

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%

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

Language and cultural barriers:

30%

30% of Hispanics say they are not fluent in English.⁵



Overcoming obstacles



Make 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



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](#)



¹ U.S. Bureau of Labor Statistics. Labor Force Statistics from the Current Population Survey. 2020. Available at: bls.gov/cps/cpsaat18.htm. Accessed on July 1, 2020.

² U.S. Bureau of Labor Statistics. Labor Force Statistics from the Current Population Survey. 2020. Available at: bls.gov/cps/cpsaat18.htm. Accessed on July 1, 2020.

³ Center of Diseases Control and Prevention. Table 45: Private Health Insurance Coverage Among Persons Under Age 65. 2018. Available at: cdc.gov/nchs/data/2018/045.pdf. Accessed July 1, 2020.

⁴ U.S. Department of Health and Human Services Office of Minority Health. Profile: Hispanic/Latino Americans. August 22, 2019. Available at: minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=64. Accessed July 1, 2020.

⁵ U.S. Department of Health and Human Services Office of Minority Health. Profile: Hispanic/Latino Americans. August 22, 2019. Available at: minorityhealth.hhs.gov/omh/browse.aspx?lvl=3&lvlid=64. Accessed July 1, 2020.