2024 Analytics Overview

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Healthy Hispanic Living™

Section 1:
About Healthy Hispanic Living (HHL)



About Healthy Hispanic Living

Healthy Hispanic Living is a brand-enabled platform focused on improving health outcomes by:

1. Educating Hispanic consumers and patients

2. Orienting the ecosystem of healthcare delivery providers

3. Helping Hispanics pursue a career in the healthcare field



Accomplishing Our Goals

Educational Content and Partner Engagement

HHL's goal is to use personalized storytelling to increase employee engagement (in the workplace) – and improve recruitment amongst diverse populations (in the marketplace).

We aim to increase health disparity awareness and education with large employers, encouraging employees and patients to inspire others to be self-advocates for their care and careers in the workplace.

Learn more: https://healthyhispanicliving.com/about/

Improving Health Outcomes

Featured Content Serves Two Purposes

1 HEALTH DISPARITIES

Life-threatening conditions disproportionately affect U.S. Latinos

DIABETES

Compared to non-Hispanic whites:
Latinos have a 66% higher risk of being diagnosed

And are 1.5x more likely to die from diabetes

OBESITY

43% of Latinos are obese (35% of all adults)

Hispanic **kids have a 50% chance of becoming obese in their lifetime** (40% for non-Hispanic whites)

HEART DISEASE

26% of Hispanics have high blood pressure, and **30% aren't taking medication for it**

78% of Hispanics agree

"I worry a great deal about the health and wellness of my family"

HealthyHispanicLiving™

Preparing Hispanics for Healthcare Careers

Featured Content Serves Two Purposes

2 TALENT GAP

There's a lack of culturally prepared healthcare providers

UNDERREPRESENTED IN STEM

Hispanics are 15% of the U.S. workforce, but **only account for 7% of STEM workers.**

"RATE OF LATINO PHYSICIANS SHRINKS, EVEN AS LATINO POPULATION SWELLS"

From 1980-2018, **Hispanic populations grew by 243%,** yet the number of **Latino physicians declined by 22%**

HealthyHispanicLiving™

Target Audiences and Objectives

Featured Content Serves Two Purposes

1. HEALTH DISPARITIES

Life-threatening conditions disproportionately affect U.S. Latinos

HISPANIC FAMILIES: Moms & Millennials

Engage Hispanics to share knowledge and personal stories that encourage the community at large to become healthy-living advocates for preventive care.

Objective

Engage Hispanics to share knowledge and personal stories that encourage the community at large to become healthy-living advocates for preventive care.

2. TALENT GAP

There's a lack of culturally prepared healthcare providers

HISPANIC STUDENTS & PROFESSIONALS

Promote career development so that Hispanics can play a more influential role in the healthcare industry to improve how diverse communities are served.

Objective

Promote career development so that Hispanics and other diverse populations can play a more influential role in the healthcare industry to improve how diverse communities are served.

HealthyHispanicLiving™

Online Training Center

Guiding Hispanics to Pursue a Career and Prepare for Their Advancement in the Healthcare and Biomedical fields

HHL Training Center offers curriculum featuring proven best practices for healthcare employers to recruit and guide the success of Hispanic talent.

Additionally, training curriculum has been created for parents in support of their child's future by learning about the careers open to them in healthcare and helping them plan a path for their children that includes choosing the right college, financing options and more.

Online Training Center Curriculum

https://healthyhispanicliving.com/careercenter/training_center/

Course	Title	Nº of Chapters	DURATION
1	High-Demand Health Care Jobs	4	0:13
2	Why a STEM Education Is Important	4	0:13
3	Preparing Your Resume	4	0:11
4	Navigating a Job Fair	3	0:10
5	Using Social Media for Job Hunting	3	0:09
6	Using Your Network to Find a Job	4	0:10
7	Interviewing Skills	6	0:18
8	Surviving Your First Year in a Healthcare Field	5	0:17
9	Career Advancement	7	0:27
10	Born to Lead	5	0:20
11	My Child's Future in Healthcare	5	0:17
	TOTAL	**50**	**2:45**



HealthyHispanicLiving™

HealthyHispanicLiving™

Section 2:
HHL Features



HHL Mentors



Annette Llopis
VP of Clients Relations,
Center For Hispanic Leadership

Meet Annette



Yuddy Jesus
Research Protocol Analyst, MHA, BPA,
City of Hope National Medical Center

Meet Yuddy



Randy Martinez
Strategic Diversity Management Direc...
CVS Health

Meet Randy



Lorna Rodriguez-Rodriguez
Vice Chair of Faculty Development in...
City of Hope

Meet Lorna



Benjamin Macuil-Rojas
Area Chief of Staff, Greater Phoenix A...
Banfield Pet Hospital

Meet Benjamin



Lou Mercado
SVP, Supply Chain,
Cost Plus World Market

Meet Lou



Rick García
Director of Nursing Education,
American Assoc. of Colleges of Nursing

Meet Rick



Michael Silveira
Division Vice President,
Banfield Pet Hospital

Meet Michael



Isaac Benjamin Paz
Vice Chair for Clinical Affairs, Depart...
City Of Hope

Meet Isaac



Eric Ortega
Employee Experience & Communicati...
Cost Plus World Market

Meet Eric

TOP 10 HHL
Author's Articles

ARTICLE TITLE	AUTHOR	CATEGORY	VIEWS
HPV Vaccines and Cervical Cancer Screenings Offer Prevention and Early Detection	Ernest S. Han, M.D., Ph.D.	Preventive Care | Self Advocacy	**76,211**
Breaking Bad Habits: Changing the Way Hispanics Eat, Move, Live	Mayra Serrano	Fitness | Personalized Care	**32,147**
New Lung Cancer Screening Recommendation Is a Breath of Fresh Air	Dan J. Raz, M.D.	Preventive Care | Self Advocacy	**28,580**
Yoga Can Be a Path to Health and Well-Being for the Hispanic Community	Daisy Rivera	Fitness | Personalized Care	**27,377**
Folk Cures and Alternative Treatment Are Putting Hispanic Patients At Risk	Joseph Alvarnas, MD	Preventive Care | Personalized Care	**27,098**
Setting a Healthy Example Can Keep Kids Off the Path to Diabetes	Denise Kirwan	Lifestyle | Self Advocacy	**24,707**
Center for Hispanic Leadership Launches Scholarship Program for Online Leadership Training	Marisa Salcines	Career Center | Career Events	**23,643**
Latina Empowerment: My Journey to Help Others Through a Career in Healthcare	Maribel Diaz	Career Center | Career Management	**23,189**
Tortillas: The First Bread of the Americas	Fabiola Obregón, RD	Nutrition | Nourishing Self Care	**23,065**
Running Past Cultural Hurdles…to a Healthier Future	Alma Apodaca	Fitness | Lifestyle	**23,014**

TOP 10
Syndication Articles

TITLE	AUTHOR	CATEGORY	VIEWS
Setting a Healthy Example Can Keep Kids Off the Path to Diabetes	Diabetes And Obesity: Take Action	Preventive Care | Self Advocacy	**25,048**
To Fight Cancer, Improve Your Diet	City of Hope	Nutrition | Self Advocacy	**22,308**
Managing Sudden Wealth	Northern Trust	Finance & Family | Self Advocacy	**21,400**
Healthy Ingredients May Be Key to Latino Paradox	NewsUSA	Nutrition | Self Advocacy	**21,294**
For Hispanics, Cancer is Now a Greater Threat than Heart Disease	City of Hope	Preventive Care | Treatment Insights	**19,941**
NIH Releases Results from Landmark Hispanic Health Study	Hope Gillette	Healthcare Policy | Treatment Insights	**19,479**
Cultural Values of Latino Patients and Families	Dimensions of Culture	Healthcare Policy | Personalized Care	**19,102**
Breast Cancer: You May Never Know Until You Ask the Question	Latina Breast Cancer Awareness	Preventive Care | Breast Cancer Awareness	**18,697**
Betting to Win: Survivor Story, Part 3	Latina Breast Cancer Awareness	Preventive Care | Breast Cancer Awareness	**17,178**
"Sister Survivors": Latinas Band Together in Breast Cancer Battle	CNN	Mental Health | Breast Cancer Awareness	**16,335**

City of Hope and HHL

COH Author's Articles
TOP 10

ARTICLE TITLE	AUTHOR	CATEGORY	VIEWS
HPV Vaccines and Cervical Cancer Screenings Offer Prevention and Early Detection	Ernest S. Han, M.D., Ph.D.	Preventive Care | Self Advocacy	**76,008**
New Lung Cancer Screening Recommendation Is a Breath of Fresh Air	Dan J. Raz, M.D.	Preventive Care | Self Advocacy	**28,290**
Yoga Can Be a Path to Health and Well-Being for the Hispanic Community	Daisy Rivera	Fitness | Personalized Care	**26,578**
Folk Cures and Alternative Treatment Are Putting Hispanic Patients At Risk	Joseph Alvarnas, MD	Preventive Care | Personalized Care	**26,161**
Latina Empowerment: My Journey to Help Others Through a Career in Healthcare	Maribel Diaz	Career Center | Career Management	**22,649**
Running Past Cultural Hurdles…to a Healthier Future	Alma Apodaca	Fitness | Lifestyle	**22,233**
Cancer and Pain Management: Debunking Myths in Latino Patients	Lina Mayorga	Preventive Care | Treatment Insights	**22,218**
Building a Path and a Pipeline for Hispanics in BioMedicine	Dr. Susan Kane, PhD	Career Center | Career Management	**19,514**
Genetically Predisposed Hispanics Can Alter the Course of Cancer	April Sorrell	Preventive Care | Self Advocacy	**18,483**
A Hospital Without Doors	Joseph Alvarnas, MD	Healthcare Policy | Hispanic Marketing	**18,356**

Syndication Articles
TOP 10

TITLE	AUTHOR	CATEGORY	VIEWS
To Fight Cancer, Improve Your Diet	City of Hope	Nutrition | Self Advocacy	**21,967**
For Hispanics, Cancer is Now a Greater Threat than Heart Disease	City of Hope	Preventive Care | Treatment Insights	**19,657**
Gestational Diabetes: Take Action to Reduce Disparities	City of Hope	Preventive Care | Healthcare Disparities	**19,134**
Breakthroughs Why An Annual Bone Marrow Transplant Reunion? It Inspires Us	City of Hope	Preventive Care | Treatment Insights	**13,696**
What I Learned: 6 Questions For Lung Cancer Patient Emily Bennett Taylor	City of Hope	Preventive Care | Self Advocacy	**8,259**
In Breast Cancer Treatment, Patients Come First	City of Hope	Preventive Care | Breast Cancer Awareness	**8,221**
9-Year-Old Amanda, A Bone Marrow Transplant Patient, Meets Her Superhero	City of Hope	Preventive Care | Lifestyle	**7,919**
Cancer Insights: Potential New Way To Target Lethal Prostate Cancer	City of Hope	Preventive Care | Self Advocacy	**7,634**
Lung Cancer Survivor: What I Learned During Treatment	City of Hope	Preventive Care | Lifestyle	**7,172**
For Cancer Patients, Art Therapy Is More Than Just Painting Pictures	City of Hope	Preventive Care | Treatment Insights	**7,078**

2023 COH HHL Contributors



Natalie Kelly
Neuropsychologist,
City Of Hope

Meet Natalie



Diana Londoño
Urologic Surgeon,
City Of Hope

Meet Diana



Peter Baik
Thoracic Surgeon,
City Of Hope

Meet Peter



Patricia Rich
Medical Oncologist,
City Of Hope

Meet Patricia

HHL and Hispanic Heritage Month

Hispanic Mentors Spotlight

Every year, during the **Hispanic Heritage Month celebration**, HHL launches a series of posts celebrating the achievements of the **Hispanics HHL Mentors** that have made a difference in the lives of our community. Their stories are inspiring and serve as a reminder of how much we have achieved together and how far we have come.



About the mentor



Diana Londoño

Urologic Surgeon
City Of Hope

Message

Dr. Diana Londoño is a board-certified urologist at City of Hope. She is among the 10% of urologists in the United States who are women, and she's part of the 0.5% who are both Latinx and women.

Born in Mexico City, Dr. Londoño was educated in Southern California, graduating with honors from Claremont McKenna College and earning her medical degree at UCLA. She completed her surgical internship and urology residency at Kaiser Permanente, where she trained in open, endoscopic, laparoscopic and robotic-assisted procedures.

Dr. Londoño is fluent in both Spanish and English. She appears frequently on Spanish-language television as a medical expert. She founded Physician Coach Support, a group of volunteer physicians who use their personal development skills and life coaching certifications to provide compassionate peer support, free of charge, for any physician who needs support.

What I Do

I'm a general urologist: I take care of the urinary system, which comprises the kidneys, ureter, bladder, prostate, genitals, and the adrenal gland. I also promote physician wellness and doctor-to-doctor peer support.





Why I Do It

I wanted to bring dignity and humanity to medicine. It's so rewarding to get to know patients and their families, and to treat them over the long term. I'm also passionate about providing support to fellow physicians experiencing burnout.

My Big Career Moment

It came during a stage when I was experiencing burnout and wondering how I could be of service in a bigger way. That's when I knew I wanted to help other physicians who need support through their own burnout.





Diana Londoño
Urologic Surgeon at City of Hope Glendora
Follow this author

Career Center | Born Leaders

Helping Patients and Other Doctors: A Mission for Wellness

10/11/2023 06:00AM | 1030 views



Diana Londoño is concerned about your health, committed to making sure you understand your health, and passionate about helping fellow doctors care for themselves.

That's a three-pronged mission that has at its core a vision for ensuring people understand and proactively manage their own wellbeing.

Dr. Londoño is a general urologist and urologic surgeon at City of Hope, one of the largest cancer research and treatment organizations in the United States and one of the leading research centers for diabetes and other life-threatening illnesses.

HealthyHispanicLiving™

Section 3:
Social Media Analytics and Reach

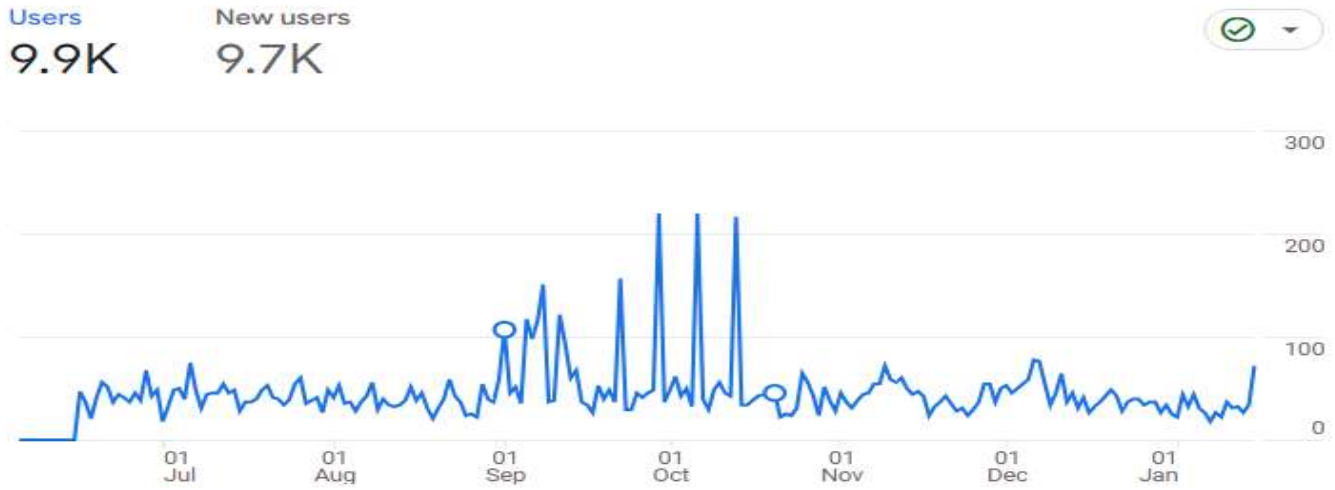


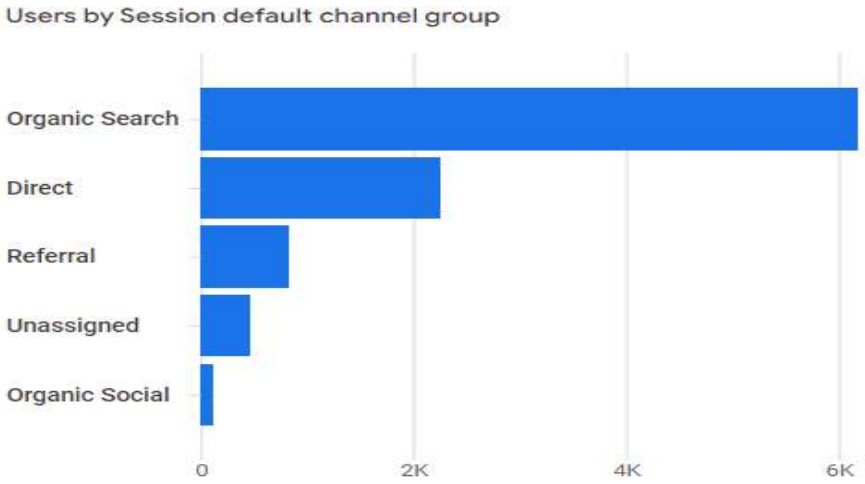


Analytics

Website Analytics.

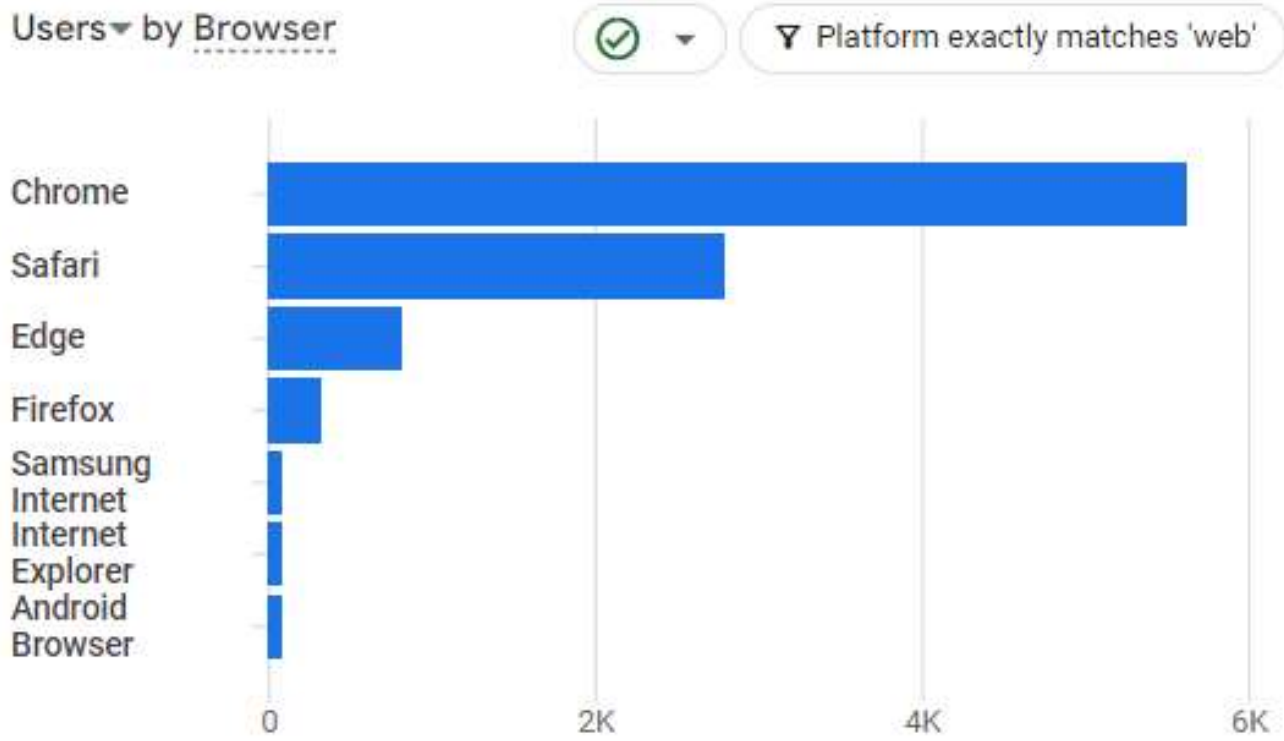
Audience Overview

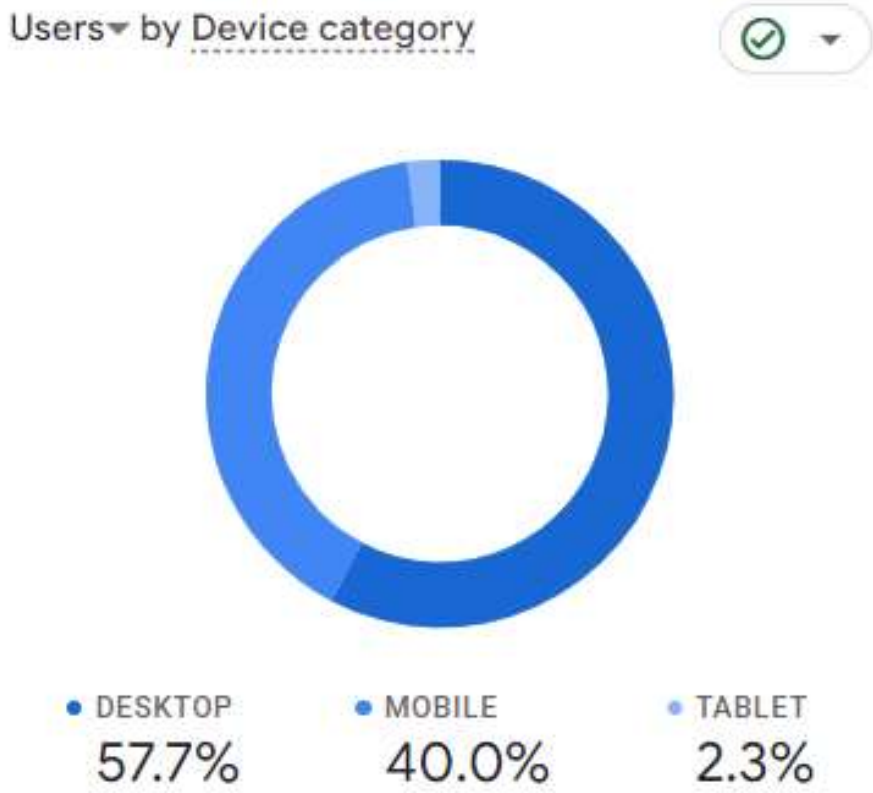




	Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events
		9,932 100% of total	10,496 100% of total	1,574 100% of total	0s Avg 0%	0.16 Avg 0%	3.26 Avg 0%	15% Avg 0%	34,264 100% of total
1	Organic Search	6,175	6,624	607	0s	0.10	3.19	9.16%	21,115
2	Direct	2,251	2,412	533	0s	0.24	3.41	22.1%	8,217
3	Referral	837	939	264	0s	0.32	3.34	28.12%	3,132
4	Unassigned	467	488	153	0s	0.33	2.77	31.35%	1,354
5	Organic Social	119	138	21	0s	0.18	3.23	15.22%	446

Tech Overview





Location Overview

Users by Country



COUNTRY	USERS
United States	7.7K
Canada	291
United Kingdom	238
China	226
India	206
Philippines	152
Australia	102



Social Media

Social Media Analytics.

Performance Summary



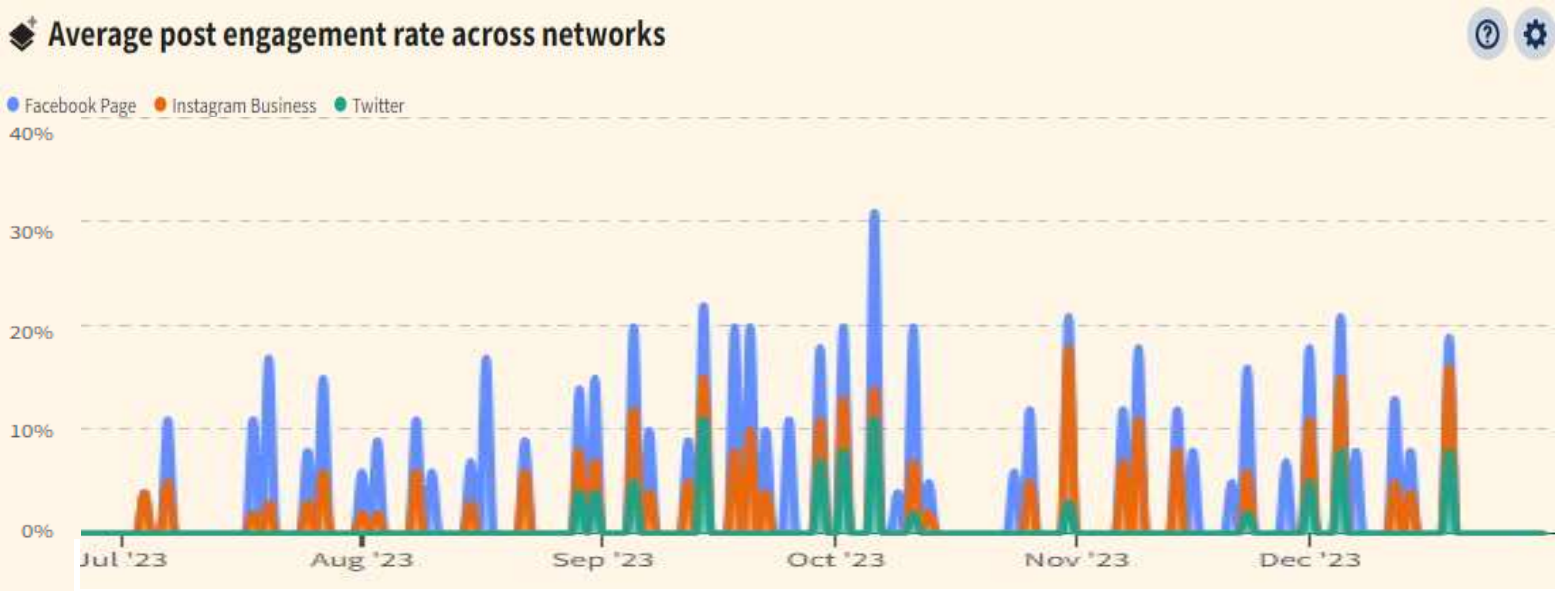




The number of people who have seen any content from or about your Pages or accounts on Facebook, Instagram, and LinkedIn. Content can include posts, posts to your Pages, Page like ads, mentions of your Pages, and check-ins into your places.

Performance Summary

Posts across networks	Post impressions across netw…	Post reach across networks	Average post engagement rat…
124 posts	**8K** impressions	**7K** users	**4.76%** engagement rate



Top Posts



Healthy Hispanic Living
Jan 09, 14:40

Most women are constantly looking for ways to stay healthy and fit! For tips and secrets on how to achieve that, we can always look to Latin American women. Learn more at: https://bit.ly/4499ePb

10.53 % engagement rate



Healthy Hispanic Living
Dec 19, 16:05

Tips for parents to prevent prediabetes. Practicing healthy cooking together as a family so kids can learn about healthy foods. Staying away from fast foods and sugary drinks. Encouraging water intake. And More! Healthline Read More: https://bit.ly/3EJP8PE

2.75 % engagement rate



Healthy Hispanic Living
Jan 11, 20:00

Emily Bennett Taylor was getting ready to celebrate her second wedding anniversary with her college sweetheart in June of 2012 when she learned she had been diagnosed with Stage 4 lung cancer. Emily, then 28-years-old, was a former college athlete who had led a healthy and active lifestyle and had never smoked.

2.73 % engagement rate



healthyhispanic
Dec 19, 16:05

Tips for parents to prevent prediabetes. Practicing healthy cooking together as a family so kids can learn about healthy foods. Staying away from fast foods and sugary drinks. Encouraging water intake. And More! @healthline Read More: https://bit.ly/3EJP8PE

8 % engagement rate



healthyhispanic
Jan 11, 20:02

Emily Bennett Taylor was getting ready to celebrate her second wedding anniversary with her college sweetheart in June of 2012 when she learned she had been diagnosed with Stage 4 lung cancer. Emily, then 28-years-old, was a former college athlete who had led a healthy and active lifestyle and had never smoked.

7.69 % engagement rate



healthyhispanic
Jan 09, 14:39

Most women are constantly looking for ways to stay healthy and fit! For tips and secrets on how to achieve that, we can always look to Latin American women. @mamaslatinas Learn more at: https://bit.ly/4499ePb

4.76 % engagement rate

2024 HHL Projections

2024 HHL Social Media Projections

Year	Social Media Followers	Social Media Impact (Impressions)	Website Users (Organic)	Website Pageviews
2024	+ 25,500 (projected)	+ 15,000 (projected)	+ 15,000 (projected)	+ 20,000 (projected)
Projected growth compared to 2023	27 %	87%	51%	98 %

HHL Fans & Followers

Twitter

633 -> 1K

fans & followers

58 %

Facebook Page

17K -> 20K

fans & followers

18 %

Linkedin Page

250 -> 1K

fans & followers

300 %

Instagram Business

2.4K -> 3.5K

fans & followers

45 %