



Platform Overview and Analytics Prepared for:



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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"

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%**

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.

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/

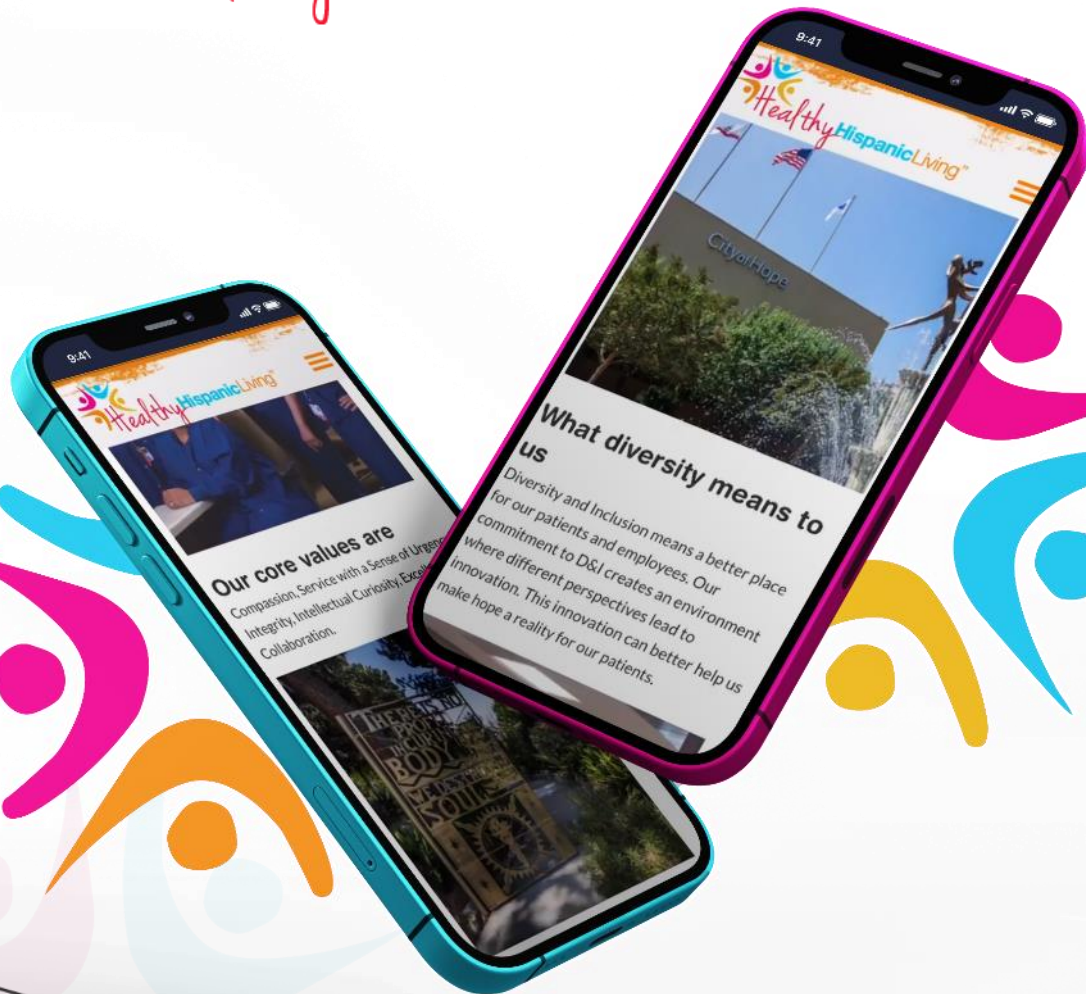
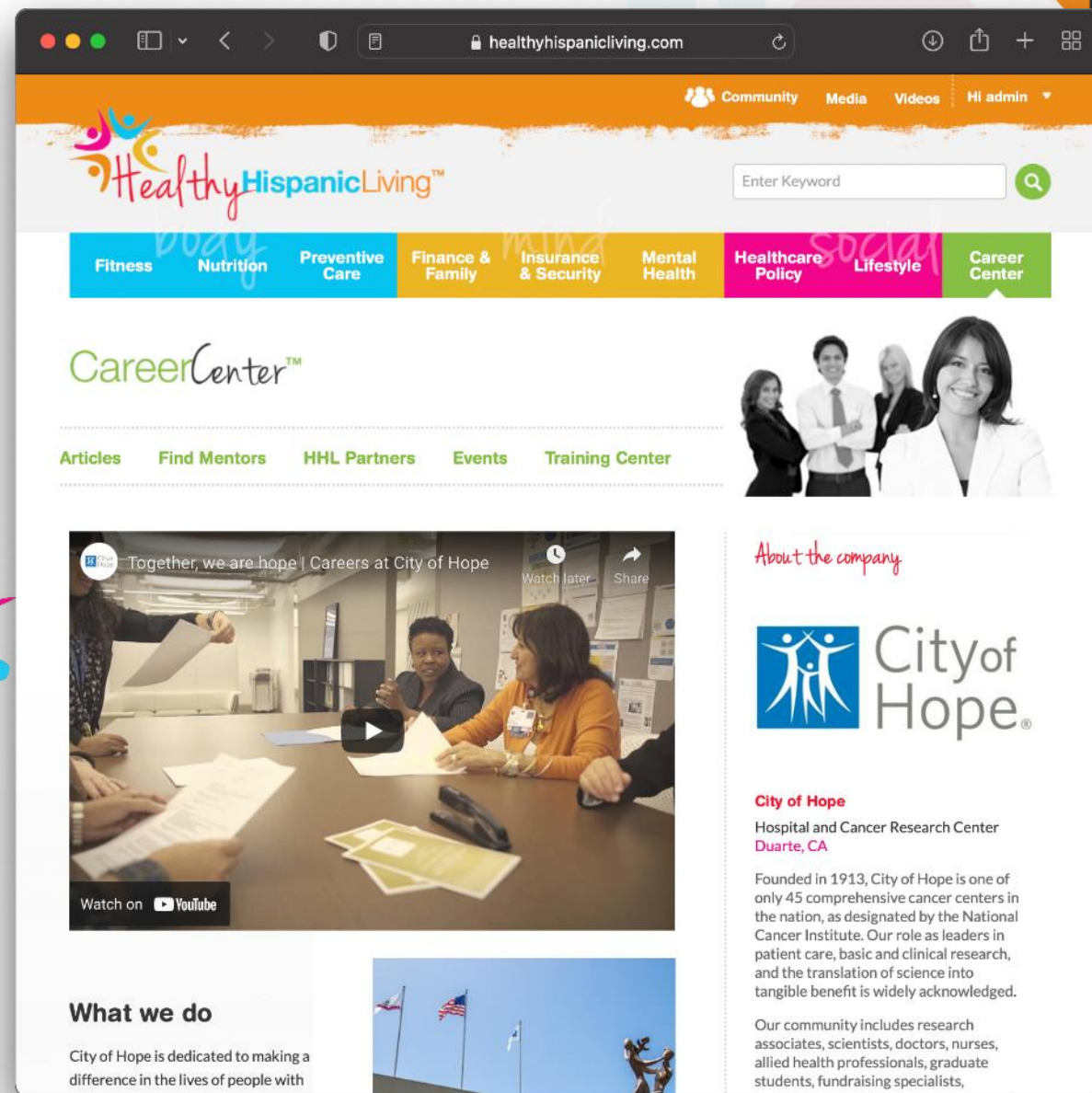
Course	Title	Nº of Chapters	DURATION
1	High-Demand Health Care Jobs	4	0:13
2	Why a STEM Education Is Important	4	0:13
3	Preparing Your Resume	4	0:11
4	Navigating a Job Fair	3	0:10
5	Using Social Media for Job Hunting	3	0:09
6	Using Your Network to Find a Job	4	0:10
7	Interviewing Skills	6	0:18
8	Surviving 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





Section 2:
City of Hope and HHL









Visit our booth at the **Walk for Hope** to meet USA Soccer Olympic Gold Medalist & Hall of Famer, **Joy Fawcett "The Original Soccer Mom"**



11/03/2019
7am - 12pm at
City of Hope



WOMEN'S CANCERS, WOMEN'S CURES



HealthyHispanicLiving™

AWCETT "The Original Soccer Mom"

Mother of 3 Children
First player on the National Team with a child (1994)

6 Olympic Games (1992-2008)
16 Olympic medals (5 Gold, 6 Silver, 5 Bronze)
23 USA Women's Soccer Cup titles (1996-2019)
2009 FIFA Women's World Cup Champion
22 years in the national team
239 assists in career
27 goals in career
3 Olympic Games
4 FIFA Women's World Cup titles



THE ORIGINAL SOCCER MOM
JOY FAWCETT

Walk for Hope
Promotional printed flyers,
banners, social media posts



Tony Padilla

Vice President of Patient Experience,
City of Hope

[Meet Tony](#)



Yuddy Jesus

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

[Meet Yuddy](#)



Ramon Diaz

Financial Analyst,
City of Hope

[Meet Ramon](#)



Lorna Rodriguez-Rodriguez

Vice Chair of Faculty Development in...
City of Hope

[Meet Lorna](#)



Nancy Clifton-Hawkins

Director of Community Benefit,
City Of Hope

[Meet Nancy](#)



Gloria Preciado

Associate Vice President/Executive ...
City of Hope

[Meet Gloria](#)



Olga Yero

Assistant to the President and CEO,
City of Hope

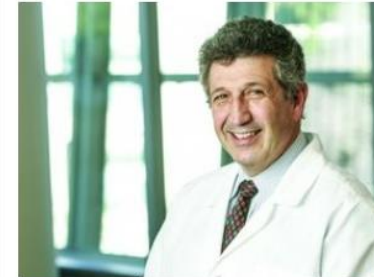
[Meet Olga](#)



Alex Herrera

Associate Professor, Division of Lymph...
City Of Hope

[Meet Alex](#)



Isaac Benjamin Paz

Vice Chair for Clinical Affairs, Depart...
City Of Hope

[Meet Isaac](#)



Luis López

Director of Government Affairs,
City of Hope

[Meet Luis](#)

About the mentor



Olga Yero

Assistant to the President and CEO
City of Hope

Message

Olga is a driven professional with over 25 years experience in managing, planning and supporting operational and administrative functions. At City of Hope, Olga provides comprehensive support for executive level staff effectively using her ability to plan, analyze and execute on a broad range of administrative projects. A detail oriented professional with excellent written and oral communication skills, Olga's great interpersonal skills, strong focus on customer satisfaction, and decision making skills have made her exceptional at streamlining business processes to achieve efficiency and organizational objectives in today's fast paced environments.

What I do

I manage the Office of the President and CEO at City of Hope. I once read: A good executive assistant is like an air traffic controller! That's me. I do what I can so my executive can use his time efficiently.



Why I do it

A great executive assistant has a servant's heart. I'm always taking care of people. It's rewarding. I like helping people – whether it's coworkers, community members or patients – and I like having people rely on me.



My Big Career Moment

I worked at Children's Hospital in various roles, and there were a few years when I sometimes served as a translator in the clinic. I wasn't the doctor, but I was part of the team. It felt good to give hope to someone in need.



Olga Yero

Assistant to the President and CEO

Follow this author



Career Center | Born Leaders

Organizer-In-Chief – Doing 100 Things Well, Always With a Smile

09/18/2019 06:00AM | 4813 views



Photo by

By Kim Perez

If you ever need to interact with the President and CEO of City of Hope, most likely you will encounter Olga Yero first. And you'll be glad you did.

Yero manages the Office of the President and CEO, Robert Stone. A world-renowned comprehensive cancer center and independent biomedical research institution near Los Angeles: City of Hope is a very busy place – and Yero keeps the CEO's office running smoothly. She does a little bit of everything, managing every detail for every function – calendar management, travel planning, budget management, including meeting preparation and execution. She supports bimonthly executive team meetings, weekly CEO Council meetings – working closely with the

Upcoming COH New Articles



Dr. Kimlin Ashing/CCARE

Coming Soon!



Jazma Tapia

Coming Soon!



Angela Talton

Coming Soon!



Susan Nyanzi

Coming Soon!



Dena Brummer

Coming Soon!

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.



HISPANIC HERITAGE MONTH MENTOR SPOTLIGHT



“Sometimes we just feel that something's wrong, but we don't feel heard.”

Lorna Rodriguez-Rodriguez

 City of Hope.

 Healthy Hispanic Living™



HISPANIC HERITAGE MONTH MENTOR SPOTLIGHT



“I have a strong nurturing side. That's the foundation for being an administrator.”

Olga Yero

 City of Hope.

 Healthy Hispanic Living™

TOP 10 City of Hope 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
New Lung Cancer Screening Recommendation Is a Breath of Fresh Air	Dan J. Raz, M.D.	Preventive Care Self Advocacy	28,556
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	27,041
Latina Empowerment: My Journey to Help Others Through a Career in Healthcare	Maribel Diaz	Career Center Career Management	23,189
Running Past Cultural Hurdles...to a Healthier Future	Alma Apodaca	Fitness Lifestyle	22,969
Cancer and Pain Management: Debunking Myths in Latino Patients	Lina Mayorga	Preventive Care Treatment Insights	22,509
Building a Path and a Pipeline for Hispanics in BioMedicine	Dr. Susan Kane, PhD	Career Center Career Management	20,249
A Hospital Without Doors	Joseph Alvarnas, MD	Healthcare Policy Hispanic Marketing	18,891
Genetically Predisposed Hispanics Can Alter the Course of Cancer	April Sorrell	Preventive Care Self Advocacy	18,736

TOP 10 Syndication Articles

TITLE	AUTHOR	CATEGORY	VIEWS
To Fight Cancer, Improve Your Diet	City of Hope	Nutrition Self Advocacy	22,281
For Hispanics, Cancer is Now a Greater Threat than Heart Disease	City of Hope	Preventive Care Treatment Insights	19,917
Gestational Diabetes: Take Action to Reduce Disparities	City of Hope	Preventive Care Healthcare Disparities	19,386
Breakthroughs Why An Annual Bone Marrow Transplant Reunion? It Inspires Us	City of Hope	Preventive Care Treatment Insights	13,939
In Breast Cancer Treatment, Patients Come First	City of Hope	Preventive Care Breast Cancer Awareness	8,794
What I Learned: 6 Questions For Lung Cancer Patient Emily Bennett Taylor	City of Hope	Preventive Care Self Advocacy	8,764
9-Year-Old Amanda, A Bone Marrow Transplant Patient, Meets Her Superhero	City of Hope	Preventive Care Lifestyle	8,167
Cancer Insights: Potential New Way To Target Lethal Prostate Cancer	City of Hope	Preventive Care Self Advocacy	7,895
Lung Cancer Survivor: What I Learned During Treatment	City of Hope	Preventive Care Lifestyle	7,513
For Cancer Patients, Art Therapy Is More Than Just Painting Pictures	City of Hope	Preventive Care Treatment Insights	7,487

City of Hope Mentors

Articles and Views

MENTOR	TITLE	ARTICLE (Link)	VIEWS
Maribel Diaz	Program Director	Adjusting to College Life Teaches Lessons for Future Life Transitions – Personal and Professional	8,147
Ramon Diaz	Financial Analyst	Ramon Diaz Shares Career Advice – from His Role as Both Mentee and Mentor	7,676
Mayra Serrano	Manager of Center of Community Alliance for Research and Education (CCARE)	An Internship Changed the Course of Mayra Serrano's Life to a Career in Public Health	6,989
Yuddy Jesus	Research Protocol Analyst, MHA, BPA	Travelling an unexpected path to success	5,717
Olga Yero	Assistant to the President and CEO	Organizer-In-Chief – Doing 100 Things Well, Always With a Smile	4,802
Tony Padilla	Vice President of Patient Experience	Help People by Creating Great Healthcare Experiences	3,456
Luis Lopez	Director of Government Affairs	A Voice for Patients and an Advocate for Meaningful Healthcare Change	3,048
Mark Wedell	Executive Director of Talent Development, Engagement and Diversity and Inclusion	Helping Organizations Think Bigger and Broader	2,975
Lorna Rodriguez-Rodriguez	Vice Chair of Faculty Development in the Department of Surgery, and Professor in the Division of Gynecologic Oncology, Gynecology and Reproductive Sciences	Curiosity is Embedded in this Doctor's DNA	2,289
Mario Munoz	Executive Director, Procurement and Supply Chain Management	Bringing People Together for the Best Possible Outcome	2,217
Gloria Preciado	Associate Vice President/Executive Director, Events & Visitor Services	Creating Moments – Seeing Things Not as They Are, But as They Can Be	2,188
Nancy Clifton-Hawkins	Director of Community Benefit	Planting Seeds of Health and Fulfillment	810
Isaac Benjamin Paz	Vice Chair for Clinical Affairs, Department of Surgery	A Cancer Surgeon Helps People Live and Achieve Their Dreams	137
Alex Herrera	Associate Professor, Division of Lymphoma	‘It Just Clicked’: Caring for Patients and Researching Cures	134



Section 3: **Social Media Analytics** **and Reach**



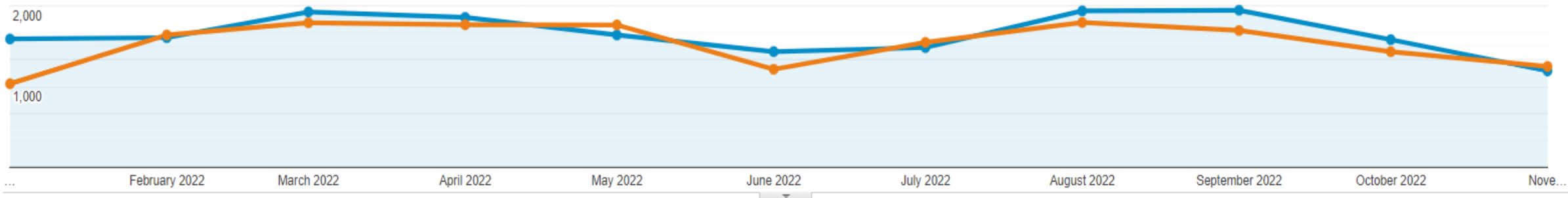


Analytics

Website Analytics.

Audience Overview

Jan 1, 2022 - Nov 23, 2022: ● Users
Feb 8, 2021 - Dec 31, 2021: ● Users



Users

7.46%

17,996 vs 16,746



New Users

7.76%

17,955 vs 16,662



Sessions

7.63%

19,983 vs 18,567



Pageviews

7.21%

25,399 vs 23,690



Pageviews

7.21%

25,399 vs 23,690



Unique Pageviews

7.95%

23,023 vs 21,327



Avg. Time on Page

1.27%

00:02:19 vs 00:02:18



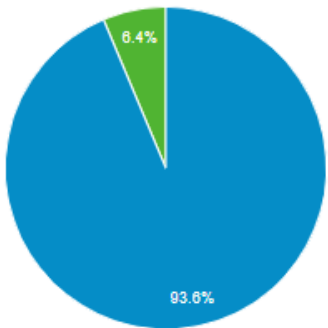
% Exit

0.36%

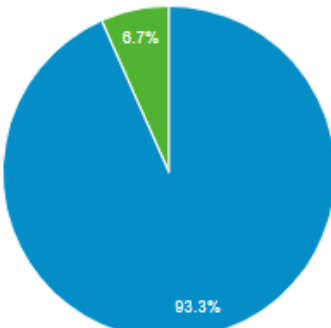
78.58% vs 78.30%



Jan 1, 2022 - Nov 23, 2022



Feb 8, 2021 - Dec 31, 2021

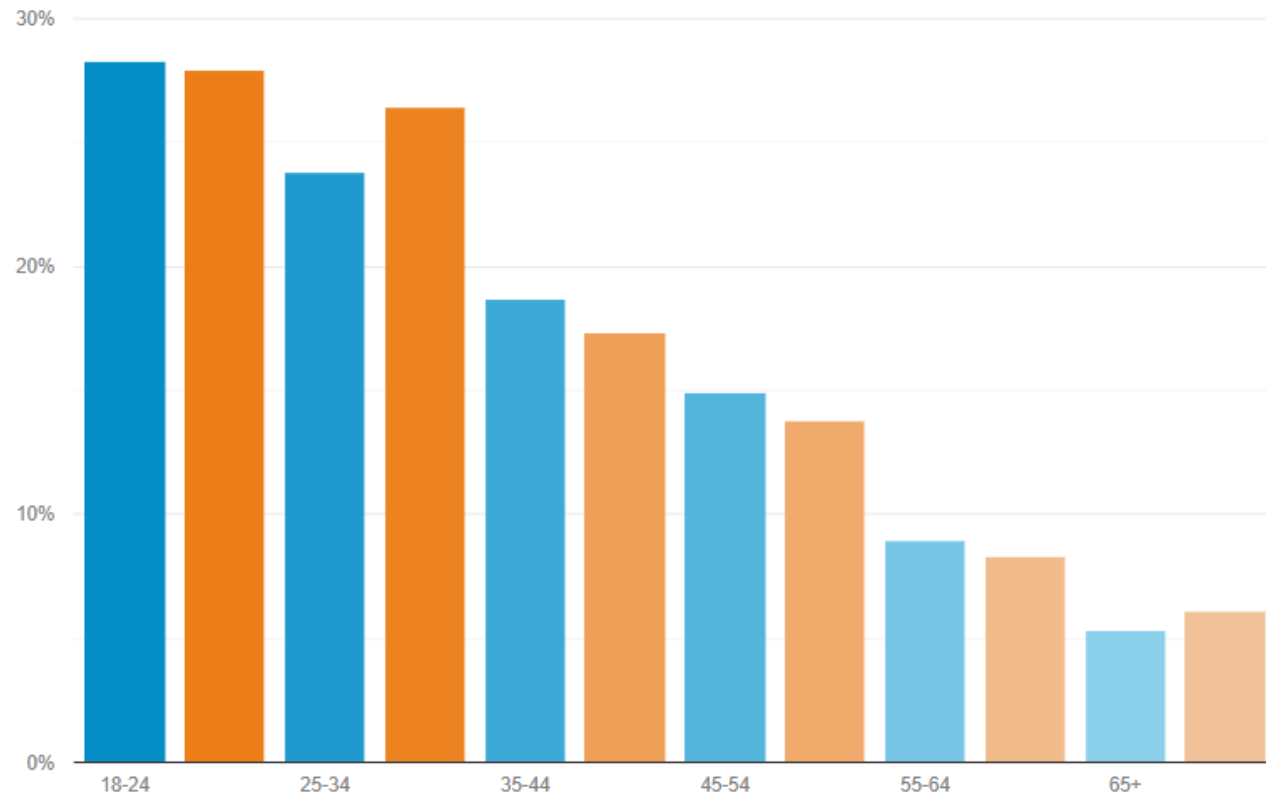


■ New Visitor ■ Returning Visitor

Demographic Overview

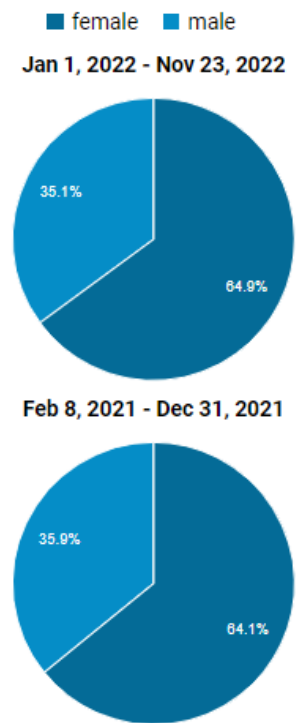
Age

24.62% of total users



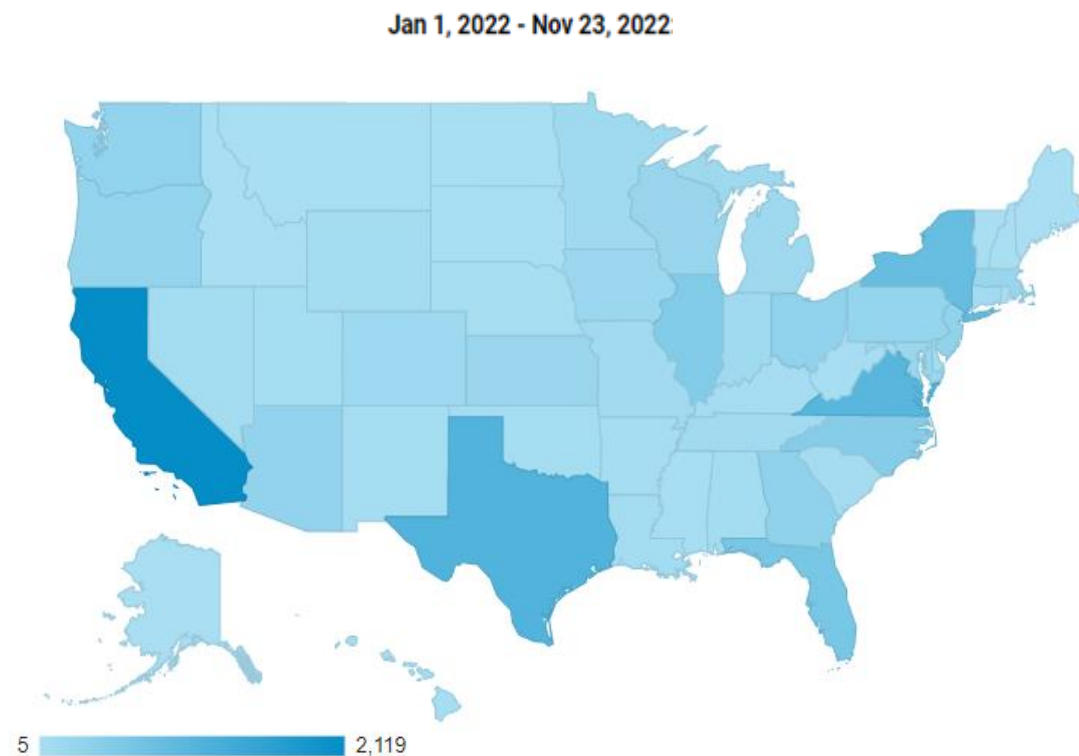
Gender

27.03% of total users



Location Overview

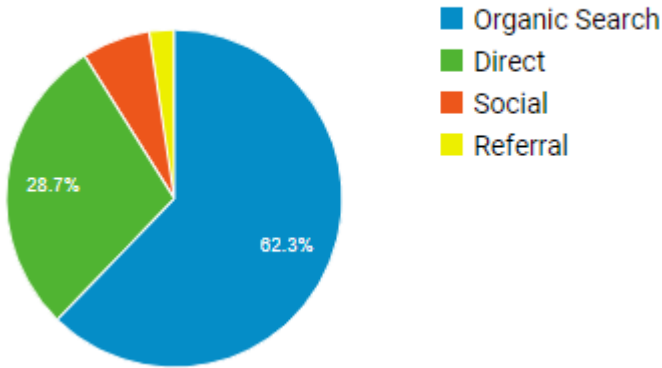
Region ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	12,318 % of Total: 68.45% (17,996)	12,188 % of Total: 67.88% (17,955)	13,536 % of Total: 67.74% (19,983)
1. California	2,119 (17.21%)	2,104 (17.26%)	2,438 (18.01%)
2. Texas	1,129 (9.17%)	1,123 (9.21%)	1,244 (9.19%)
3. Virginia	1,044 (8.48%)	1,039 (8.52%)	1,075 (7.94%)
4. New York	846 (6.87%)	841 (6.90%)	931 (6.88%)
5. Florida	634 (5.15%)	628 (5.15%)	692 (5.11%)
6. Illinois	507 (4.12%)	497 (4.08%)	556 (4.11%)
7. North Carolina	459 (3.73%)	454 (3.72%)	518 (3.83%)
8. (not set)	352 (2.86%)	348 (2.86%)	354 (2.62%)
9. Georgia	343 (2.79%)	340 (2.79%)	367 (2.71%)
10. Ohio	330 (2.68%)	324 (2.66%)	359 (2.65%)



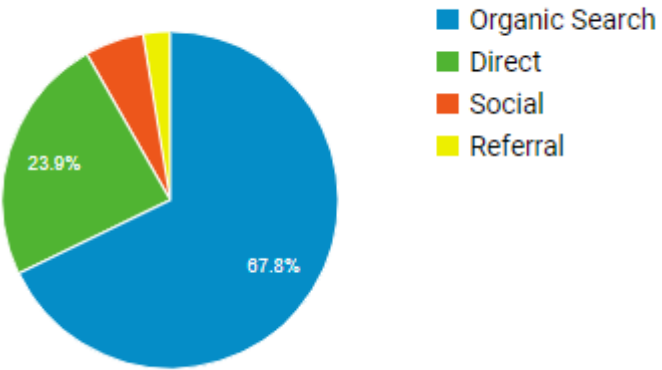
Acquisition Overview

Acquisition			
	Users	New Users	Sessions
	7.46%	7.76%	7.63%
1 Organic Search	1.28%		
2 Direct	29.58%		
3 Social	23.87%		
4 Referral	0.23%		

Jan 1, 2022 - Nov 23, 2022



Feb 8, 2021 - Dec 31, 2021





Social Media

Social Media Analytics.

Performance Summary

Impressions

114,174

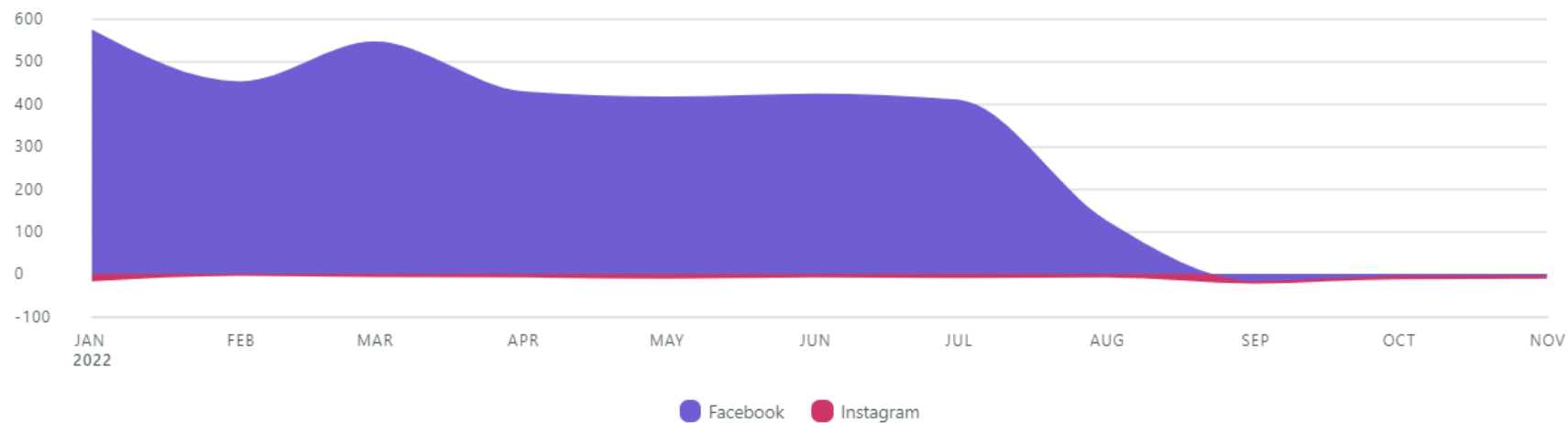
Engagements

5,695 ↘

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Audience Metrics

Total Audience

Totals % Change

19,651 ↗ 19.6%

Total Net Audience Growth

3,246 ↘ 25.7%

Facebook Net Page Likes

3,348 ↘ 23.1%

Instagram Net Follower Growth

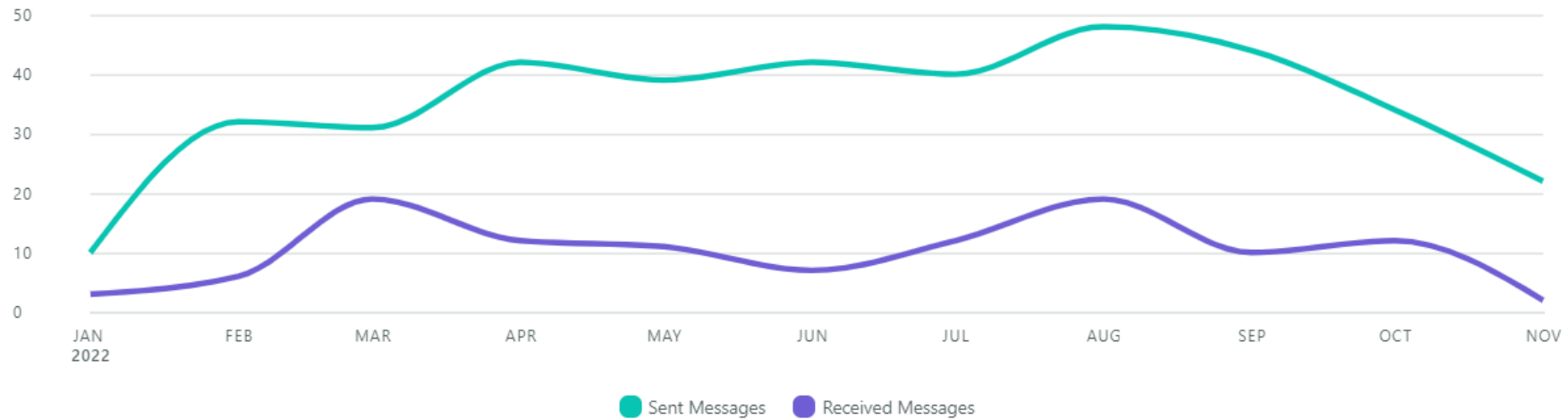
-102 ↘ 1,120%

Messages Summary

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



Sent Messages Metrics

Totals

Total Sent Messages

384

Facebook Sent Messages

197

Instagram Sent Messages

187

Received Messages Metrics

Totals

Total Received Messages

113

Facebook Received Messages

51

Instagram Received Messages

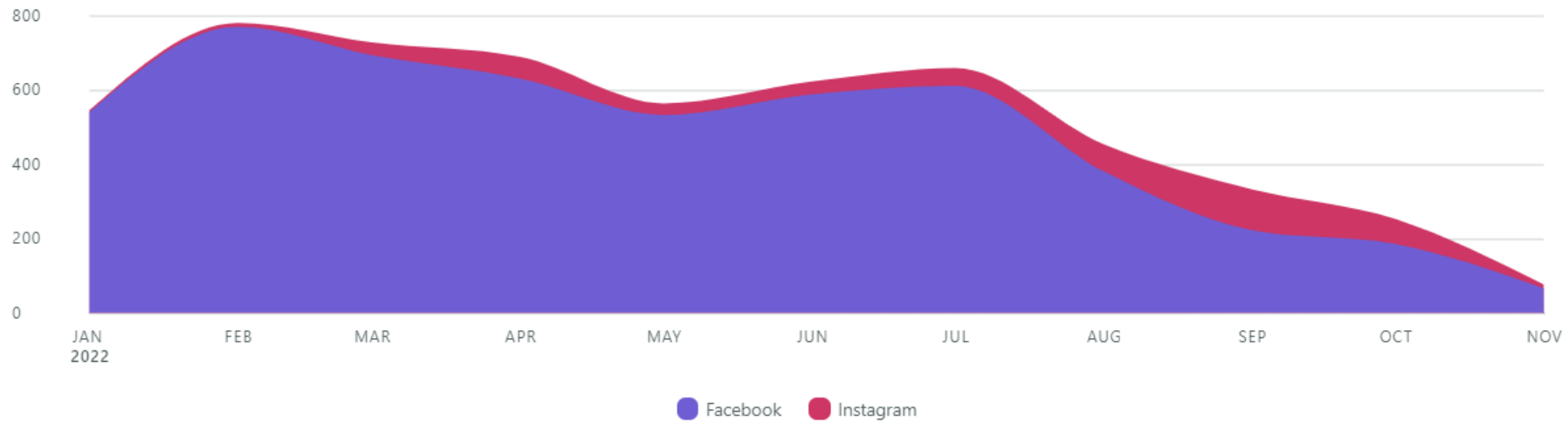
62

Engagement Summary

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics

Totals

Total Engagements

5,695

Facebook Engagements

5,214

Instagram Engagements

481

Top Posts



Healthy Hispanic Living
Fri 3/25/2022 11:08 am PDT

Tips For Raising Latino Leaders I know that what my children choose to become is based not just on their personalities and...



Total Engagements	51
Reactions	43
Comments	0
Shares	2
Post Link Clicks	1
Other Post Clicks	5



Healthy Hispanic Living
Fri 3/4/2022 9:51 am PST

I would love to share 5 tips for aspiring Hispanic leaders and managers in business with the hope this information can have a...



Total Engagements	46
Reactions	36
Comments	1
Shares	4
Post Link Clicks	2
Other Post Clicks	3



Healthy Hispanic Living
Wed 2/2/2022 4:06 pm PST

Mixing #alcohol and #caffeinated beverages can be very dangerous. When the two are combined, the caffeine can...



Total Engagements	43
Reactions	34
Comments	0
Shares	4
Post Link Clicks	—
Other Post Clicks	5



Profile Summary

Profiles

Review your aggregate profile and page metrics from the reporting period.

Profile 	Audience 	Net Audience Growth 	Published Posts 	Impressions 	Engagements 
Reporting Period Jan 1, 2022 – Nov 25, 2022	19,651  19.6%	3,246	378	114,174	5,695
Compare to Feb 6, 2021 – Dec 31, 2021	16,434	4,366	458	127,677	9,647
  Healthy Hispanic Living	17,167	3,348	191	99,066	5,214
 healthyhispanic	2,484	-102	187	15,108	481