

Committed to Serving Asian Communities



UnitedHealthcare is committed to providing health care coverage solutions to Asian American communities by respecting the community's needs, and offering language and culturally relevant resources. Our goal is to break down the barriers – be they cultural, geographic or linguistic – that can come between our Asian American members and mitigate disparities in health care quality.

Our Asian American Markets (AAM) program is dedicated to developing a range of solutions tailored to meet the cultural preferences and health care needs of the Asian American community. We offer a variety of affordable products and services for business owners and individual families – providing access to culturally sensitive care and multilingual support resources.

- **Broker Network Support:** Working with a strong Asian American Broker network, AAM can help Asian business owners and families find health care coverage, and work with someone who understands the language and cultural values of the community.
- **Customer service that speaks their language:** We provide in-language application forms and enrollment materials, as well as customer service interpreters who can translate into multiple Asian languages.
- **A choice of physicians fluent in Asian languages:** Our national network of over 560,000 physicians and health care professionals includes the leading Asian American IPAs, medical groups and physicians fluent in Asian languages.
- **Online physician directory:** Asian consumers in California, Chicago and Houston can visit our award-winning* online provider directory at www.uhcasian.com, available in English, Chinese, Korean and Vietnamese, to search for a doctor by specialty, location and language spoken.
- **Online dictionaries of medical/health insurance terms in various Asian languages:** Our online dictionaries in Chinese, Korean and Vietnamese at www.uhcasian.com, help translate medical/insurance terms into language that's meaningful and easy to understand.
- **Health education and information tailored just for Asian Americans:** Addressing some of the health concerns that are unique to Asian Americans, we developed in-language educational materials.
- **Asian Web Site:** www.uhcasian.com – Our in-language Web site provides resources and information about UnitedHealthcare's products and services, as well as general health care topics and terms in English, Chinese, Korean and Vietnamese.

* 2007 Recognizing Innovation in Multicultural Health Care Award
National Committee of Quality Assurance.





Making a difference requires a workforce that reflects the communities we serve

We work with professionals who share our values and understand yours. Asian American Markets employs a dedicated team of Asian American representatives who continually research and develop culturally sensitive tools and resources to provide our members with relevant information.

Stronger communities benefit all of us

Each year, from the West Coast to the Midwest, the Asian American Markets team participates in community events to celebrate traditional Asian holidays, including Lunar New Year, Moon Festival and Dragon Boat Festival.

Building successful relationships

The AAM team supports Asian business owners with sponsorships, event support, and educational seminars to contribute to the growth and success of Asian businesses.

Cultural Understanding – Dedication – Commitment

UnitedHealthcare delivers service and support to help our Asian American members get the care that's right for them.

UnitedHealthcare's Asian American Markets

For more information about UnitedHealthcare's Asian American Markets, visit www.uhcasian.com.



Insurance coverage provided by or through United HealthCare Insurance Company, PacifiCare Life and Health Insurance Company, PacifiCare Life Assurance Company or their affiliates.

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