

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Contigo en la Lucha: Using Data and Trust to Drive Population Health Growth Among Spanish-speaking Communities

- **Michelle Luna**, Senior Marketing Business Partner at Renown Health
- **Nardeep Singh**, Director of Marketing & Communications at Renown Health



Nardeep Singh

Director of Marketing, Communications & Technology
at Renown Health

Bio

Nardeep Singh is Director of Marketing, Communications and Technology at Renown Health. She brings a practical, community-centered approach to connecting people with healthcare through clear communication, data and technology.



Michelle Luna

Senior Marketing Business Partner at Renown Health

Bio

Michelle Luna is a Senior Marketing Business Partner at Renown Health, leading initiatives focused on growth and community outreach. As a Spanish speaker, she developed Renown's Spanish-language strategy to improve trust, access and engagement among Spanish-speaking communities.



Agenda

- Learning Objectives
- Trivia / Strategy Maturity Assessment
- Population Health Data
- Our Journey
- Results
- CONTIGO Model
- Framework & Takeaways
- Q&A

What you will take away

A case study and scalable playbook for Spanish-language population health marketing

Identify the Opportunity

Learning Objective 1

Use population health, demographic and utilization data to identify Spanish-speaking patient segments with unmet needs and growth potential.

Build Trust Intentionally

Learning Objective 2

Apply culturally relevant, trust-centered communication strategies that address information, navigation and access barriers.

Create a Scalable Model

Learning Objective 3

Align Spanish-language marketing with population health and growth goals, then adapt the approach to the size of your organization.

Population Health Trivia

QUESTION 1

Approximately what percentage of Nevada's population identifies as Hispanic or Latino?

A. 15%

B. 22%

C. 29% **CORRECT ANSWER**

D. 40%

Population Health Trivia

QUESTION 2

What percentage of Washoe County residents identify as Hispanic or Latino?

A. 10%

B. 18%

C. 27% **CORRECT ANSWER**

D. 40%

Strategy Maturity Assessment

QUESTION 3

How would you best describe your organization's current Spanish-language marketing strategy?

- A. We translate clinical materials when needed.
- B. We occasionally run Spanish-language campaigns.
- C. We are in the process of developing a Spanish-language marketing strategy.
- D. We have a comprehensive Spanish-language marketing strategy in place.
- E. We rely on third-party agencies.

Nevada Hispanic/Latino Population Health Data

Table 1. Population of Hispanics/Latinos by state and county

State/ County	Total Population	%
Nevada	918,509	29.2
Carson City	14,576	25.0
Churchill County	3,866	15.2
Clark County	725,437	32.0
Douglas County	6,552	13.2
Elko County	13,424	25.0
Esmeralda County	297	30.3
Eureka County	201	12.4
Humboldt County	4,815	27.9
Lander County	1,229	21.5
Lincoln County	330	7.3
Lyon County	11,216	18.9
Mineral County	862	18.9
Nye County	8,360	16.2
Pershing County	1,622	24.6
Storey County	222	5.5
Washoe County	123,956	25.5
White Pine County	1,544	17.2

Table 2. Hispanics/Latinos in United States and Nevada by age groups

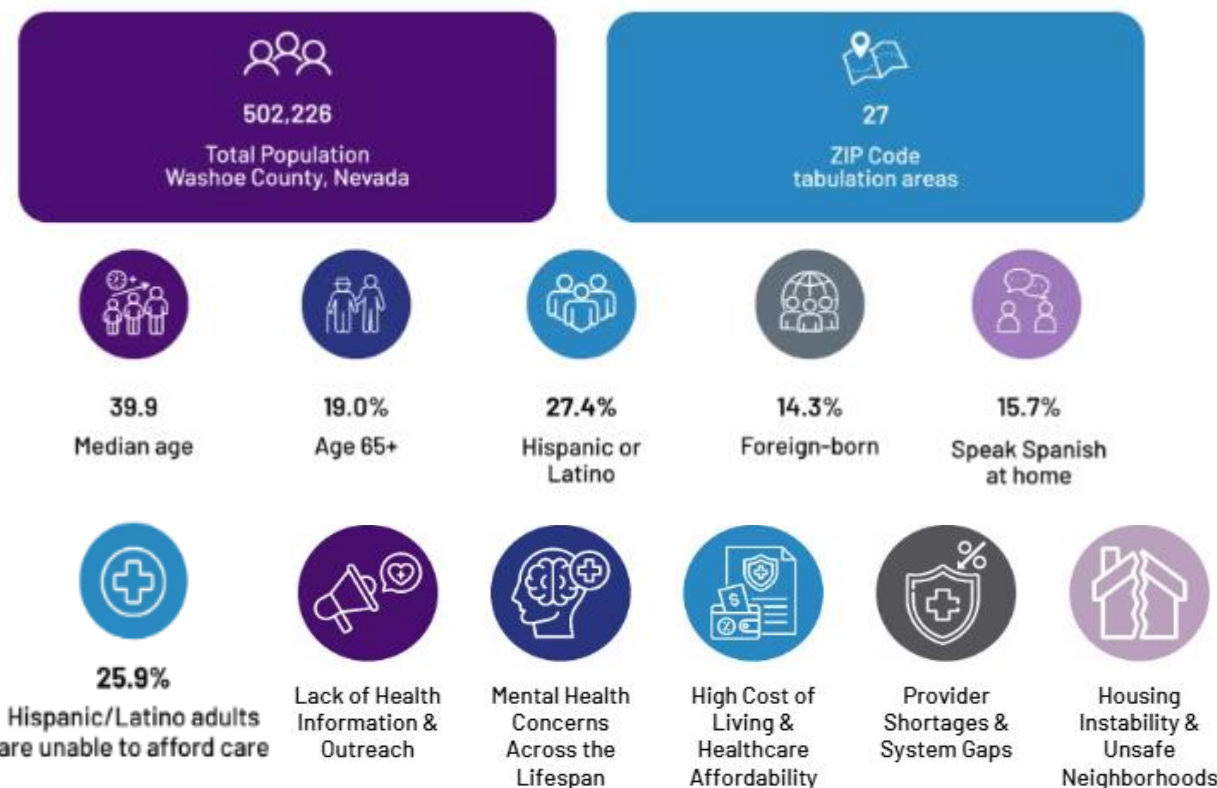
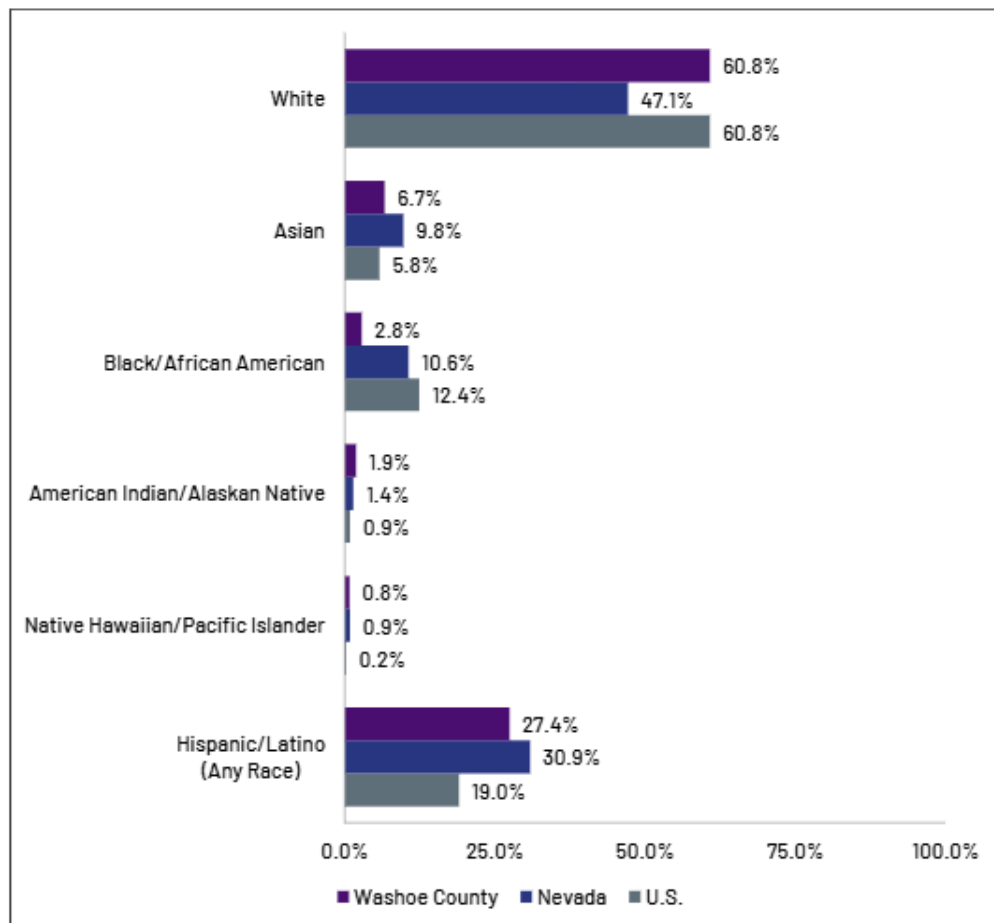
Age group	United States		Nevada	
	n	%	n	%
Under 5 years	4,937,753	8.0	73,976	8.0
5 to 9 years	5,055,464	8.2	77,493	8.4
10 to 14 years	5,560,629	9.0	84,253	9.2
15 to 17 years	3,168,862	5.1	48,980	5.3
18 and 19 years	2,149,242	3.4	30,794	3.4
20 to 24 years	5,091,522	8.2	76,885	8.4
25 to 29 years	4,846,214	7.9	76,414	8.3
30 to 34 years	4,658,601	7.5	72,251	7.9
35 to 44 years	8,871,503	14.4	132,736	14.5
45 to 54 years	7,337,888	11.9	110,878	12.1
55 to 64 years	5,291,724	8.6	73,293	8.1
65 years and older	4,786,464	7.8	59,926	6.5
Total	61,755,866	100	918,509	100

Hispanics/Latinos make up ~29.2% of Nevada's population.

Most are in the Gen Z, Gen Alpha and Millennial age groups.

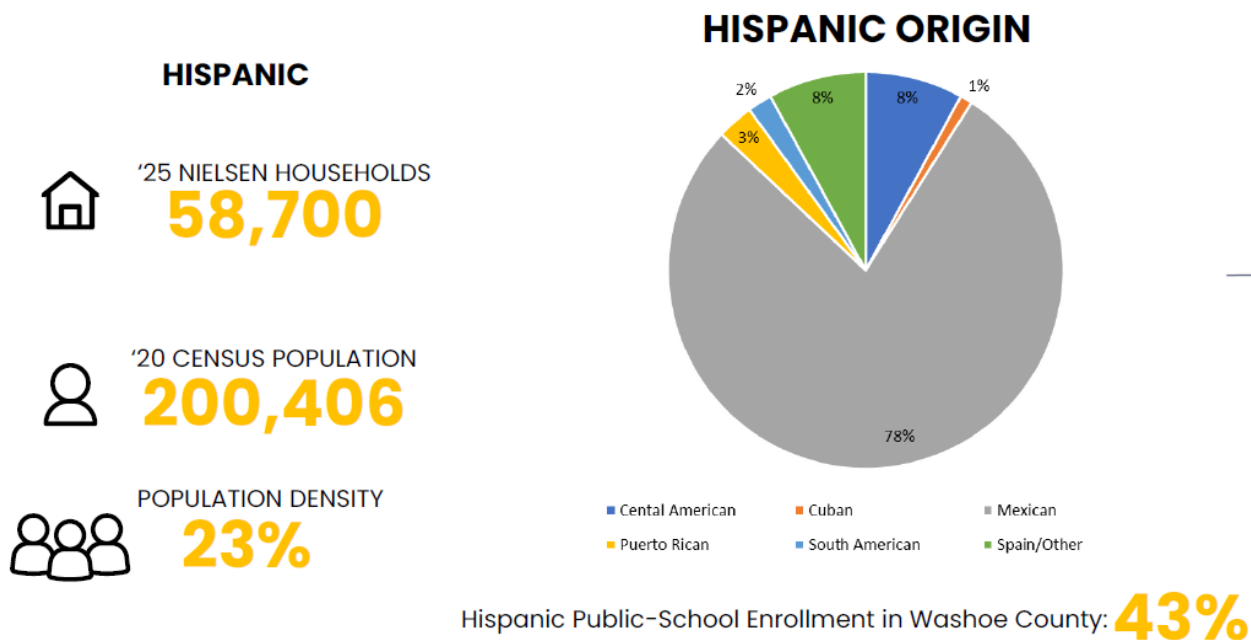
Nevada Hispanic/Latino Population Health Data

FIGURE 3: POPULATION BY RACE AND ETHNICITY: COUNTY, STATE, AND NATION



RENO DMA: BY THE NUMBERS

TELEMUNDO RENO DMA: BY THE NUMBERS



HISPANIC TOTAL MARKET

HH SIZE
3.7

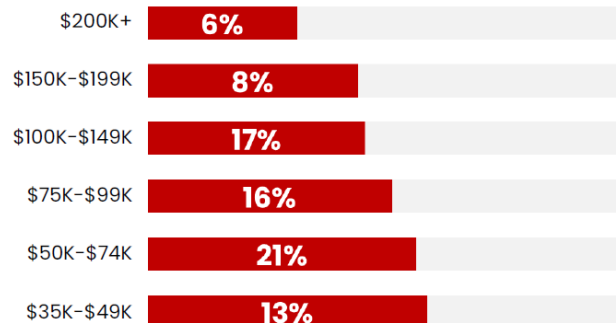
HH SIZE
2.5

MEDIAN AGE
28.1

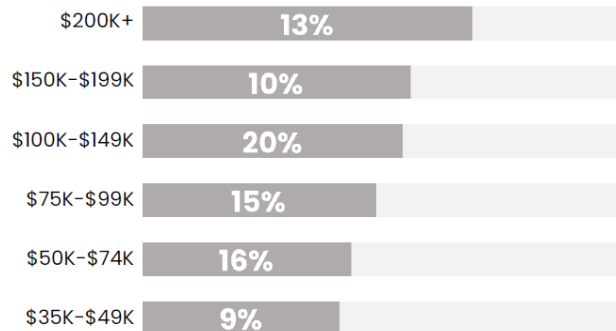
MEDIAN AGE
40.8



HISPANIC Household Income

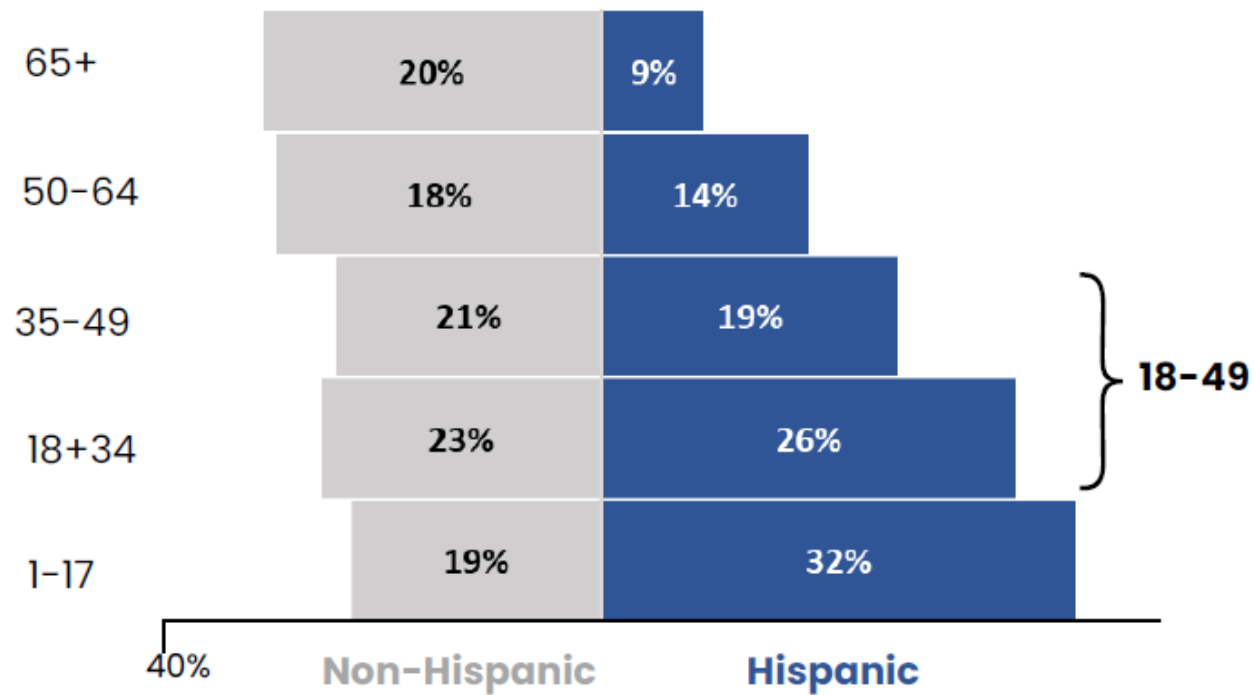


NON-HISPANIC Household Income



The Reno DMA's Hispanic Population Skews Younger than Non-Hispanics and is Poised for Substantial Growth

Reno DMA Hispanic Population Numbers by English Speaking Ability

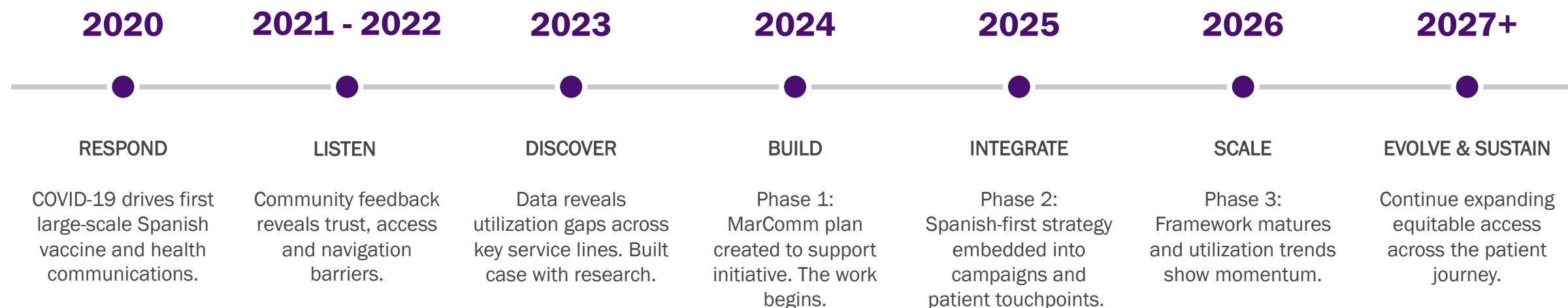


	Non-Hispanic	Hispanic	PP difference
Boomer+ (1946 – 1964)	28%	10%	-18pp
Gen X (1965 – 1980)	19%	16%	-3pp
Millennial (1981-1996)	21%	25%	+4pp
Gen Z and Gen Alpha (1997-2024)	2%	46%	+20pp

Our journey:

From translation to transcreation

An ethical, grassroots effort became an expanded population health and growth capability.



2023: We started with a gap, not a campaign

Language access and cultural relevance can shape how people find, understand and act on health decisions.

Assess Access

- Can people find information and navigate the system in their preferred language?

Build Trust

- Does our message reflect community insight, credible voices and cultural context?

Take Action

- Do these efforts take into consideration the entire patient journey for this audience?

Our shift went from translating assets to designing the experience as a whole.

Understanding the Access and Utilization

What was currently in place at Renown Health across Language Access, Customer Engagement and MarComm?

Language Access

- 110 employees are certified in Spanish as Qualified Language Medical Interpreters
- 88.5% of Language Line interpretation services was used for Spanish
- TransPerfect is used for document translations
- MyChart & Epic communication

Customer Engagement

- 24 approved Spanish-speaking representatives in the customer engagement center; 18 of them are call center agents
- ~12,000 calls are conducted in Spanish annually

Marketing & Communications

- Renown.org had a built-in translator tool for Spanish, but there were some limited capabilities
- Reno has dedicated Spanish TV and Radio media channels that we partnered with on PR opportunities

Our Objectives

1. **Build positive relationships with the Latino community** through targeted and strategic bilingual community outreach and marketing tactics.
2. Extended **Renown's mission of caring for all people** by incorporating language access and cultural relevance into Marketing & Communications strategies, creating a more positive and accessible patient experience.
3. **Position Renown Health as a trusted source of guidance for healthcare information** to this audience.
4. Align our Spanish Language Strategy with Renown Health's broader strategic goals, Mission-Vision-Values and People-first culture, ensuring that growth in this community reflects organizational **values of inclusion, caring for all people and equitable access to care.**

Phase 1: Initial Strategies

- Audited our website's translation capabilities to better understand the patient journey
- Partnered with [IC Media Strategy](#) to review existing creative and develop culturally relevant messaging
- Leveraged our internal Spanish-speaking team members to lead the initiative
- Facilitated a focus group to measure audience sentiment toward our brand and initial transcreations
- Identified population health and outreach opportunities for this audience and developed a Spanish-first marketing and communications strategy aligned with organizational goals



We turned our existing brand campaign, "Fight the Good Fight" and transcreated the "Contigo en la Lucha" brand extension.

What We Learned From the Focus Group



General Skepticism & Fear Around Healthcare

Healthcare concerns included difficulties accessing timely care, skepticism, fears of misdiagnosis and high costs. We found that this leads to delayed effort in seeking care until they can travel to their home country.



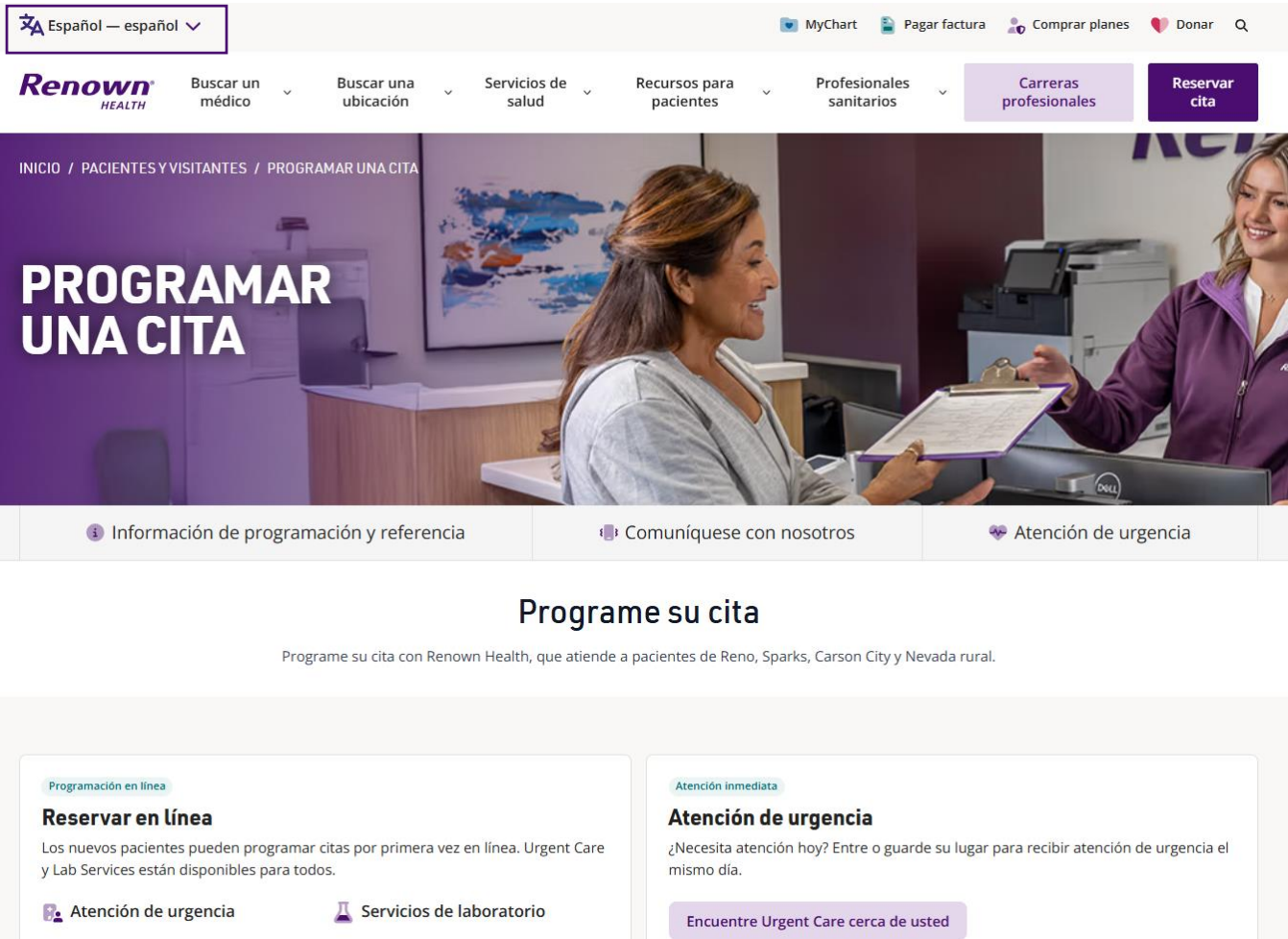
Advertising Feedback Resonated

Feedback emphasized a sense of inclusion and representation in the content, as well as belonging and validation. Trust was a central theme, suggesting a commitment to standing by individuals through their challenges.



Effort Builds Trust

Overall, the slogan conveyed a message of continuous support from the hospital, from the beginning to the end of any challenging situation. They appreciated the effort made.



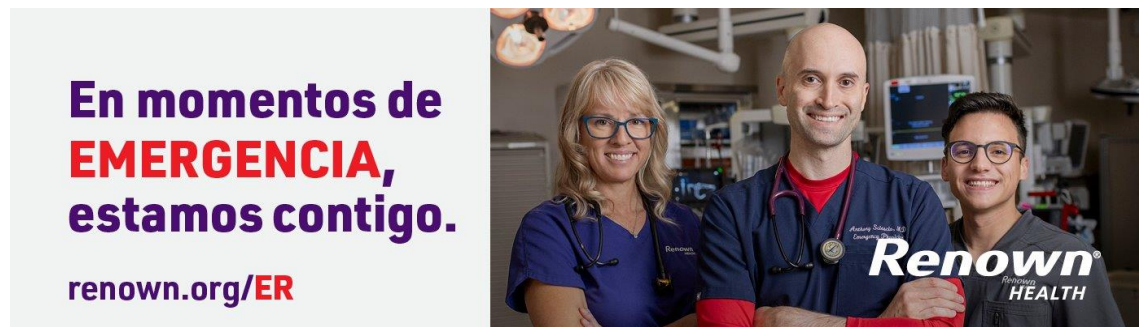
Improved the Spanish-language digital experience through enhanced website translation capabilities.



A trust-centered, educational public relations strategy and sponsorships helped us grow relationships with local media.

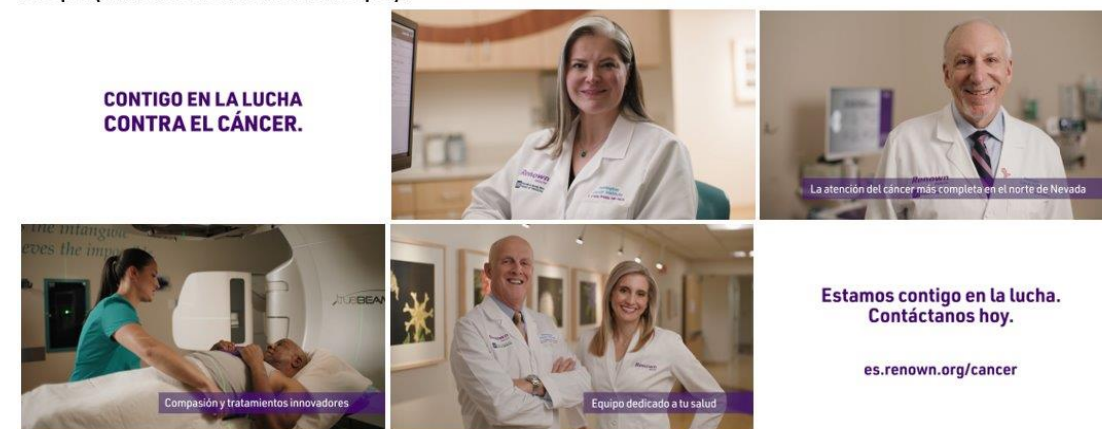
Renown ER campaign in Spanish

:30 spot (audio also used as a :30 radio spot):



Renown Cancer Care campaign in Spanish

:30 spot (audio also used as a :30 radio spot):



Transcreation was then embedded in all priority service line campaigns.



Cirujanos Especialistas en Salud de la Mujer

Atención integral personalizada
es.renown.org/mujeres
Renown HEALTH

UN FUTURO MÁS SALUDABLE.

Nuevas ubicaciones de Renown Urgent Care – ¡YA ABIERTAS!

Renown HEALTH



En momentos de EMERGENCIA,

Reno Aces: Andrés Chaparro nombrado jugador de la semana

ANUNCIO

AYUDA A NIÑOS EN HOGARES DE ACOGIDA

¡Solo 15 minutos pueden salvar tu vida!

Spanish-first planning became standard across priority campaigns.

Phase 2: Continued to Build the Trust Ecosystem

Community Outreach

Aligned and expanded our efforts with our community relations sponsorships and partnerships.

Relationship Strategy

Grew reach and visibility through trusted external community channels and employees.

Content Strategy

Became the primary content creators for Spanish education and resources.

Operational Updates

Identified new areas of opportunity and embedded language access into the patient journey.

Trust is not a channel. It is the result of consistent, credible relationships and action.

Phase 2: Continuing to Build the Trust Ecosystem

- Invested in our community through new partnerships, sponsorships and events
- Hosted an internal Spanish-speaking media training with 32 participants who earned a certificate of completion from the University of Nevada, Reno
- Launched Renown Health en Español Facebook page dedicated to Spanish-first content
- Developed a style guide as we learned our brand voice in Spanish for consistency
- Implemented Spanish communication journeys for appointment reminders and referrals

Visibility created trust and credibility. Trust created champions.



What began as a marketing effort became a movement fueled by trust, collaboration and a shared commitment to our community.

YouTube interface showing a video titled "RENOWN SOUTH MEADOWS EXPANSIÓN" with a subtitle "desde nuestra continua [música] ampliación de". The video is from the channel "Renown Health" and has 30.6K subscribers. A sidebar on the right lists related videos in Spanish, including "Nuestro Plan Para Ti: Un Futuro Más Saludable", "Conrad Breast Center in Renown South Meadows", and "Un Futuro Más Saludable: Expansión de Renown South Meadows".

Facebook interface for "Renown Health en Español". The profile shows 2.7K followers and 44 following. The bio states: "Renown Health es el sistema de salud académico de la zona de la costa más grande de Nevada, con liderazgo local, que brinda atención a personas en el norte de Nevada, Las Vegas y el noroeste de California, en un área de más de 100,000 millas cuadradas." The page features a "JUNTOS." graphic and a video of Sandra, a Renown Women's Health professional.

Launched in June 2024, Renown Health en Español has grown to 2.7K followers as of September 2026, helping extend trusted, culturally relevant health information to Spanish-speaking communities.



Estimad(o/a) Angel [REDACTED]

Esperamos verte el 09/07/2026 a 8:30 AM con Beth B. Kivo en Wound Care Center, 1500 E 2ND ST STE 100 Reno, NV.

[Por favor haga clic aquí para confirmar su próxima cita.](#)

Si necesita reprogramar su cita, por favor llame 775-982-5000, y cuando se le solicita, diga "programación" y luego "Wound Care Center" durante el horario laboral normal.

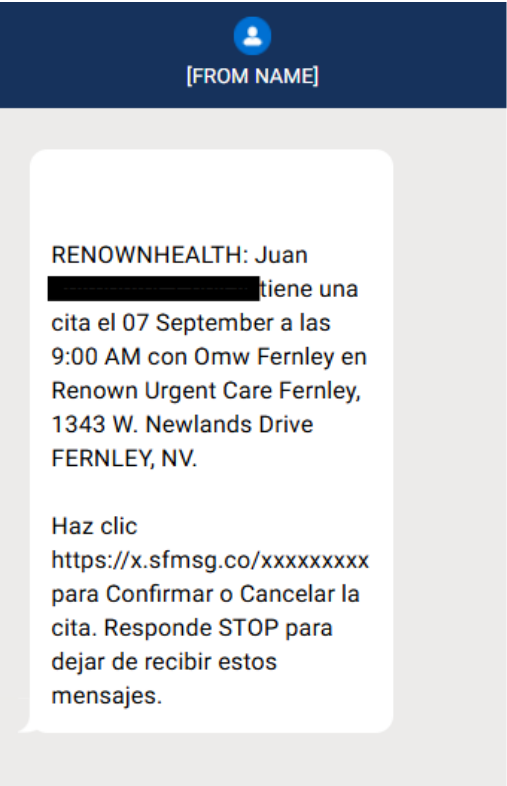
Si tiene alguna pregunta o duda antes de su cita, por favor no dude en llamar.

Sinceramente,

Su equipo de atención médica.

Renown Health
1155 Mill Street Reno, NV, 89502
US

Si no desea recibir correos electrónicos de recordatorio, por favor visite [MyChart](#) y actualice sus preferencias de comunicación.
[Política de privacidad](#) | [Ver correo electrónico en línea](#)



Average monthly Spanish email sends	20,851
Average monthly Spanish SMS sends	31,444

Patient Communications: Appointment reminders based on language preferences in Epic

Español — español

MyChart

Pagar factura

Comprar planes

Donar

Renown
HEALTH

Buscar un médico

Buscar una ubicación

Servicios de salud

Recursos para pacientes

Profesionales sanitarios

Carreras profesionales

Reservar cita

INICIO / SERVICIOS DE SALUD / MEDICINA GENÓMICA Y GENÉTICA / RENOWN PROYECTO HEALTHY NEVADA DE

RENOWN PROYECTO
HEALTHY NEVADA DE

Inscribirse para pruebas genéticas

Pruebas y servicios genéticos

Subestudio de M/NASH

Preguntas frecuentes sobre pruebas genéticas

Noticias y publicaciones

¿Cuál es el proyecto Healthy Nevada de Renown?

El Proyecto Healthy Nevada es un programa de investigación de salud comunitario que le ofrece, sin costo alguno, la oportunidad de conocer su:

- Riesgos genéticos (para ciertos tipos de cáncer y un tipo de enfermedad cardíaca)
- Rasgos de ascendencia regional
- Rasgos genéticos

Renown®
HEALTH

Estimado/a Alice,

¡Le invitamos a participar en Healthy Nevada Project, el nuevo programa de investigación médica comunitario de Renown!

A través de Healthy Nevada Project de Renown, les ofrecemos a los pacientes exámenes de detección genético sin costo. Si decide participar, podrá recibir información sobre:

- Su riesgo genético de desarrollar ciertos tipos de cáncer (como cáncer de mama, ovario y colon) y una causa de enfermedad cardíaca
- Su ascendencia a nivel regional (donde pueden haber vivido sus familiares lejanos)
- Rasgos genéticos (como sensibilidad a la cafeína y patrones de sueño)

El ADN es su información genética y es único. También puede ser la clave para descubrir riesgos genéticos relacionados con la salud, crear una atención más personalizada y construir una comunidad más salu.

¿Le interesa participar?

- Inscribirse es simple y la participación es completamente voluntaria.
- Debido a que este es un programa de investigación, el examen de detección de ADN está disponible sin costo para usted y no es necesario contar con seguro de salud para participar.
- Facilitar una muestra de saliva/sangre es rápido y fácil.
- La privacidad es nuestra prioridad. Hacemos un gran esfuerzo por

Le invitamos a participar en el programa de investigacion de Renown, Healthy Nevada Project. Unase hoy:
<https://x.sfmsg.co/xxxxxxxxxx>
STOP para cancelar

Patient Communications: Healthy Nevada Project, Genetic Testing Automated Journey

Phase 3: Logramos Más. Juntos.



The new brand campaign launch of "We Can and Will. Together." allowed us the opportunity to implement the transcreation strategy from the start.

2026: From individual tactics to a repeatable capability

1. **Strategy:** Spanish-language considerations enter planning earlier.
2. **Activation:** The work extends across channels and patient touchpoints.
3. **Partnership:** Internal and external voices inform and champion the strategy.
4. **Measurement:** Engagement is evaluated alongside access and utilization.

Our progress is not defined by how many materials we translate.

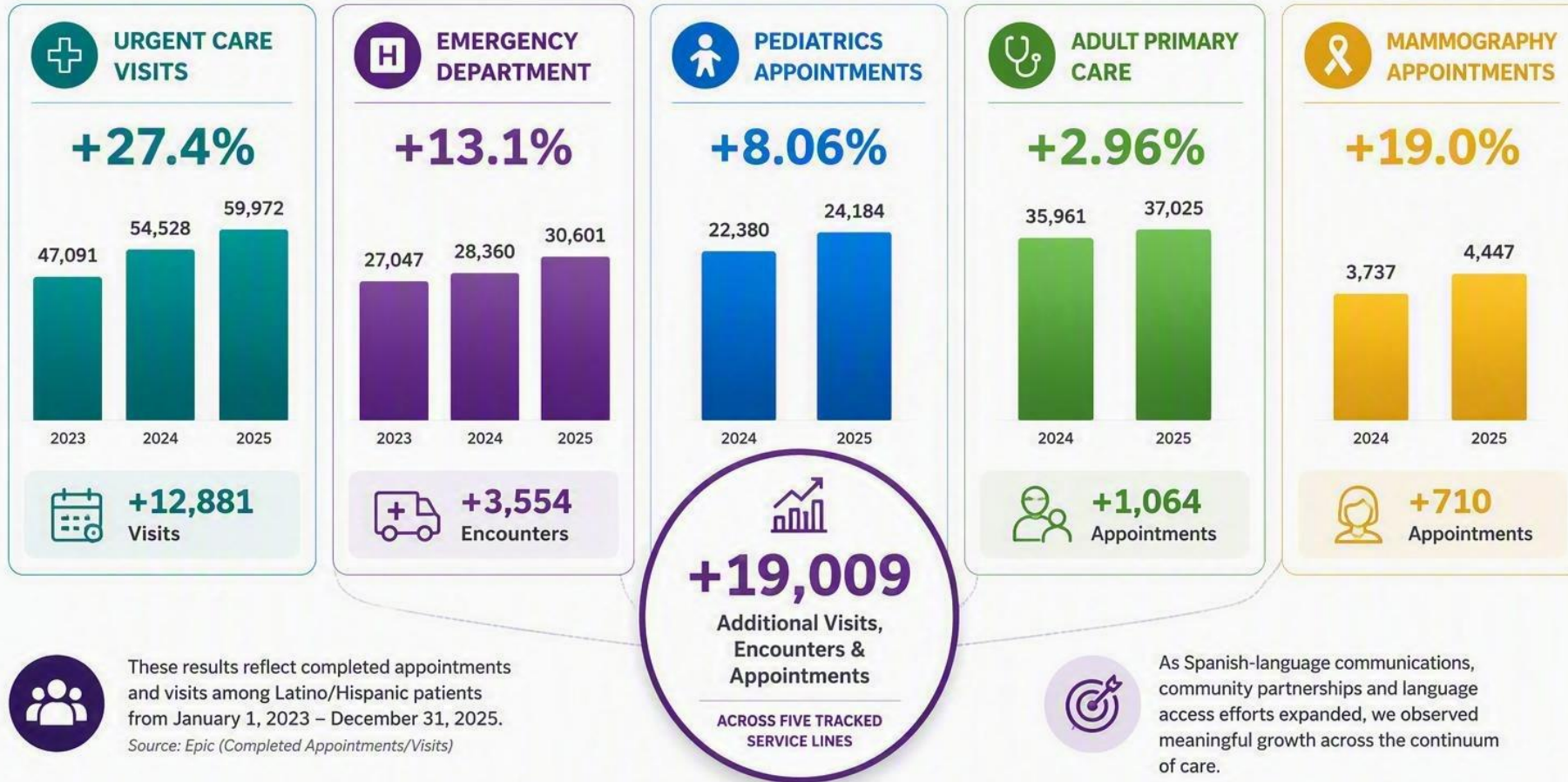
It is defined by how effectively we help people move from information to care.

Results: Building Trust, Expanding Access & Driving Growth

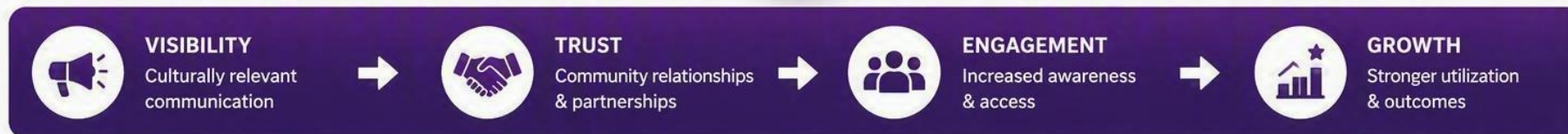
- Utilization increased across multiple points of care, including urgent care, emergency services, primary care, pediatrics and preventive screening services.
- Urgent Care experienced the strongest multi-year growth, increasing 27.4% from 2023 to 2025 and generating more than 12,800 additional patient visits.
- Emergency Department utilization increased 13.1% during the same period, reflecting sustained engagement across critical access points.
- Primary and preventive care continued to grow, including Adult Primary Care (+2.96%), Pediatrics (+8.06%) and Mammography (+19%), supporting earlier intervention and preventive care utilization.
- More than 19,000 additional appointments, visits and encounters were recorded across these tracked service areas, demonstrating broad-based growth among Latino/Hispanic patients.

Results: Building Trust, Expanding Access & Driving Growth

Growth among Latino/Hispanic patients | 2023–2025*



From 2023–2025, Latino/Hispanic patient utilization increased across multiple service lines, demonstrating growing engagement with Renown Health's care network as Spanish-language communications, outreach and access efforts expanded.



The CONTIGO model

A scalable path from unmet need to measurable action



Use this sequence to turn a language-access need into a measurable growth plan.

One framework, different organizational sizes

The first step changes with capacity; the core principles stay the same.



Three Key Takeaways

What is one next move your organization can make?

1. Use data to focus the work and build buy-in

Begin with a priority population, care gap and measurable baseline.

2. Build trust into the strategy

Do not treat cultural relevance as a final creative review or translation step.

3. Scale according to your resources

One focused, well-measured initiative can become the foundation for a broader organizational capability.

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Questions?

- Please be sure to complete the session evaluation on the mobile app!

Bibliography/References

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- [es.renown.org/er](#)
- [es.renown.org/citas](#)
- [es.renown.org/embarazo](#)
- [es.renown.org/mujeres](#)