



Herminia Escobedo  
Health Net

# Top Reasons *to Sell* *Salud con Health Net Plans*

- 1 Growing opportunity.** Latinos are the largest ethnicity in California and growing rapidly.
- 2 Ready-to-sell market.** There are over 14 million Latinos in California<sup>1</sup> – 64% reside in Southern California; 58% of uninsured Californians are Latino.
- 3 Latino focused.** Salud is a system of health care designed to provide access to budget-friendly, community-based, culturally competent health care for Latinos.
- 4 Employer savings.** Employers get cost-saving advantages for both large and small group businesses alike without giving up quality – **Premiums are 30% lower than our full HMO network<sup>2</sup>**
- 5 Member affordability.** Members enjoy budget-friendly plans and comprehensive benefits with low, fixed copays for many services, including prescription drug coverage.
- 6 Flexible options.** A Salud con Health Net plan can be purchased as a standalone plan, or alongside another Health Net plan to serve a diverse workforce.
- 7 Quality network.** With over 7,500 physicians and specialists, the Salud network is a culturally-based, carefully selected group of caring medical professionals in California who understand the health care preferences of Latinos.
- 8 Convenient alternative.** Members can access medical care through participating SIMNSA<sup>3</sup> providers in Tijuana, Rosarito, Mexicali and Tecate **without a referral**. SIMNSA is the only Mexican health plan regulated by the California Department of Managed Health Care (DMHC).
- 9 Easy enrollment.** For added convenience, Health Net partners with the Mexican Consulate to accept its Matricula Consular as a form of identification to enroll members in its commercial health plans.
- 10 Dedicated service.** With a comprehensive language assistance program for members and a dedicated team for employers, Health Net associates work together to ensure a positive experience.



Health Net, Inc. is proud to receive the **Distinction Status** in **Multicultural Health Care (MHC)** from NCQA for its commercial lines of business.

<sup>1</sup>U.S. Census Bureau, 2010 Census, Santiago Solutions Group 2011 Projections.

<sup>2</sup>Rate savings vary by plan and service area.

<sup>3</sup>A network of physicians contracting with Sistemas Medicos Nacionales, S.A. de C.V. (SIMNSA) has been selected to provide services in Mexico.