



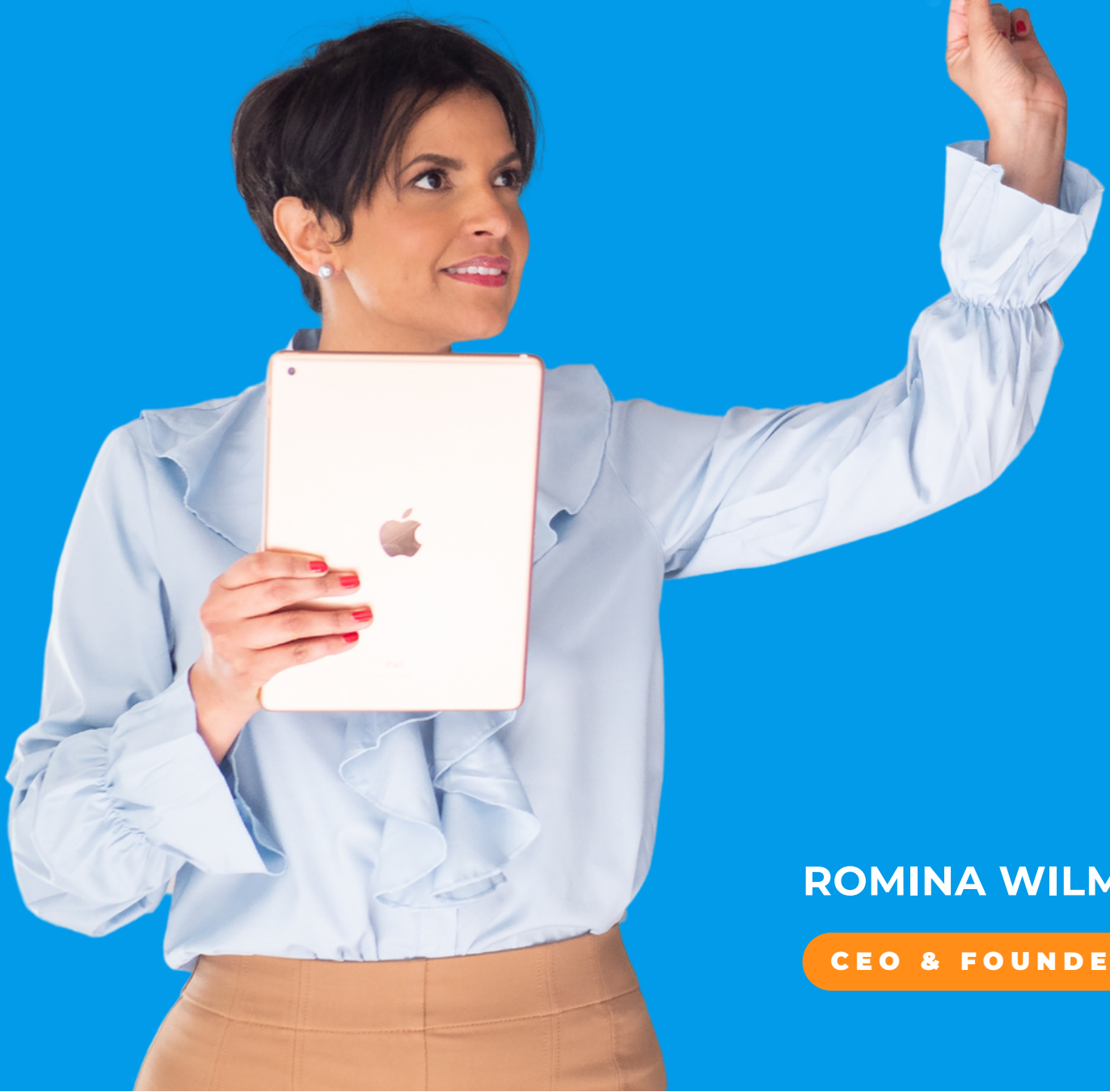
ANNUAL IMPACT REPORT

2021-2022

My Health Fair, an On Demand virtual health fair, with the objective of connecting English and Spanish-speaking audiences with public-private health care organizations,.



Welcome



ROMINA WILMOT

CEO & FOUNDER



OUR PURPOSE

Overcoming language barriers and low literacy in health services in vulnerable and hard-to-reach populations.



WHAT DID WE ACCOMPLISH?

1

In 2020, when we were unaware of the impact of the COVID19 pandemic, Romina materialized a project she had been working on for several years and launched My Health Fair, an On Demand virtual health fair.

2

My Health Fair has the objective of connecting English and Spanish-speaking audiences with public-private health care organizations, so that they could learn about available coverage services through a virtual health fair,

3

Today Myhealthfair.com projects itself as an inclusive information source, serving as a meeting point between the community and health care providers, increasing visibility and growth with impact on health outcomes and literacy in communities that currently lack knowledge and resources.

WHAT MAKES US STAND OUT



Mission

Our mission is to address language barriers and low literacy in health services in vulnerable and hard-to-reach populations, 365 days a year.



Vision

To be in 2025 a virtual health fair with more than 20 active tables, providing health information and education to underprivileged communities in alliance with participating organizations and health service institutions.



Values

- We believe in collaboration and the power of the community.
- We prioritize honesty, respect, fairness, objectivity and transparency in all professional actions.
- Innovation: we place importance on continuous learning and adaptability to create solutions.



EVOLUTION OF MY HEALTH FAIR

MILESTONES

2019

- LATINO POPULATION HAS GROWN BY NEARLY 13%.
- RACIAL, ETHNIC, AND SOCIOECONOMIC DISPARITIES PREVAIL AMONG MASSACHUSETTS RESIDENTS AND ACCESS TO HEALTH AND HEALTH CARE INFORMATION.
- HEALTH CARE ORGANIZATIONS AND INSTITUTIONS FACE CHALLENGES IN CONNECTING AND DELIVERING WITH LATINO COMMUNITIES.



2020

- MATERIALIZATION OF THE IDEA OF A VIRTUAL FAIR IN THE PANDEMIA CONTEXT.
- FEASIBILITY STUDY OF THE PROJECT.
- IDENTIFICATION OF TECHNICAL AND TECHNOLOGICAL NEEDS.
- PROSPECTUS OF ORGANIZATIONS PARTICIPATING IN THE VIRTUAL FAIR.
- DESIGN OF THE VIRTUAL FAIR WITH TECHNICAL SPECIFICATIONS THAT MEET THE NEEDS OF VISITORS IN TERMS OF INFORMATION AND ACCESS TO SERVICES.



2021

- LAUNCH OF THE VIRTUAL FAIR.
- MY HEALTH FAIR ESTABLISHES A STRATEGIC ALLIANCE WITH EL MUNDO BOSTON, THE NEWSPAPER WITH THE LARGEST LATINO CIRCULATION AND AUDIENCE IN THE AREA, WITH THE OBJECTIVE OF PROMOTING THE VIRTUAL HEALTH FAIR AND PARTICIPANTS.
- INSTITUTIONS AND ORGANIZATIONS SUCH AS DANA FARBER, DIMOCK CENTER, ALL OF US, TUFTS, AND MAPP JOIN THE FAIR WITH A VIRTUAL TABLE WHERE SERVICES ARE OFFERED, INFORMATION IS PROVIDED AND VISITORS CAN CONTACT A BILINGUAL PROFESSIONAL.
- SOCIAL MEDIA PRESENCE STRATEGY TO ATTRACT VISITORS AND PARTICIPANTS TO THE VIRTUAL FAIR.



2022

- TECHNOLOGICAL AND DESIGN ADJUSTMENTS TO MAKE THE PLATFORM MORE ACCESSIBLE AND FRIENDLY.
- IMPACT MEASUREMENT OF NETWORK STRATEGY WITH A FOCUS ON VENDOR METRICS DERIVED FROM VISITS.
- GENERATION OF VALUABLE CONTENT ON TOPICS OF INTEREST TO THE COMMUNITY, ACCOMPANIED BY VIDEOS AND MATERIAL PROVIDED BY VENDORS.
- 5 MORE TABLES ARE TO BE ADDED BY THE END OF 2022.





WWW.MYHEALTHFAIR.COM/VLOG

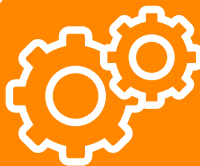


SCAN ME

- ✓ WHAT IS NATIONAL HEALTH CENTER WEEK?
- ✓ GREATER LAWRENCE FAMILY HEALTH CENTER RECEIVES GREAT RECOGNITION
- ✓ COMMUNITY HEALTH CENTERS: EAST BOSTON, ROXBURY Y DORCHESTER
- ✓ THE ROLE OF COMMUNITY HEALTH WORKERS

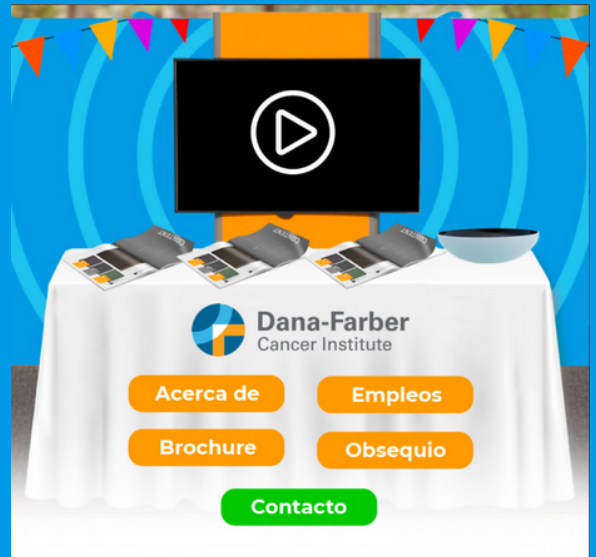


El Mundo Boston is considered the gateway to information for the Latino community in New England, not only is it the leading regional Latino newspaper, but it is also a Latino event and multimedia company with high credibility and recognition among Latinos.



Thanks to the alliance we have a greater reach because MHF permanently has a space through a publication, video, or advertisement in the newspaper.

OUR VENDORS



We currently have five vendors who through their tables, information and services raise disease awareness, facilitate and ensure access to local community services in their own language. Our goal for 2025 is to have 20 tables.



myhealthfair.com/feria

OUR NUMBERS



STRATEGIES TO INCREASE TRAFFIC

Our visitors show interest in the topics of our website and the offerings of our vendors in each of the tables, as well as the vblog where we share topics and issues related to health in simple language with a focus on the Latino community.

During the first year of MHF: 3.032 users and 7.874 views

REACH

MHF's focus is the Latino community in Massachusetts, and in this way we develop optimized content, based on a previous search of the keywords that most interest us according to the objectives of our vendors, and in fulfillment of our mission to educate and inform our community on issues that impact health.



United States, Colombia, Venezuela, Ireland, Mexico, Argentina, Puerto Rico, Sweden, Spain, Dominican Republic and Guatemala.

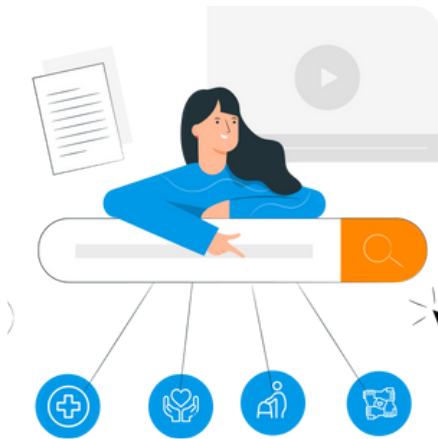


LANGUAGE

Our niche market is women and men over the age of 35 who identify themselves as Latino or Hispanic or whose families come from Latin American countries, caregivers, stay at home moms and in general Latino groups that speak Spanish or are bilingual.

English: 60% of the audience. Spanish: 35% of the audience.

OUR CONTENT



SOCIAL MEDIA

We create responsive content. That is, that all parts of our website can be viewed comfortably for the user from any device.

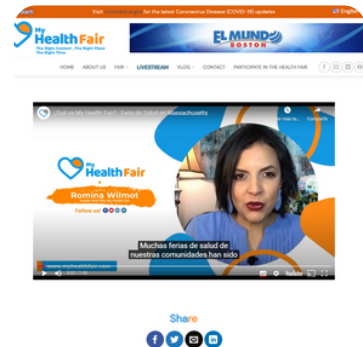
We can not forget that, currently, much of the internet browsing comes from the small screens of smartphones.

FACEBOOK

588 people | Reach | 58,077 | 4,389 clicks | 15,459 video views

YOUTUBE

In accordance with our content calendar and according to the interest of our vendors in promoting their services, we generate content on our YouTube channel, as an alternative for the audience that prefers to consume health information in video format.



Number of videos published on YouTube to date: 72 videos.

VLOG

We defined our content objectives with the purpose of bringing valuable information and health information to the Latino community, on relevant topics that address other issues such as nutrition, mental health, food safety, cancer, social services provided by institutions and organizations or directly by our vendors.

69 articles.





**My
Health Fair™**

**The Right Content , The Right Place
The Right Time**

Let's work together

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WEBSITE

www.myhealthfair.com

