

LATINO HEALTH CRISIS DRAWS ACTION FROM MANHATTAN BP, ELECTED OFFICIALS, DOCTORS & COMMUNITY LEADERS

Manhattan Borough President Gale Brewer, First Lady of New York City Chirlane McCray, Congressman Adriano Espaillat (NY-13), and SOMOS Community Care Discuss Solutions to Improve the “State of Latino Health”

Health Fair Offers Hundreds of Manhattanites Free Health Services, Fitness Consultations, Food Demonstrations and a Toy Drive Giveaway

MANHATTAN, NY – **December 15, 2018** – SOMOS Community Care, Manhattan Borough President Gale Brewer, First Lady of New York City Chirlane McCray and Congressman Adriano Espaillat (NY-13) today joined with Manhattan community leaders and doctors at George Washington Educational Campus to discuss the unique health challenges facing Latinos in Manhattan, as outlined by the recently released [*State of Latino Health in New York City*](#) (SOLH). The panel discussion was followed by a community health fair, offering families free health screenings, flu shots, food demonstrations, a toy drive giveaway, and activities.

The panel discussion and health fair were spurred by the release of the SOLH’s first-ever, city-wide survey of Latino patients and health care providers in New York City, which details a growing crisis in access to care and health education and health perception challenges faced by millions of Latinos living largely in poverty. The historic report concludes with solutions based in education and policy to guide health professionals and government leaders towards a healthier future for New York’s rising population.

“Latinos in Manhattan and across New York City feel invisible within a health care system that should do a better job to address their needs,” said **Dr. Ramon Tallaj, Chairman of SOMOS Community Care**. “There are common-sense solutions, including greater culturally-competent outreach, that will change the lives of Latinos if we are willing to put in the work. We are honored for the support of the First Lady of New York City Chirlane McCray, who is deeply committed to creating a mental health system that works all New Yorkers through the initiative ThriveNYC. We are also grateful for the incredible partnership of Manhattan Borough President Gale Brewer and Congressman Adriano Espaillat to help improve health care for the most vulnerable Latinos.”

“The hispanic and Latino community represents more than a quarter of the population in Manhattan and the city as a whole. Addressing this community’s health challenges is of vital

importance to all New Yorkers,” said **Manhattan Borough President Gale Brewer**. “I hope today’s discussion, and the findings in the State of Latino Health report, will help improve health care delivery and outcomes for Manhattan’s Latino community. I look forward to working with SOMOS Community Care’s healthcare professionals to make sure Manhattan families get the care they need and deserve.”

“Latinos in Manhattan and across New York City continue to face alarming barriers to health care that must be struck down,” said **Congressman Adriano Espaillat (NY-13)**. “Today, we hope to raise awareness about the work that has to be done, and bring health services directly into the community. I look forward to working with SOMOS Community Care to make progress for vulnerable Latino and immigrant communities throughout New York.”

The panel discussion which was moderated by Univison 41 Journalist Mariela Salgado featured speakers Dr. Ramon Tallaj, Rubén Darío Luna Martínez, Overseas Deputy for the Dominican Republic, Pediatrics 2000 CEO Dr. Juan Tapia Mendoza, NMIC Executive Director Maria Lizardo as well as New York City Council Member and Health Committee Chair Mark Levine who explored several solutions to bridge the health care disparities gap including:

- **Unprecedented community outreach and communication.** Through aggressive outreach and enhanced healthcare technology and collaboration with community organizations, the state, city, local physicians must better locate underserved patients and provide supported pathways to health care through easy to navigate online tools, removing one of the primary barriers to health care.
- **Patient targeting and identification - the intersection of technology and proactive patient interaction.** Targeting and delivering the right intervention to maximize impact is critical to improve the overall health of the Latino community. Effective population health begins with an analysis of a comprehensive set of data sources which includes: physical and behavioral health claims data, social data sets such as nutrition data, and health risk assessment data, to accurately identify members and deliver targeted interventions based on varying levels of risk.
- **Focus on health risk and social service assessments.** SOMOS has created integrated teams of community health workers who are on a proactive mission in communities across New York City to understand and support Latino patients - building an army of collaborative, community-based organization partners. These teams are responsible for the proactive modeling, communication, management and tracking of referrals for additional services available to the patient to support the intervention cycle.
- **Case management support for all neighborhoods and meeting patients where they live.** High-need patients have numerous medical, behavioral, and social needs that result in high costs and poor health outcomes. Case management support is a known, effective intervention to improve health outcomes and lower costs for high-need, high-cost populations.

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