

HEALTH INSURANCE | EMPLOYEE BENEFITS

A multicultural diabetes campaign for 114,000 employees

How a top health insurance plan reached Hispanic, African American, and South Asian employees with diabetes resources built for them.

Snapshot

Client	A top health insurance plan
Industry	Healthcare, health insurance
Goal	Improve diabetes management outreach and reduce health disparities among multicultural employees
Audience	Hispanic, African American, and South Asian employees of the plan's government and education clients
Scope	114,000 employees

Results at a glance

114,000 Employees
IN SCOPE

Across the plan's government and education clients

3 Communities
AT THE CENTER OF THE RESEARCH

Hispanic, African American, and South Asian

2 Languages
ENGLISH AND SPANISH

Across eCards, microsite, and videos

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The impact of Cultural Intelligence (CQ):

01

THE CHALLENGE

A committee of the plan's government and education clients wanted to improve diabetes management outreach and reduce health disparities among their employees, a diverse group of 114,000 people.

Their existing materials were written for the general market. They didn't address what drives engagement for Hispanic, African American, and South Asian communities.

02

WHAT WE DID

We started with research focused on each community, then built the campaign on what we learned.

- In-depth interviews and grassroots outreach to gather cultural insights and build personas.
- Primary research combined with secondary research to shape strategic recommendations and creative briefs.
- A multicultural diabetes toolkit to guide the campaign.
- eCards, a microsite, and videos in English and Spanish, built to resonate with each audience and stay accessible.
- New creative assets that showed diversity within the plan's brand look and feel.

03

THE RESULTS

Measurable impact

Multicultural toolkit

Custom outreach

The plan's marketing teams now have a multicultural toolkit with insights and strategies for communicating with diverse audiences. They also have a range of custom emails, web videos, and landing pages with culturally relevant imagery, language, and messaging.

To measure impact, the client set up a plan to combine Google Analytics with claims data. It will track any lift in preventive care visits and changes across diabetes categories: pre-diabetes, type 1, type 2, and no diabetes.

Want your health programs to reach the people who need them most?

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About CQ Fluency

CQ Fluency helps healthcare organizations deliver critical communications that are accurate, accessible, and compliant. We combine AI-enabled workflows with human expertise and cultural intelligence, so the people they serve understand what they receive and act on it.

Understanding Changes Everything.

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