

United Language Group
Email nurture campaign

Email #1

Subject line A: 4 Ways To Improve Language Access & Health Equity

Preview copy: Achieve meaningful language access, ensure compliance, and drive better health outcomes.

Subject line B: How to Improve Language Access & Health Equity

Preview copy: Achieve meaningful language access, ensure compliance, and drive better health outcomes.

Body copy:

Hi [FIRST NAME],

Ensuring meaningful language access, improving health equity, and driving engagement with linguistically and culturally diverse populations requires a well-designed strategy and an implementation plan that includes:

- language
- cultural competency
- accessibility

But where do you start?

In our blog post, [How To Improve Language Access, Cultural Competency, and Health Equity](#), we explore the 4 steps you need to launch your strategy and ensure compliance, improve health outcomes, and achieve your business objectives.

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Email #2

Subject line A: Optimize Your Translation and Interpretation Program

Preview copy: Get the proven strategy to drive engagement with diverse populations.

Subject line B: 3 Ways To Optimize Your Translation and Interpretation Program

Preview copy: Get the proven strategy to drive engagement with diverse populations.

Body copy:

Hi [FIRST NAME],

Racial and ethnic diversity in the U.S. continues to expand at a rapid pace.

And for those with limited English proficiency (LEP), 66% face a barrier when assessing healthcare and 20% don't seek services when linguistic assistance isn't available due to the fear of not understanding their provider.¹

As the population grows more diverse and regulatory mandates increase, healthcare organizations like yours can't afford to cut corners on translation and interpretation programs.

Communicating with patients and members in their preferred languages throughout the healthcare journey will continue to be a critical component to:

- increase care access
- improve health outcomes
- ensure compliance
- reduce costs

Optimizing your translation and interpretation programs requires a strategic plan, a holistic approach that prioritizes cultural competency, and the right processes in place.

In our blog post, "[Control Costs & Improve Quality with Language Services in Healthcare](#)," we explore 3 ways to optimize your program.

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1 Al Shamsi H, Almutairi AG, Al Mashrafi S, Al Mashrafi, S., SAI Kalbani T. Implications of Language Barriers for Healthcare: A Systematic Review. *Oman Med J.* 2020 Apr 30;35(2):e122. doi: 10.5001/omj.2020.40. PMID: 32411417; PMCID: PMC7201401.

Email #3

Subject line A: Claim Your FREE Language Access Acceleration Roadmap

Learn the 5 phases to ensure compliance, improve outcomes, and expand into new markets.

Subject line B: 🙌🏽 Finally—a roadmap to improve your language access plan

Learn the 5 phases to ensure compliance, improve outcomes, and expand into new markets.

Body copy:

Hi [FIRST NAME],

67 million people in the U.S. speak a language other than English.

And for healthcare organizations, connecting and engaging with these diverse populations is the key to:

- ensure regulatory compliance
- increase health equity and improve outcomes
- expand into new markets and drive growth

Before you implement any new strategy, however, you must evaluate your current language access plan and services using a proven, expert-led approach.

With our **FREE** Language Access Acceleration Roadmap, you'll learn:

- 5 must-have phases to assess your current LAP
- how to overcome common challenges
- a step-by-step plan & activities to achieve an optimal ROI
- ...so much more

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Or:
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Email #4

Subject line A: [Case Study] 4X Increase In Member Acquisition

Preview copy: Learn how a major U.S. payer used culturally-relevant, community-based engagement efforts to expand into new markets.

Subject line B: [Case Study] How This Payer Achieved +4X Member Acquisition

Preview copy: Learn how a major U.S. payer used culturally-relevant, community-based engagement efforts to expand into new markets.

Body copy:

Hi [FIRST NAME],

When a major U.S. health plan initially engaged with our team, they were looking to expand into new markets and reach linguistically and culturally diverse consumers.

They needed a tailored solution that would take into account their unique goals, which included improving healthcare insurance literacy and helping its target population overcome a brand perception that coverage was too costly.

Through a comprehensive strategy that leveraged trusted relationships, and utilized *Key Determinants of Engagement*, culturally-relevant communications, and local influencers, the health plan achieved:

- 4X increase in member acquisition
- 24% conversion rate
- 14X the return on investment in new membership

Want to learn more? Read the case study.

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Email #5

Subject line A: Expand your reach today

Preview copy: Partner with United Language Group to achieve compliance, ensure language access, increase reach, and achieve your business objectives.

Subject line B: The path to compliance

Preview copy: Partner with United Language Group to achieve compliance, ensure language access, increase reach, and achieve your business objectives.

Body copy:

Hi [FIRST NAME],

Whether you're looking to keep up with regulatory compliance demands, engage with diverse populations, or expand into new markets, working with a language solutions partner can help.

A partner can provide valuable insights about your populations, uncover gaps, and identify opportunities.

But not all solutions are created equal.

The right partner prioritizes:

- quality
- service
- efficiency
- your unique needs and goals

With more than 35 years of experience in healthcare, United Language Group has the expertise, solutions, and technologies to help your organization achieve compliance, enable access to

quality care, increase reach, and achieve its goals.

Our tailored solutions include:

- Translation & localization
- Alternative formats
- Bilingual care coordination
- Medical interpreting
- Cultural adaptation
- AI-driven claims automation
- Multicultural engagement solutions

Plus, our clients take advantage of:

- 99.5% on-time delivery + same-day turnaround
- 24/7/365 expert support
- 10,800+ local linguists

Here's what one of our health plan clients had to say: "I am super pleased with the service and attentiveness you are providing. I can expect quality, timeliness, and cost efficiency every single time."

To learn more about our solutions, let's connect.

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