



Get vaccinated.

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Help end COVID-19.

National Minority Health Association – History

The National Minority Health Association (NMHA) was launched in 1988, and incorporated as a 501c3 not-for-profit organization in Pennsylvania, by Dr. David L. Dalton. The organization was established to address the appropriate prescribing of medications to minorities and to provide accurate information related to diseases that affect minority communities. To accomplish this, the organization sought and realized the establishment of Offices of Minority Health in all 50 states, achieving its initial mission.

Today the NMHA has a new mission, to achieve health equity. To accomplish this the organization has developed its Operation Healthy You™ (OHY), a program that identifies areas of healthcare disparity and works with healthcare providers and community resources to address identified needs. The program benefits include lower overall cost of healthcare and improved outcomes for minority and underserved communities. The program's mission is "Helping to close the disparity gap in minority health care." According to an NPR report from May 30, 2020:

- Nationally, African American deaths from COVID-19 are nearly two times greater than would be expected based on their share of the population. In four states, the rate is three or more times greater.
- In 42 states plus Washington D.C., Hispanics/Latinos make up a greater share of confirmed cases than their share of the population. In eight states, it's more than four times greater.
- White deaths from COVID-19 are lower than their share of the population in 37 states and the District of Columbia.

These are just a few of the many examples of the glaring disparities for which Operation Healthy You™ was developed. The program addresses the broader, underlying, and structural concerns that make minorities more susceptible to these kinds of health issues, as well as those personal traits that hinder recovery or reduce the potential for beneficial healthcare outcomes.

Operation Healthy You™, through its partner LivBetter™ will help underserved minorities better utilize the healthcare system to their advantage. Based on over 540 peer-reviewed research studies, the proprietary protocols used by Operation Healthy You™ will help identify areas of disparity and how they affect minority communities. It's a process called "health activation" based on the Patient Activation Measure (PAM) and it is remarkably powerful and accurate. The same methodology is used by CMS, endorsed by NIH and NCQA, among others





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National Minority Health Association – Leadership Biographies

BURGESS HARRISON, MBA - EXECUTIVE DIRECTOR & BOARD MEMBER



Burgess brings a wide breadth of expertise to the National Minority Health Association. He comes with more than 25 years of home health, homecare, electronic visit verification, and telehealth technology experience. He is a pioneer in electronic visit verification and possesses a unique understanding of the market and issues patients and providers face. Burgess is an educator, former adjunct professor, marketing executive, and software business founder who happens to be a unique perspective to minority health. As an Albino with low vision from two black parents, Burgess leads the association with a unique personal healthcare journey and understands the impact of the lack of access as a child, as well as being an experiment or “lab project” for healthcare professionals. He is the co-founder of Statchek, Inc., a pioneer in electronic visit verification in-home care (acquired by Wipro NYSE: WIT) and Ankota LLC, a SaaS home care technology company.

Having a family that has received home care and assisted living as well as elderly relatives afflicted with PICKs and dementia, Burgess is acutely aware of the issues that face minority and disadvantaged Americans when they need simple and complex medical services. Burgess has developed innovative and forward-thinking programs to non-profits as he served on the boards of the American Red Cross of South Central Connecticut and Shoreline Foundation (S.A.R.A.H.). This is Burgess’s passion. He developed the concept for Operation Healthy You and after a year of development, Dr. Dalton saw the potential and joined forces to bring it to life in the NMHA. To borrow a phrase from his good friend and mentor John Hope Bryant, let’s go!





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DAVID COLE, CMP - PROGRAM DIRECTOR and BOARD MEMBER



David Cole is an accomplished healthcare professional and business executive with 20+ years of experience building multiple successful products and companies. He is an expert in SaaS product development, marketing, sales, and complex retail channel development.

A skilled strategist and business development specialist, David has extensive experience working with non-profit organizations, government agencies, regulatory authorities, health care systems, and providers. David co-founded Statchek, Inc., a pioneer in electronic visit verification, which was acquired by what is now Wipro (NYSE-WIT). David also served as the first vice president of technology for AccentCare, Inc. and subsequently co-founded two non-medical home care agencies and served as the executive director for Interim Home Health in Atlanta, GA,

a Medicare-certified skilled home health agency.

David is a principal of MRI First, a low-cost provider of MRI imaging services, where he currently serves as a director. He also developed CareMaestro, a system that reduced readmissions for a large west-coast hospital chain by more than 80%. David is a certified Chronic Care Professional (CCP), and a California certified administrator for Residential Care Facilities for the Elderly (RCFE). He is also a former Medicare administrator, and a Certified Memory Impairment Specialist-Instructor (CMIS-I).





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DR. DAVID DALTON, BOARD CHAIR



Dr. David Dalton is the first black pharmaceutical executive in the chain drug industry. Honored as one of the top ten graduates over 100 years. In Four Halls of Fame, Senatorial Medal of Freedom and Veteran. He served in several capacities with Rite Aid Corporation including Corporate Vice President. He left Rite Aid Corporation to acquire Peoples Drug Stores with an investment group inclusive of Robert Bass of Texas. Dr. Dalton served as Senior Vice President. He founded Managed Care Rx and merged it with Bergen Brunswick, a drug wholesale company sales over 14 billion. Health Resources, Inc. for which he is Founder, President and CEO is a national PBM and Pharmacy Services, Inc. a prescription mail service company. Health Resources Inc. has been recognized in Black Enterprise Magazine top 100 for over 25 years.

Dr. Dalton is President and CEO of Univec Conglomerate Inc. a public company that manufactures and distributes specialty pharmaceuticals and cannabis CBD. Physician and Pharmaceutical Services Inc, (PPSI) is the pharmacy sample services division of Univec Conglomerate Inc. He is Executive Chairman of Wellness TeleMed(Telemedicine) and WellnessRx (Mental Health and Substance abuse clinics). Dr. Dalton is one of the original members and directors of the National Council of Prescription Drug Programs (NCPDP). Founder of National Minority Health Association. He has received national and local recognition by the President and Senate of the United States and Congressional Black Caucus.

The University of West Virginia recognized him as a Distinguished Alumni and again honored him as Outstanding Alumni of West Virginia School of Pharmacy and Outstanding Service recognition to the School of Pharmacy. Dr. Dalton was inducted into the Black CEO Hall of Fame in 2006. Honored by his hometown of Grafton, West Virginia as the author of city slogan Grafton, West Virginia "The City where Mother's Day Began " He was inducted into the Taylor County School's Hall of Fame in 2013. He was inducted into the West Virginia University School of Pharmacy Centennial Hall of Fame in 2014 and Selected "Top 100 Healthcare Leaders Worldwide " by IFAH 2019.





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Sara Moore, CHIEF OPERATING OFFICER



Sara has had a distinguished career in the home healthcare industry, with a history of accomplishment and increasing responsibility both with agencies and software vendors. Her role as the chief operating officer at NMHA reflects that experience and leverages her talent in the fight for health equity. As COO, Sara manages all aspects of the organization's operations, including nonprofit operations, accounting, training, legal, compliance, marketing and overall administration.

Before joining the NMHA, Sara spent 15 years coordinating and managing projects in the medical and non-medical home care spaces. Her focus has been in healthcare administration, including adult/ pediatric therapy, orthopedics, private duty home care and skilled nursing facilities. Most recently Sara served as the Chief Operating Officer for a leading SaaS (software as a service)-based home care software vendor.

Sara's expertise includes business management, home care back-office operations, and managing healthcare software development (design, project scope, deployment and customer success.) She combines her experience with an eye toward establishing productive and inclusive culture. Attaining her Project Management Professional (PMP) certification has helped Sara to bring best practices and principles of project management into the organization's operational workflow.





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Flex for Checks Medical Spokesperson

DR. IAN SMITH – FLEX FOR CHECKS PROGRAM SPOKESPERSON

Dr. Ian Smith is the author of the #1 New York Times bestselling books, SHRED: THE REVOLUTIONARY DIET, SUPER SHRED: The Big Results Diet, BLAST THE SUGAR OUT, The Clean 20, THE ANCIENT NINE, CLEAN & LEAN and fifteen other books with millions of copies in print. His latest book, FAST BURN, was released in April 2021 and immediately hit the NY Times bestseller list also. He served as the solo host of the nationally syndicated, Emmy award-winning television show, THE DOCTORS, and is a longtime medical contributor to Emmy award-winning The Rachael Ray Show. His podcast, Conversations with Dr. Ian Smith, is popular and informative.

He also served as the medical/diet expert for six seasons on VH1's highly-rated Celebrity Fit Club. He is the creator and founder of the national health initiatives The 50 Million Pound Challenge and The Makeover Mile. Dr. Smith is the former medical correspondent for NBC News Network and NewsChannel 4 in New York, where he filed reports for NBC Nightly News and The Today Show as well as WNBC's various news broadcasts. He has appeared extensively on numerous broadcasts, including The Oprah Winfrey Show, The View, Dr. Oz, Steve Harvey Show, The Talk, Larry King Live, Anderson Cooper 360, CNN, MSNBC, and many more. He has written for various publications including Time, Newsweek, Men's Fitness, and the New York Daily News. He has been featured in several other publications including, People, Redbook, Details Magazine, Essence, Ebony, Cosmopolitan, and Black Enterprise.



A highly sought-after speaker, Dr. Smith's work has been honored by several organizations, including the National Academy of Television Arts & Sciences for his coverage on the momentous events of September 11th, 2001. He is also very active in charitable causes. Dr. Smith has also served on the boards of the American Council on Exercise, the New York Mission Society, the Prevent Cancer Foundation, The New York Council for the Humanities, and The Maya Angelou Center for Health Equity. Smith also served on the prestigious President's Counsel for Fitness, Sports and Nutrition for eight years under Barack Obama.

Dr. Smith graduated from Harvard College with an AB and received a master's in science education from Teachers College of Columbia University. He attended Dartmouth Medical School and completed the last two years of his medical education and graduated from the University of Chicago Pritzker School of Medicine.





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Frequently Asked Questions

Agency FAQs

WHAT ARE THE RESPONSIBILITIES OF THE AGENCY?

1. Register and obtain a link and QR code for your agency.
2. Provide the link and QR code, along with instructions (provided) to your workers.
3. Collect rewards for each shot received by any community member registered through one of your workers.

WILL AGENCIES GET PUBLIC RELATIONS FROM PARTICIPATING IN THE PROGRAM?

YES! The NMHA will be issuing regular press releases, chronicling the entire event, publicizing participating agencies and providing participating agencies with a certificate of participation. Agencies also receive one free year of membership in the NMHA (a \$250 value!), and designation as a Health Equity Action Leader (H.E.A.L)

IS GRANT MONEY ONLY FOR HOME CARE, OR CAN OTHER HEALTHCARE ORGANIZATIONS PARTICIPATE?

The program is **NOT** limited to home care agencies. Nursing homes, insurance plans, job boards with health care workers are all welcome. If you have a situation that does not fit within the current registration screens, do not hesitate to contact us directly at flexforchecks@thenmha.org. You can also reach us by phone at 877-770-6642 (877-770-NMHA). We can build a custom plan for your organization.

WHAT ARE THE NEXT STEPS FOR OUR AGENCY AFTER WE SIGN UP?

Once you register your agency, you will receive a confirmation email. The NMHA will also send out a Participation Kit that includes all the information you need to get started.

HOW DO WE RECEIVE OUR REWARDS?

When consumers verify their vaccinations by uploading a picture of their vaccination card and entering the details, we credit your agency \$25. Your assigned Program Navigator will collaborate with you to design a payment plan that accommodates your agency's legal and tax requirements. A popular option is to receive one check when the program ends in December. You will be given a portal to track your accumulated awards.

HOW MANY REWARDS CAN AN AGENCY RECEIVE?

There is no limit to the number of rewards an agency or a worker can earn. However, the NMHA does have a finite amount of grant money to distribute. For this reason, it is to your advantage to get started as soon as you can. We expect to pay out rewards representing about 50,000 community members, plus the workers and agencies associated with them. HRSA has indicated that it may extend the program's funds and timeframe based on our success. We hope this will happen, but we cannot make any promises. At this writing, therefore, we plan to pay out rewards until we use up our entire \$11.1 Million grant.





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Worker FAQs

HOW MUCH ARE THE REWARDS?

You will receive a reward of \$25 for each COVID shot verified by any previously unvaccinated person who registers under your ID and verifies a shot. That person receives \$50 per shot. Not only your home care patients and clients but friends and family can register as well.

IF I AM UNVACCINATED, CAN I RECEIVE BOTH REWARDS?

YES! You may register as a worker, then register as a community member under your own worker ID and receive both the \$50 reward and the \$25 reward per shot. Shots must occur, and verifications must be dated, AFTER registering. However, you can register and then record a shot later that same day.

HOW LONG DOES IT TAKE TO GET MY REWARD?

When consumers you register verify their vaccinations by uploading a picture of their vaccination card and adding some details, you will each receive a gift card via email within a few days. It may occasionally take longer depending on the volume of requested rewards. The more consumers you register, the more rewards you will receive when they verify a shot.

IS THERE ANY LIMIT TO THE NUMBER OF REWARDS I CAN EARN?

No, there is no limit! You will be rewarded for every shot verified under your ID, including yourself, friends, family, and any unvaccinated persons you register!

WHO CAN REGISTER AS A COMMUNITY MEMBER?

Any person who is not yet vaccinated is eligible. This can include yourself, your family, your friends, and others. All you need to do is register them under your ID link or QR code and show them how to verify their shots. You will receive a reward for each verified shot.

WHAT IF SOMEONE HAS DIFFICULTY REGISTERING?

Some persons who want to register may not have access to a computer. Be prepared to help them register and record their vaccinations. You can do it from any computer.

WHAT IF I HAVE ADDITIONAL QUESTIONS?

Please feel free to contact our Support Center by at flexforchecks@thenmha.org or 877-770-NMHA (6642).





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Community Member FAQs

HOW MUCH ARE THE REWARDS?

You will receive a reward of \$50 for each vaccination shot you receive AFTER you register. Only verifications dated after the date you register will generate a reward. However, you can register and then receive a shot later that same day.

HOW LONG DOES IT TAKE TO RECEIVE MY REWARDS?

When you verify your vaccinations by uploading a picture of your vaccination card and entering the details, you will receive a gift card via email for each shot. Gift cards usually arrive within a few days, but it may take longer depending on the number of reward requests we receive at one time.

IS THERE ANY LIMIT TO THE NUMBER OF REWARDS I CAN EARN?

Yes, but only by the nature of the vaccines themselves. The single-dose Johnson and Johnson vaccine will earn one \$50 reward. The two-dose Pfizer and Moderna vaccines will earn one \$50 reward for each shot. There are no rewards available for third, so-called "booster," shots.

WHO CAN REGISTER AS A COMMUNITY MEMBER?

Any person who is not yet vaccinated is eligible. This can include yourself, your family, your friends, and others you may know, but each person must register under the guidance of a participating home care agency worker. To bring family and friends into the rewards program, please contact your in-home caregiver, the person who originally provided you with their personal registration link.

. WHAT IS THE BEST WAY TO GET VACCINATED?

Participating home care agencies help you receive your rewards, but their workers do not administer vaccines. Most drugstores or pharmacies offer free vaccinations. There are also state-sponsored vaccination sites. There is never a cost to you for a vaccination! Your caregiver may be able to assist you finding and getting to your nearest vaccination site.

WHAT IS THE BEST WAY TO GET VACCINATED?

Participating home care agencies help you receive your rewards, but their workers do not administer vaccines. Most drugstores or pharmacies offer free vaccinations. There are also state-sponsored vaccination sites. There is never a cost to you for a vaccination! Your caregiver may be able to assist you finding and getting to your nearest vaccination site.

. WHAT IF I HAVE ADDITIONAL QUESTIONS?

Please contact a Program Navigator in our Support Center by email or phone.

Email: flexforchecks@thenmha.org

Call: 877-770-NMHA (877-770-6642). Monday-Friday 9 a.m. - 5 p.m. ET





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Flex for Checks – Program Fact Sheet

- The [National Minority Health Association](#) (NMHA) has received an \$11.1 million grant from the Health Resources and Services Administration (HRSA).
- The [grant is part of the approximately \\$125 million available](#) through the U.S. Department of Health and Human Services (HHS) American Rescue Plan to develop and support a community-based workforce that will serve as trusted voices in sharing information about COVID-19 vaccines, increase vaccine confidence, and address barriers to vaccination for those living in vulnerable and medically underserved communities.
- The grant funding will help community-based organizations like NMHA better mobilize frontline home health workers to conduct on-the-ground outreach to educate and assist individuals in receiving reliable information about vaccinations, scheduling vaccine appointments, and assisting with appointment transportation needs.
- Rewards available:
 - Community members (patients, clients, consumers) \$50 per COVID-19 shot
 - Homecare workers \$25 per verified COVID-19 shot
 - Agency, pharmacy \$25 per verified COVID-19 shot
- Program runs through November 20, 2021, or until funds are exhausted.

Flex for Checks HRSA Disclaimer: This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$11.1 million. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, please visit [HRSA.gov](https://www.hrsa.gov).





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Flex for Checks – Approved Media Quotes for use

All quotes should be properly attributed to the source as indicated

"We are honored that HRSA saw value in selecting the National Minority Health Association for this important mission of Increasing public confidence in COVID-19 vaccines and boosting vaccinations within vulnerable and underserved communities," **said Burgess Harrison, Executive Director.**

"Community health workers are a trusted voice within their respective neighborhoods and play a vital role in supporting this important effort to keep patients and loved ones safe. Our program is an example of health equity at work and achieves a key mission of NMHA as we serve populations that have historically suffered from poorer health outcomes, health disparities, and other inequities," **said Burgess Harrison, Executive Director.**

"Our partners play an important role in bringing the Flex for Checks program to life and helping to ensure an impactful program so we can achieve the goal of getting as many people in underserved areas vaccinated as possible," **said Burgess Harrison, Executive Director.**

"The deep experience and tremendous talents of our agency partners are crucial to the deployment of our Flex for Checks program. Nothing like this has been done before in the manner where homecare agencies, workers, consumers, pharmacies and software companies come together and flex their arms in the fight of our lives against COVID-19," **said Burgess Harrison, Executive Director.**

"I am very excited to see a mobilization of home health workers since they are on the front lines of this pandemic. We seek to amplify their trusted voice and support the home health effort to reduce hesitancy about taking the vaccine – and I am glad to help," **said Dr. Ian Smith.**

"I am very proud to be working with the National Minority Health Association on such a vital initiative. Increasing COVID-19 vaccinations within our communities is extremely important to the health of our family, friends, colleagues and neighbors. One thing this pandemic has taught us is that all of us are in this together," **said Dr. Ian Smith.**

"The Flex for Checks program is an innovative, necessary, and powerful tool in the fight against COVID-19. I am proud of our nation's talented community healthcare workers for their courage and the hard work they do as they galvanize our fellow citizens to get vaccinated and help stop the spread of COVID-19," **said Dr. Ian Smith.**

"As the ongoing fight against COVID-19 continues, it has become increasingly clear that vaccinations and mask wearing are our best options for ending the pandemic. The Flex for Checks program is a crucial tool in increasing vaccination rates and vaccine awareness within our communities," **said Dr. Ian Smith.**

"I urge everyone to do their part and talk to their healthcare provider - and get vaccinated. This is one of those rare medical crises when what you decide to do for your own health can literally be a life-or-death decision for someone else," **said Dr. Ian Smith.**





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Flex for Checks – Digital Artwork and Logo Guidelines

FLEX FOR CHECKS: BRAND GUIDELINES ONESHEET

LOGO

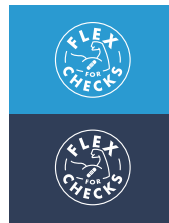


PRIMARY

This is the official logo for Flex for Checks. It is not to be altered in any way other than expressed in these Guidelines.



SECONDARY (limited use)



REVERSE



SPECIAL COLORS (FOR MARKETING ONLY)

COLOR

PRIMARY COLORS



PMS: 7589
CMYK: 73 / 25 / 2 / 0
HEX: #29a8d0



PMS: 4144
CMYK: 86 / 73 / 42 / 33
HEX: #303e58

SECONDARY COLORS



PMS: 212
CMYK: 8 / 81 / 2 / 0
HEX: #d6599e



PMS: 2256
CMYK: 62 / 0 / 69 / 0
HEX: #61b97e



PMS: 143
CMYK: 1 / 33 / 90 / 0
HEX: #f6338



CMYK: 0 / 0 / 0 / 33
HEX: #b6b6ba



CMYK: 0 / 0 / 0 / 17
HEX: #d8d9da



CMYK: 0 / 0 / 0 / 4
HEX: #f3f4f4

ICON SYSTEM

The icon system is intended to be a growing system dictated by the need to represent critical steps, ideas or categories. Consult with your Brand Manager if a new icon is needed. As new icons are created, they must share the same line weight and style as represented below.



REGISTER



CHAT



CHECK



UPLOAD



GET PAID



GET A SHOT

FONT SYSTEM

The official font family for Flex for Checks is Futura Standard. When deciding on font styles in your design materials refer to the FFC website for general use and hierarchy.

FUTURA STD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FUTURA STD BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

FUTURA STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

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DESIGN QUESTIONS?

email: guidelines@flexforchecks.org



National Minority Health Association

www.flexforchecks.org



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Logos

Primary Logo



Secondary Logo





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Flex for Checks – Sample Creative and Social Media Assets

Sample Collateral

Door hanger, table tent



Social Media Post (Example)

