

Leadership Best Practices

# Virtual care engagement for Spanish speakers.



Effectively engaging Spanish-speaking team members in virtual care is crucial for ensuring equal access to healthcare benefits. When they feel understood and supported, they're more likely to take advantage of First Stop Health, leading to healthier, happier workforce. Here are 5 ways to drive engagement:

- 1 Communicate in both languages.**  
We regularly provide bilingual communications for you to share with your team members. This makes benefits accessible and shows a commitment to supporting them in their preferred language.
- 2 Emphasize privacy and confidentiality.**  
Address concerns about privacy, which may be heightened among Spanish-speaking team members unfamiliar with virtual healthcare. Explain how First Stop Health maintains confidentiality and assure them that their health information is secure and separate from their employment records.
- 3 Share practical examples relevant to their needs.**  
Highlight the convenience of virtual healthcare, such as access from anywhere at any time. Point out that they don't need to take time off work or travel to get medical advice or prescriptions.
- 4 Leverage trusted worksite leaders.**  
Identify bilingual leaders within the workforce who can advocate for virtual care. These champions can act as peer advocates, encouraging others to try out the service and sharing their own positive experiences.
- 5 Highlight accessibility for minor health issues.**  
Emphasize that doctors at First Stop Health can address minor health issues quickly without the need for a full in-person visit or trip to the ER. For those concerned about the potential cost of in-person care, this can be an attractive option for things like seasonal allergies, colds or minor aches and pains.