

MAY 2012 IN THIS ISSUE

[Ad Campaign
Scores with New
Yorkers](#)

[Broker Incentive
Offered for
NY Bridge Plan
Enrollment](#)

[Women's
Wellness Services
— Without Cost-
Sharing](#)

[New Shared
Administrative
Advantage
Program for Self-
Insured Groups](#)

✓ [Serving NYC's
Chinese
Community](#)

Serving NYC's Chinese Community

Addressing the specific health needs of Chinese New Yorkers is key to our increased visibility in this important community. We're volunteering, sponsoring and otherwise contributing to grassroots organizations that support Chinese New Yorkers' health and well-being. Here are some of the things we're doing:



- We celebrated the Chinese New Year at events held by the *Flushing Chinese Business Association* and the *Chinese American Planning Council*.
- In April we were a key sponsor of the "*Flushing Health Fair*," held by the *American Cancer Society*. At the event, we distributed health and wellness and benefit plan materials, written in Chinese and English.
- We awarded the *Chinese American Planning Council* with a grant to address issues of isolation in the adult Chinese immigrant population and support computer literacy workshops. We also provide educational workshops on health topics such as dental health, diabetes and family caregiving.
- We sponsored *Public Health Solutions* — an organization that addresses public health challenges — to provide educational workshops that help residents in Flushing buy healthy groceries with a limited budget and prepare healthy meals for their families.

At EmblemHealth, we're committed to spreading our message of "What care feels like" to all New Yorkers by being a good neighbor and helping people stay healthy and live better. As we reinforce our commitment through community involvement, we strengthen our relationships with those we serve — ultimately helping us to better meet the health needs of our fellow New Yorkers.