

Towards a Healthy America: Covid-19 and the Hispanic Community

Hacia una America Sana:
Covid-19 y La Comunidad Hispana

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AMERICAN
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TUFTS
Health Plan

EL MUNDO 
BOSTON

Dialogue #22
March 18, 2021



Your opinion is important to us, please take the time to answer the poll questions as they come up during the meeting.

Su opinión es importante para nosotros, tómese el tiempo para responder las preguntas de la encuesta a medida que surjan durante la reunión.

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AGENDA

- **Nader Acevedo - Executive Vice-President / Hispanic-American Institute (HAI)**
 - Welcome Remarks / *Palabras de Bienvenida*
- **Alberto Vasallo III - President / El Mundo Boston**
 - Moderator / *Moderador*
- **Juan Lopera - Vice president of Business Diversity / Tufts Health Plan**
- **Patricia L. Toro, MD, MPH - Associate Medical Director for Harvard Pilgrim Health Care / Tufts Health Plan**
- **Joseph Betancourt, MD, MPH - Senior Vice President Equity and Community Health / MGH**
- **Special Guests From:**
 - DPV Transportation
 - Lynn Community Health Center
 - La Colaborativa / East Boston Health Center
 - ASG
- **Alberto Calvo**
 - Q & A
- **Nader Acevedo**
 - Closing



HOSTS

Alberto Vasallo III

President
El Mundo Newspaper
Boston, MA



Nader Acevedo
Executive Vice-President
Hispanic-American Institute
Boston, MA



Alberto Calvo

Treasurer
Hispanic-American Institute
Boston, MA





Nader Acevedo Executive Vice President Hispanic-American Institute

<https://www.hainst.org/>



BIO

Nader Acevedo is the Executive Vice President of the Institute, a non-profit corporation engaged with businesses, universities, and institutions in promoting the economic, educational, and social well being of Hispanic communities in the United States, the Caribbean, and Latin America. The Institute is based in Boston, Massachusetts and has offices in Albuquerque, New Mexico and San Juan, Puerto Rico. In this role he is responsible for the operation of the Institute's programs in the Northeast U.S. and Latin America. He manages all administrative functions and staff and supports the activities of the board of directors

Prior to joining Institute, Nader was the President of the *Hispanic-American Chamber of Commerce* for ten years and served as Director of Latino and Latin American Programs at the *Massachusetts College of Pharmacy and Health Sciences*, where he was responsible for local and international relationships with educational, government and financial institutions. He established a weekend and summer institute for Latino students and implemented a pilot Pharmacy Internship Program to recruit and train pharmacists from four countries in South America. Nader is a former Vice President Community Development Manager at *Bank of America* throughout the New England Region. His banking career began in 1990 with *BayBank*, and he also held senior community banking positions with *Shawmut Bank* and *Fleet Bank*.

He earned a bachelor's degree in Finance and Marketing from the School of Sales and Marketing in Colombia. He completed a two-year business program at Bryant and Stratton School of Business in Boston, Massachusetts. He is a graduate of Shawmut Bank's one-year Credit Training Program.

He has been the recipient of numerous awards and recognitions for his contribution to the economic development of the Latino Community in the Massachusetts and South America. He received the 2006 Community Award from the Action for Boston Community Development and the 2006 Hispanic Heritage Month Official Recognition from the President of the Boston City Council. He received a Certificate of Recognition for his contribution to building self-esteem of Latino students by serving as a role model from the Boston Public Schools.



Alberto Calvo
Treasurer
Hispanic-American
Institute

<https://www.hainst.org/>



BIO

Alberto Calvo is an entrepreneur with broad experience in small business management, operations and supply chain management, business development and strategic planning. He co-founded Stop and Compare Supermarkets with his wife Bertha in 1996 and assumed the role of President in 2010 after he retired from a successful 35-year engineering career in the aerospace industry. Alberto retired as President of Stop and Compare in 2019 and became Chair of the Board of Advisors.

Alberto has served as an advisor and recently joined the Board of Directors of the Hispanic-American Institute. He currently serves as Treasurer and in this role, he provides strategic planning and management advice to HAI. He has been instrumental in securing contracts from the Massachusetts Growth Capital Corporation, the Massachusetts Gaming Commission, Encore Boston Harbor and other Boston organizations.

Prior to joining the family business, Alberto held several engineering and management positions over a 35-year span at companies such as TASC, Northrop Grumman, SAIC, Jacobs Engineering and MCA Federal. He held positions in systems engineering, cost estimation and analysis, logistics, reliability, quality assurance, process improvements and data analytics.

Alberto has been active on several boards of non-profit / community organizations: such as the Chelsea Chamber of Commerce, the North Shore Latino Business Association (NSLBA), English for New Bostonians (ENB), and La Vida Scholars Program.

After immigrating from Cuba in the early 1960's, Alberto completed his education at Northeastern University earning a BS degree in industrial engineering (1970), a Master of Science degree from MIT (1972), and an MBA from Boston University (1977). He lives in Newton with his wife Bertha.



Alberto Vasallo III
President
El Mundo Newspaper

<https://elmundoboston.com/>



BIO

Alberto Vasallo, III is President and CEO of El Mundo Boston, an iconic Latino multimedia company that has been in the publishing, broadcasting and large-scale event business for the past 47 years in Boston, Massachusetts. His background in finance and business has helped him monetize these unique platforms by converting El Mundo Boston into a multi-cultural marketing entity, as well as an exclusive content and event creator. Alberto has managed day to day operations of the family-run business for over 25 years and has accumulated unparalleled expertise and relationships that have made association to his personal and professional brands a sought-after commodity. He, along with his family, is considered by many in the region to be the face of the Latino community.

WHO IS MOST WORRIED AND WHY?

LATINO

74%

OVERALL

65%

CONCERNED VACCINE HAS NOT BEEN WELL TESTED

La Vacuna Salva Vidas



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Presentes por nuestra gente

Started:

Feb 1st

La Vacuna Salva Vidas

Ayúdenos a
correr la voz



ESTIMATED REACH:

Daily News	300,000
FB Live Shows	100,000
Social Media Posts	150,000
Print	300,000
Web	20,000

Post Cards	25,000
E-mail blasts	60,000
3 Full Pages	60,000
6 SM posts	36,000

1,000,000+

La Vacuna Salva Vidas



Metrics:

First month!

Reach:



400k

Minutes Viewed:



225k+

Daily News • Live Shows • Videos • Posts • Ads • Print

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Mass General Brigham



Dana-Farber
Cancer Institute



EAST BOSTON
NEIGHBORHOOD
HEALTH CENTER



WHITTIER STREET
HEALTH CENTER

**SMALL
BUSINESS
STRONG**

All of Us
RESEARCH PROGRAM

THE
DIMOCK
CENTER



EL MUNDO BOSTON EN VIVO



La Vacuna Salva Vidas



Auspiciado por:



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Mass General Brigham

S

ELMUND
BOSTON

Dr. Joseph Betancourt
Mass General Brigham



PANELISTS / *PANELISTAS*

Juan Lopera
Vice president of
Business Diversity
Tufts Health Plan



Patricia L. Toro, MD, MPH
Associate Medical Director
Harvard Pilgrim Health Care
Tufts Health Plan

Joseph Betancourt, MD, MPH
Senior Vice President
Equity and Community Health
MGH



SPECIAL GUESTS/ *INVITADOS ESPECIALES*

We Have Representatives from:

- **DPV Transportation**
- **Lynn Community Health Center**
- **La Colaborativa /
East Boston Health Center**
- **ASG**





Juan Lopera
Vice president of
Business Diversity
Tufts Health Plan

<https://tuftshealthplan.com/>



BIO

Juan is responsible for business development, marketing and community relations for all products offered by Tufts Health Plan's public plans division across Massachusetts and Rhode Island. Juan also leads the company's Rhode Island Medicaid division, responsible for all market expansion functions. He is also Corporate Business Diversity Officer, responsible for company-wide diversity efforts including health equity, multicultural customer offerings, supplier inclusion and workforce equity & inclusion.

Previously, Juan was the company's director of health care services where he led medical cost management and provider contracting strategy and analytics. He also held management roles at Blue Cross Blue Shield and Deloitte Consulting.

He serves on several boards including Vice-Chair of the Dimock Center Board, Co-Chair of The Boston Foundation's Latino Legacy Fund, The State of Massachusetts COVID-19 Health Equity Advisory Group and The State's Latino Advisory Commission, Eastern Bank's Board of Corporators, Greater Boston Chamber of Commerce Economic Opportunity Board and ConsejoSano's Advisory Board.

Juan earned a B.S. from the School of Management at Boston College. He is originally from Medellin, Colombia and resides in Waltham, MA with his wife and two children. In his spare time, Juan is a competitive cyclist and was the 2019 Massachusetts Masters Road Champion.





Patricia L. Toro, MD, MPH
Associate Medical Director
Harvard Pilgrim Health Care
Tufts Health Plan

<https://www.harvardpilgrim.org/>



BIO

Patricia Toro MD, MPH is the Associate Medical Director for Massachusetts for Harvard Pilgrim Health Care. She has supported members and employers throughout Massachusetts since late 2016. Previously, she was Medical Director for a 1,500-physician network in Massachusetts, the New England Quality Care Alliance. Dr. Toro has also served as Medical Director for a multi-state ACO with over 20,000 beneficiaries in five states.





Joseph Betancourt, MD, MPH
Senior Vice President
Equity and Community Health
MGH

<https://www.massgeneral.org/>



MASSACHUSETTS
GENERAL HOSPITAL

BIO

Joseph Betancourt, MD, MPH, is the Vice President and Chief Equity and Inclusion Officer of Massachusetts General Hospital, the founder, senior advisor and faculty of the Disparities Solutions Center (DSC) at Mass General, Faculty at the Mongan Institute, an Associate Professor of Medicine at Harvard Medical School and a practicing Internal Medicine physician. He has also served on the leadership team of the Mass General Center for Diversity and Inclusion.

Dr. Betancourt is a nationally and internationally recognized expert in health policy, health care disparities, diversity, and cross-cultural medicine, and has served on several Institute of Medicine Committees, including those that produced the landmark reports, Unequal Treatment and Increasing Diversity in the Healthcare Workforce. Dr. Betancourt has secured grants and contracts that have led to over 60 peer-reviewed publications, and advises private industry, government, and not-for-profit health systems on approaches to eliminating racial and ethnic disparities in health care. He sits at on the Board of Trinity Health, a large national health system, and sat on the Boston Board of Health and the Board of Neighborhood Health Plan in Boston. He is a 2015 Aspen Institute Health Innovator Fellow.

Dr. Betancourt received his Bachelor of Science from the University of Maryland, his medical degree from Rutgers-New Jersey Medical School, and completed his residency in Internal Medicine at the New York Hospital-Cornell Medical Center. Following residency, he completed The Commonwealth Fund-Harvard University Fellowship in Minority Health Policy, and received his Master's in Public Health from the Harvard School of Public Health.



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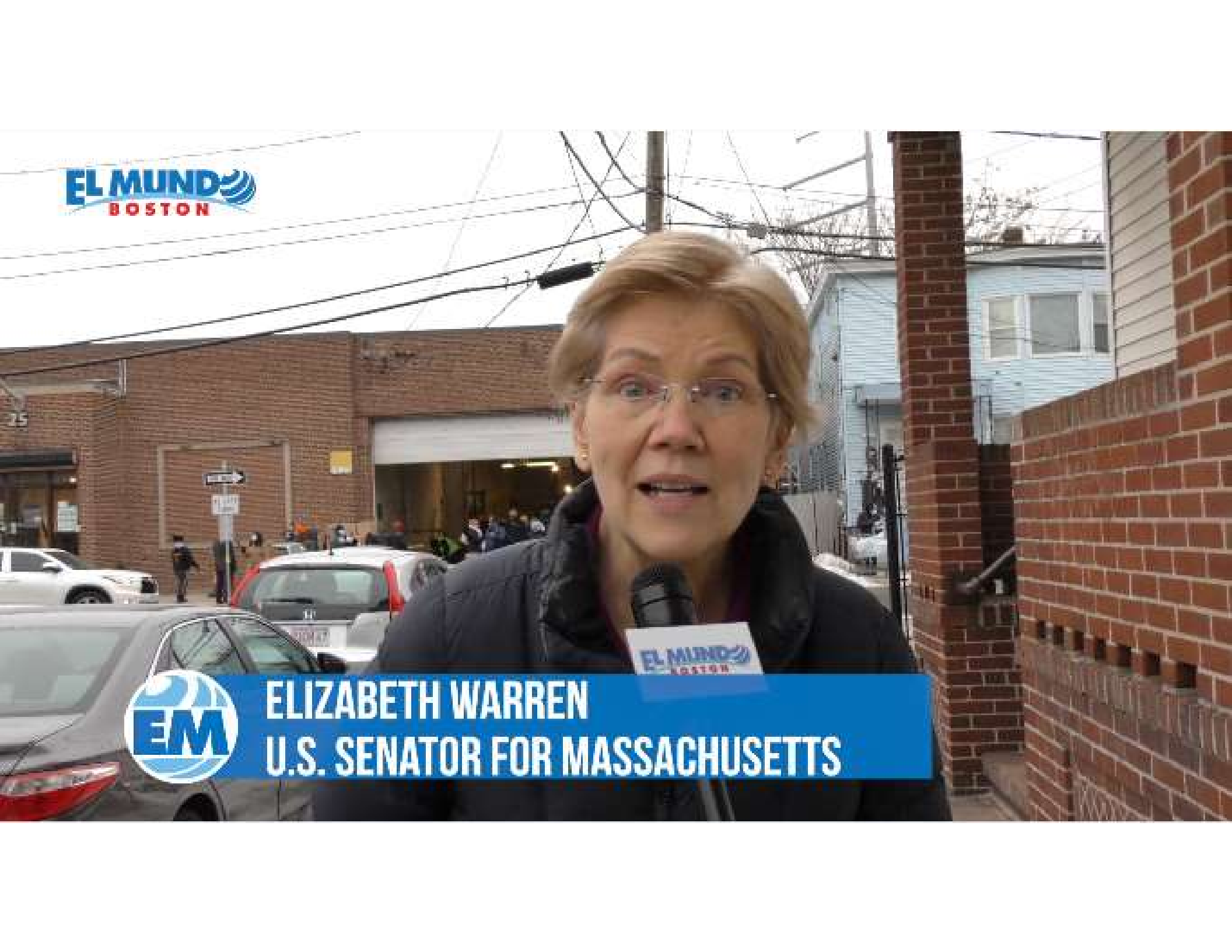


ROSALIN ACOSTA
MA SECRETARY OF LABOR AND WORKFORCE DEVELOPMENT

EL MUNDO
BOSTON



ELIZABETH WARREN
U.S. SENATOR FOR MASSACHUSETTS

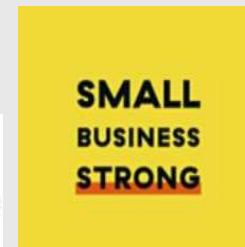


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*GRACIAS A NUESTROS
PATROCINADORES*



About Us...

○ Offices in

- Boston, MA (incorporated)
 - Albuquerque, NM
 - San Juan, PR
- Over \$ 2 million in Grants awarded by Local, State and Federal agencies.

○ Initiatives

- Healthy Food and Wellness
- Financing and Technical Assistance
- Puerto Rico Initiatives



Formed in 1997

Our Mission

The Institute promotes social, educational, and economic development of Hispanic communities in the continental United States, Puerto Rico, and Latin America. We actively address major issues impacting those populations, including access to sound nutrition and wellness, higher education, and economic opportunity.

Towards a Healthy America: Covid-19 and the Hispanic Community

*Hacia una America Sana:
Covid-19 y La Comunidad
Hispana*

Questions & Answers



Please write your e-mail address and telephone number in the Chat notes if you would like to receive invites to future Zoom meetings

Escriba su dirección de correo electrónico y número de teléfono en las notas del chat si desea recibir invitaciones para futuras reuniones de Zoom.

