spanish something different must be done to improve the health and wellness of Latino populations.



STRATEGY

OUR STRATEGY & TIMETABLE

Broadcasting ~ Tu Salud TV

- Television **November 15, 2009**
- Online

1.5 Million Viewers

Social Networking ~ **November 15, 2009**
TuSaludAlPunto.com

(3 Months)

Virtual Reality
Research Study **February 15, 2009**

CONTRIBUTIONS TO ALL POPULATIONS OF HISPANICS/LATINOS

- ENABLE LATINOS TO MAKE MORE INFORMED DECISIONS ABOUT THEIR HEALTH AND OPTIONS
- HELP ELIMINATE HEALTH DISPARITIES
- HELP TO LOWER COST OF HEALTHCARE FOR CHRONIC DISEASES
- IMPROVE LATINOS' QUALITY OF LIFE
- HELP HISPANICS TO BE HEALTHIER, RESTORE VITALITY AND ACHIEVE OPTIMAL HEALTH
- INFLUENCE LATINOS TO PARTICIPATE IN MORE CLINICAL TRIALS



**TU SALUD TV
SHOW**

TWO FORMATS



30-Minute TV
Show Panel
Discussion

FORMAT # 1

Sponsorship: \$5,000 (EACH SEGMENT)

- *Broadcasting Ads*

(Univision Tampa):

- *Introduction*
- *Break 1*
- *Break 2*
- *Closing*
- *Plus 4 consecutive days prior to the show*

- *Online Advertising (24x7 ongoing):*

- *TuSaludAlPunto.com*
- *TuSaludTV.com*

- *2 Mobile Announcements*

CONTENT COMPONENTS

- Experts Panel Discussion
- Medical Animation
- Interaction with Audience via text-messaging, social networks and Skype.
- Nutritional Demonstration
- Fitness Demonstration

TOPICS

- NATIONAL DIABETES MONTH
“DIABETES IN HISPANICS”
- HEALTH CARE REFORM
“WHAT IT MEANS TO HISPANICS”
- HEALTH DISPARITIES
“CLOSING THE GAP ON HEALTH
DISPARITIES IN HISPANICS”



3-Minute TV Segments

FORMAT # 2



**ANNUAL
SPONSORSHIP
LEVEL**

\$ 25,000

**START UP OPPORTUNITY
ONLY FOR 2010**

A taped 3-minute interactive show

Includes:

- **Introduction**
- **A Q&A session/ Expert Presentation**
- **A medical demo/animation**
- **Public participation via Tu Salud Al Punto
Social Networking, twitter, facebook, e-mail,
text-messaging, and/or Skype**
- **Incorporation of Mobile Health Applications**
- **Nutritional and Fitness Demonstration**
- **Closing**

Where will TV Show air?

- Univision Tampa's "Al Despertar," a 3 minute informative segment airing within National "Univision's Despierta America." Monday thru Friday between 7:00 - 10:00 A.M.
- TuSaludAlPunto.com social networking site (34x7/365 days)
- Other local English Speaking Networks such as ABC News, Telemundo, Fox, or BayNews 9

Target Audience

- 800,000 Spanish speaking Latinos in Tampa Bay
- 1.5 Million of Bilingual Latinos.
- 3 Million of Latinos connecting to the Internet (English and Spanish)

Data provided by Univision Tampa based on Nielsen Media Research 2008

A large red circle is centered on a yellow background. A horizontal red band passes through the middle of the circle. The text "PARTNER WITH PROJECT TU SALUD TV" is written in yellow, bold, uppercase letters across the center of the red circle.

**PARTNER WITH
PROJECT TU SALUD
TV**

Annual Sponsorship Benefits

Our Offer vs. Market Price

OUR OFFER:

- 12-month broadcasting advertising via Univision Tampa
- 12-month online advertising via TuSaludTV.com
- Total Content Control over production via CB&C. and Tampa Digital Studios.
- Consumer Acquisition via Tu Salud TV Partners
 - **Total Cost:**
\$25,000/year

AVERAGE MARKET PRICE:

- TV Local Network
\$110,000/year
- Video Content/ Production
\$100,000/year
- Online Ads \$100,000/year
- Research Consultant
\$100,000/year
- Community Sponsorships
\$30,000/year
- Total Cost: \$440,000
per year

BENEFITS

Be part of an Innovative Business Model

- Reach broader audience faster. A branded community such as user-created groups and special interest
- Real-time comments, audio & video postings virally shared
- The service allows subscribers to chose from different categories
- Access to free health applications (iPhone)
- Share public health campaigns, clinical studies announcements, research studies exerts
- Encourage development of new medical communications applications

BENEFITS (cont'd)

Be Part of Social Technology Growth

and Adoption (Forrester Social Media Growth and Adoption Research.2008)

- 3 of 4 Americans adopted Social Tech. 2 of 4 Latinos adopted Social Tech.
- 100,000,000 videos are viewed at YouTube.com daily
- 5,000,000 tweets are made daily at Twitter.com
- 3,000,000 minutes are spent daily at Facebook.com

BENEFITS (cont'd)

Leverage from Specialized Research Services

- Specialize in Data Mining to identify trends
- Research programs focus on Hispanic consumers and their attitudes toward healthcare in general
- Access to deep knowledge of Hispanics from working and living in Latin America and United States over 20 years.
- Access to Research Innovative Tools:
 1. Advanced Research Methods (ARM)
<http://www.carmenbracamonte.com/4.html>The Patient Squad
 2. The Patient Squad (Market Intelligence)
<http://www.facebook.com/pages/The-Patient-Squad/149466575999>

Annual Sponsorship Benefits (cont'd)

- TV Average Reach: 1,500 + Households, ages 14-56, both genders
- Online Average Reach: \$1.5 Million subscribers, ages 18-75 both genders.

RESULTS

- **Engage** ~ Start the conversation with the community
- **Measure** ~ Receive quarterly reports tracking your R.O.I.
- **Influence** ~ Educate consumers objectively in an innovative way
- **Action** ~ Inspire behavior change in the individual to take action and make informed decisions

SHORT-TERM GOAL (12-months)

- Like every research study, we start small locally at Tampa Bay and Counties.
- Upon success, our project will expand regionally and nationally accordingly.

ARE YOU WITH US?

PARTNER WITH US

**FOR MORE INFORMATION,
PLEASE VISIT**



PROJECT "TU SALUD TV"

<http://www.tusaludtv.com>

THANK YOU!