



My
Health Fair™

The Right Content , The Right Place
The Right Time

2023

ANNUAL REPORT



MYHEALTHFAIR.COM

Content

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Welcome

Introduction 2023 Annual Report



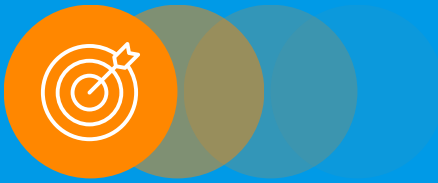
Closing gaps and building healthier communities!

My Health Fair stands out as a point of connectivity, information and empowerment.

Dedicated to serving both English and Spanish-speaking users, this on-demand virtual health fair strives to connect people with health care organizations, bringing the public closer to the complexities of coverage and services available.

This virtual health fair emerged as a platform where leading healthcare organizations and social service providers converge, allowing visitors to access information and resources, from the comfort of their homes and through mobile devices.

A meeting point between the community and health and social service providers.



Creating with purpose

My Health Fair was conceived with a clear purpose: to break down barriers that impede access to health care services for the Latino community.

It was created because of a lack of information, misconceptions, language barriers and concerns about immigration status.



The platform aims to be a meeting point between the community and health and social service providers.

By enhancing visibility and growth, the platform aims to have a lasting impact on health outcomes and literacy within communities that currently lack knowledge and resources.

By encouraging more organizations to participate with virtual booths, My Health Fair seeks to amplify its programs, projects and resources to reach a wider audience.

We employ an organic strategy, providing ongoing visibility to exhibitors within communities that require better literacy and health resources.



Community impact

My Health Fair not only benefits participants by showcasing information and resources, but also serves the community at large.

Through blogs, videos and downloadable content presented in a simple and accessible way, valuable information is widely disseminated.

With nine virtual tables offering services, information and bilingual professional contact, the platform's strategic alliance with El Mundo Boston, the largest circulation Latino newspaper, has facilitated the promotion of the virtual health fair, ensuring greater access to health resources.



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Objectives



Participation

Measure community participation in My Health Fair to understand how many people access the platform and participate in the virtual tables.



Reach

Determine the extent of the fair's geographic and demographic impact, identifying the areas and population groups that will benefit the most.



Knowledge and Literacy

Analyze whether the fair contributes to increasing health knowledge and literacy, especially among populations with language barriers and low literacy.



Collaborations and Organizations

Evaluate the participation and satisfaction of health care and social service organizations exhibiting at the fair, measuring their impact and reach.



Comments from the Community

Obtain direct feedback from the community to understand how they perceive and value My Health Fair, as well as identify areas for improvement.



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Visibility of the Health Fair

Participation and Outreach

The content selected by My Health Fair is aimed at general knowledge, awareness and advocacy.

While the platform cannot address personal medical consultations or offer medical advice, it acts as a conduit that directs concerns about medical conditions to health professionals.

Strict adherence to this principle ensures that articles, blogs and videos do not replace professional medical advice.

Source of Information and Constant Evolution

Information disseminated through My Health Fair is derived from reliable sources, primarily resources offered by virtual exhibitors.

Video content and interviews on topics of interest to the community are conducted by knowledgeable individuals and representatives of invited organizations.



The platform's mission is to circulate available information and resources, address language barriers and increase health literacy.

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“Un Minuto de Salud”



Your Commitment to Health Literacy

El Mundo Boston's tireless commitment to health literacy is evident in its weekly segment during the "La Hora del Café" program.



UN MINUTO DE SALUD



In a health minute dedicated to informing and educating our community, El Mundo Boston generates a great impact in the community by inviting highly trained and committed professionals from Mass General Hospital and Brigham and Women's Hospital.

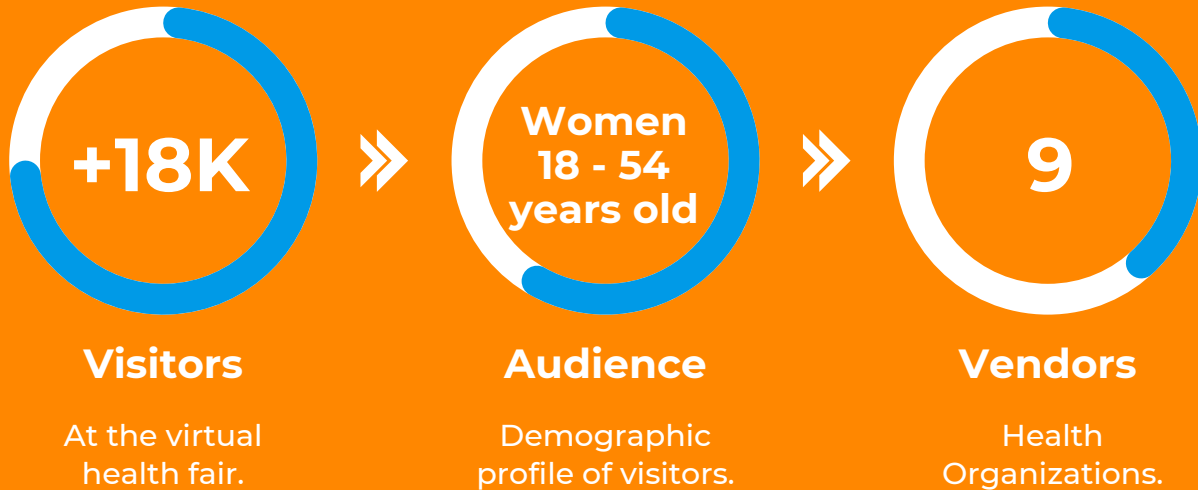


These experts share valuable knowledge and provide relevant information, helping to raise awareness and understanding of crucial health issues.

This initiative reflects El Mundo Boston's ongoing commitment to be a trusted source of medical information and to foster health literacy in our community.

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Participation at the Health Fair



In 2023, My Health Fair had 10 vendors and welcomed more than 18,000 visitors to its virtual platform, marking a significant milestone in the connection between the Latino community and healthcare providers.

Visitors not only explored the available resources, but also actively participated in the virtual tables, interacting with healthcare professionals and accessing vital information.

This number not only underscores the positive impact of the fair on the community, but also demonstrates the commitment and active participation of those seeking to improve their health and wellness.





My Health Fair is proud to have provided a welcoming and enriching virtual space that has allowed individuals and families to benefit from crucial health resources and make valuable connections with health care providers.



Demographic profile

The demographic profile of My Health Fair participants in 2023 reflects the diversity and breadth of our community.

Our audience included people ranging in age from 18 to 54, ethnic backgrounds and educational levels, uniting the Latino community in Massachusetts in the search for health information and health resources.



From young professionals to older adults, each participant contributed to the wealth of perspectives and experiences present at the virtual fair.

This diverse group of visitors and participants underscores the inclusive impact of My Health Fair, which continues to address the needs of a broad and diverse community.

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Health Organizations

My Health Fair would not be possible without the support and active participation of various organizations committed to the well-being of the Latino community.

Each participant plays a crucial role, contributing to the creation of an inclusive space that goes beyond medical information.



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Accessibility to information

Evaluation of Accessibility to Health Information

As My Health Fair continues to evolve and expand, its commitment to fostering informed, connected and healthier communities remains unwavering.

Through strategic partnerships, community engagement and dedication to accessibility, My Health Fair serves as a testimony to the positive impact that virtual health initiatives can have on the well-being of diverse populations.

The My Health Fair Health Information Accessibility Assessment is conducted through a series of items carefully selected to address the diverse needs and concerns of our community.



In every article and content for our networks, we strive to provide accurate, relevant and easy-to-understand information, addressing common myths about mental health, highlighting important world health days and providing valuable resources for families.

The variety of topics addressed in My Health Fair reflects our ongoing commitment to providing comprehensive and accessible health information, ensuring that everyone, regardless of age, gender or background, can access quality resources to improve their well-being and quality of life.

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Data Privacy



Emphasizing privacy and security, My Health Fair does not collect personally identifiable information unless it is voluntarily provided.

All personally identifiable information is protected and the platform refrains from disclosing, giving, selling or transferring such information unless required by law or federal statutes.

With a commitment to constant improvement, the platform periodically updates its technological and design features, measures the impact of its social media strategies, and generates content of value aligned with the interests and needs of the community.

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Access to Health Resources

Blog

+6,000

Visitors to the Blog

164

New subscribers

During 2023, we experienced remarkable community engagement with our targeted resources. More than 6 thousand visitors were interested in our blog, exploring a variety of health and wellness-related topics.

Each click on our posts represented a deeper connection to the information we offer. In addition, we celebrated the addition of 164 new subscribers to our email marketing, building an active and engaged community with our platforms.



Social Media

Our presence on LinkedIn was also strengthened, with +8,800 in reach that expanded our professional network, thus having a total of 1,915 views on the "Health Literacy and Resources" newsletter articles, with 104 subscribers.

Videos on YouTube, Facebook and Instagram had a significant impact, accumulating over +2,100 plays and +20,000 in reach, highlighting the relevance and audience interest in the visual content we provide. These numbers reflect not only the quantity, but also the quality of our community's engagement, which drives us to continue offering valuable and relevant resources.

+8,800

Non-paid Reach
LinkedIn

1,915

Visits to the
Newsletter on
LinkedIn

+2,100

Non-paid views

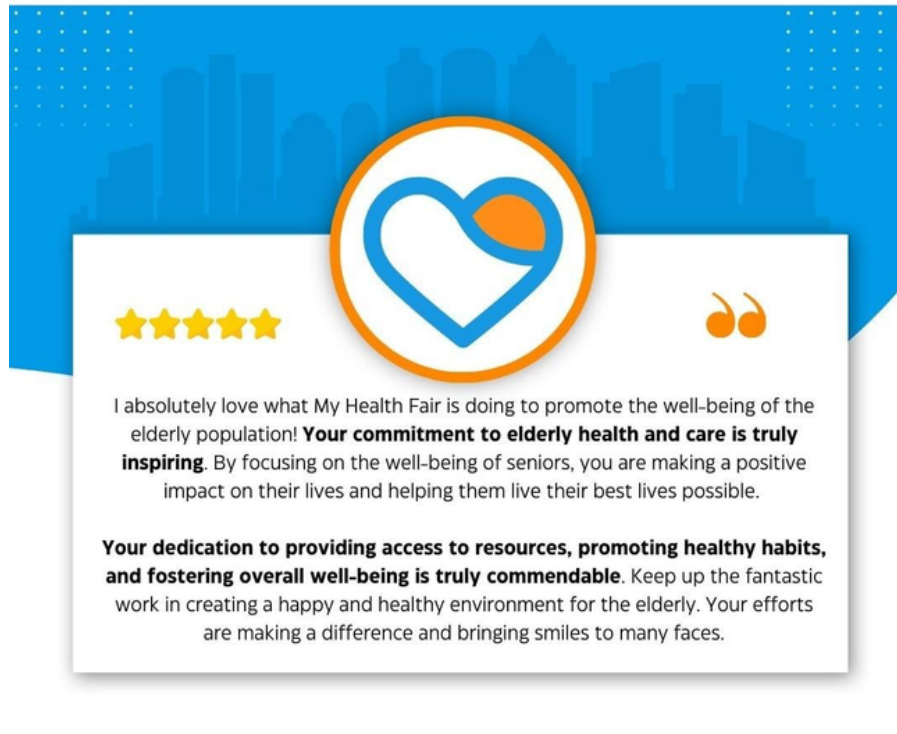
+20,000

Reach on Facebook
and Instagram



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Impact on the Community



Testimonials and comments from participants

At My Health Fair, we want to be the trusted source for the health resource community. We are dedicated to providing informative and accessible content, specifically designed to address the specific needs of those seeking to improve their quality of life.

The fundamental purpose of our content is to empower people by providing them with detailed information and practical resources that enable them to make informed decisions about their health. Our show participants target their content to those seeking guidance on health issues, whether for themselves, their families or their communities.

Positively impacting the lives of our audience is the driving force behind every article, video and resource we share, making it easy to access valuable and reliable resources.

We believe that knowledge is a powerful tool for making healthy decisions and promoting wellness.

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Satisfaction surveys

In our ongoing commitment to provide relevant and useful content, we actively seek feedback from our community.

The survey, designed to better understand your preferences and expectations, has provided us with valuable insights that will help us further refine our content and services.

We share the results below:



The majority of respondents read the health resource bulletin on a regular basis.



The most popular topics are Mental Health, Chronic Diseases, Preventive Health, Family Health and Social Services.



Satisfaction with the variety of topics covered is high, with an average score of 5 on a scale of 1 to 5.



Most consider the content to be relevant to their health and well-being.



Some suggest improving the frequency of mailing and the presentation of the newsletter for a more optimal experience.



The MyHealthFair.com website is perceived as easy to use, with an average score of 5 on the scale.



The majority of respondents would recommend My Health Fair to others seeking health information or services.



The overall experience with the platform is positive, with high satisfaction scores.



Some suggest adjusting the date the newsletter is sent so as not to miss relevant information.

Innovations and Improvements

We have introduced significant changes to the website, from a new, fluid graphic line to more intuitive navigation to ensure that finding crucial information is easier and more convenient.

In addition, to give you a clearer picture of the impact of each table, we have implemented a more detailed measurement system.

We will now be able to evaluate the performance of each table based on the number of clicks and visits they receive, allowing us to continually adapt and improve our content to meet your needs.

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Marketing Strategies 2023



LinkedIn

- Regular postings: Share regular updates about the health fair on LinkedIn, highlighting our vendors' health resources and blog in the "Health Literacy and Resources" newsletter Highlight vendors' presence at the virtual fair.
- Participation in Groups: Join and participate in groups related to the with the Massachusetts Latino community to expand outreach.

NEWSLETTER
...

Health Literacy and Resources

The Right Content, The Right Place, The Right Time

By My Health Fair
351 followers

Published weekly
105 subscribers

[Edit](#)

[Share](#)

59 editions

[Create new edition](#)

Published 2 weeks ago

...

ARRIVED AT OUR VIRTUAL FAIR

MASSACHUSETTS alzheimer's disease research center

myhealthfair.com

Massachusetts Alzheimer's Disease Research Center arrived at My Health Fair
My Health Fair on LinkedIn • 2 min read



Collaboration with El Mundo Boston

Collaborate to expand the reach of My Health Fair through the publication of the weekly blogs on elmundoboston.com and the print edition, in addition to its promotion in the newsletter with +5,000 subscribers.



Facebook and Instagram

- Engaging Visual Publications: Share engaging images and graphics that highlight key information about the health fair, your vendors, health resources, events and blog.
- Create posts of videos provided by vendors or interviews of healthcare professionals sharing valuable information for the community.
- Blog posts that gradually introduce readers to different aspects of the fair, from the types of resources available to the benefits of participating.
- Sharing vendor-organized events.
- Vendor interviews:
 - Sharing their information about the health resources/services they offer to the community.
- Segmented Ads:
 - Paid advertisements targeted to the local Massachusetts community.

My Health Fair™
The Right Content . The Right Place
The Right Time

holidays
GREETINGS

As we prepare to welcome a new year, the My Health Fair Family sends each of you our best wishes for a safe, healthy, and happy holiday season. May this season end the year on a cheerful note and make way for a fresh and bright new year.

We are also grateful to our partners and vendors, for all your efforts during 2023 to overcome language barriers and low health literacy in the communities we serve.

ROMINA WILMOT
CEO & FOUNDER
MYHEALTHFAIR.COM



Mailing

- Newsletters:

Sending newsletters to subscriber database with +400 subscribers highlighting blogs regarding vendor information and resources for the community. Designing informative and engaging monthly campaigns highlighting vendors, health resources, blog and virtual health fair experience.



Free Health Resources

- Evergreen PDF

Creation of downloadable evergreen PDFs on myhealthfair.com to increase the newsletter database and promote vendor information, as well as drive traffic from social media.



[Clic para traducir a español](#)



HEPATITIS
UNITED TO
ELIMINATE
THIS DISEASE

[READ MORE](#)
[MYHEALTHFAIR.COM](#)



Hepatitis in Massachusetts: Resources and Organizations for Prevention and Screening

In recent years, Massachusetts has seen an increase in hepatitis C cases, especially among young adults. This trend is attributed to the opioid epidemic, as shared needle drug use contributes to transmission of the virus.

[Read blog in Spanish](#)

[Read more](#)



PROSTATE CANCER
EMPOWERING
MEN'S HEALTH

[READ MORE](#)
[MYHEALTHFAIR.COM](#)



Prostate Cancer and Early Detection: Empowering Men's Health

Early detection significantly increases the chances of successful treatment and a positive prognosis for prostate cancer patients. In its early stages it allows for more treatment options, including less invasive procedures, and increases the likelihood of a complete cure.

[Read vlog in Spanish](#)

[Read more](#)



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More information about My Health Fair

Write to us at:

info@myhealthfair.com

Visit the Virtual Health Fair at:

myhealthfair.com

