



Outcome Health Announces Collaboration with Unity Consortium and Univision to Urge Vaccinations Among Older Adolescents

Organizations partner to support "Vax @16" back to school nationwide initiative

CHICAGO, IL – July 10, 2018 - Outcome Health, a technology company that provides health education at the moment of care, today announced a collaboration with Unity Consortium, a broad base of leading organizations focused on adolescent and young adult preventive healthcare and immunization, and Univision Communications Inc. (UCI), the leading media company serving Hispanic America. Through this partnership, the organizations will support Unity's "Vax@16" initiative to increase awareness of the importance of wellness visits and immunizations for 16-year olds. Educational content for both English- and Spanish-speaking audiences will play in physician offices across Outcome Health's nationwide digital platform.

According to Unity, older adolescents have a lower rate of preventive health visits than younger children, and immunization rates for 16-18 year olds lag well behind national goals.

"Our goal is to close the gaps in immunization rates and have 9 in 10 teens and young adults fully vaccinated," said Judy Klein, President of Unity Consortium. "This next phase of partnership with Outcome Health allows us to spread our message to parents, teens and young adults across the country - and by working directly with Univision Communications Inc, we can communicate this important message to at-risk Hispanic populations."

In a recent Harris Poll conducted by Unity, more than one-third of teens (34%) said they didn't know how being vaccinated helps them and four in 10 parents (41%) believe their teen should only see a doctor when he or she feels sick.

"Unfortunately, many teens and parents of teens are unaware of the need for vaccines during adolescence," said Matt McNally, Chief Executive Officer at Outcome Health. "Our partnership on Vax@16 will amplify Unity's message across our digital platform so that teens, parents, and providers become aware of the latest vaccination recommendations and are armed with the best information to help them make more confident decisions about their health."

The educational content includes videos, digital posters, and infographics promoting the importance of immunizations and which ones specifically 16-year olds need. The Vax@16 campaign will launch in time for the back-to-school physical season. In addition to catching up on missing or late vaccines, the CDC recommends two meningococcal vaccines (MenACWY and MenB) and flu (seasonally).

“As part of our company’s mission to inform and empower the communities we serve, UCI gladly partners with Outcome Health and Unity Consortium to drive awareness on Vax@16 and help educate families through our media platforms,” said Dennis O’Leary, Vice President, Business Development, UCI.

Hispanics represent about 25% of US teenagers and can benefit from the multiple available vaccines if they better adhere to the CDC recommended immunization schedules. (1)

Outcome Health will deliver this campaign to all primary care, pediatric, OB-GYN and adolescent health specialist providers across its nationwide network. The Vax@16 posters and videos are also available to download from the [Unity website](#).

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About Unity Consortium

UNITY Consortium is a non-profit 501 (c)(3) organization that brings together diverse groups that share a common and passionate interest in health with a focus on adolescent and young adult preventive healthcare and immunization. Our members represent public and private organizations, industry, academia, healthcare providers, retailers, and advocacy groups. As one strong voice, Unity Consortium addresses the unique challenges surrounding adolescent and young adult preventive healthcare and immunization.

About Univision Communications Inc.

Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The Company, a chief content creator in the U.S., includes Univision Network, one of the top networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country, available in approximately 88% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network available in approximately 82% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the most-watched U.S. Spanish-language entertainment cable network, as well as UDN (Univision Deportes Network), the most-watched U.S. Spanish-language sports cable network, Univision tlnovelas, a 24-hour Spanish-language cable network dedicated to telenovelas, ForoTV, a 24-hour Spanish-language cable network dedicated to international news, and an additional suite of cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; an investment in El Rey Network, a general entertainment English-language cable network; Univision Local Media, which owns and/or operates 63 television stations and 58 radio stations in major U.S. Hispanic markets and Puerto Rico; Univision Now, a direct-to-consumer, on demand and live streaming subscription service; [Univision.com](#), the most-visited Spanish-language website among U.S. Hispanics; and Uforia, a music application featuring multimedia music content. The Company also includes assets that serve young, diverse audiences. This includes news and lifestyle English-language cable network FUSION TV and a collection of leading digital brands that span a range of categories: technology (Gizmodo), sports (Deadspin), lifestyle (Lifehacker), modern women’s interests (Jezebel), news and politics (Splinter), African American news and culture (The Root), gaming (Kotaku), Environment (Earther), and car culture (Jalopnik). Additionally, UCI has ownership in comedy and news satire brands The Onion, Clickhole, The A.V. Club and The Takeout. Headquartered in New York City, UCI has content creation

facilities and sales offices in major cities throughout the United States. For more information, please visit corporate.univision.com.

About Outcome Health:

Outcome Health's mission is to activate the best health outcome. Founded in 2006, Outcome Health uses technology to serve health information and health intelligence during critical moments of care to enable patients and physicians to make the best healthcare decision possible. Outcome Health's BPA-certified digital network includes over 150,000 devices in over 40,000 physician offices and health systems across the country, delivering informative health content when it's most relevant and most needed.

Contact

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Ref:

1. Census – National Population Projections- Hispanics by age vs NH, 2017