



Your Voice

# Welcome to the DiversityRx 'Your Voice' Webinar Series

A monthly series on how good practice, policy and research can improve health care for culturally diverse populations

Sponsored by The California Endowment

For more information about upcoming webinars and other activities, please visit [www.DiversityRxConference.org/YourVoice](http://www.DiversityRxConference.org/YourVoice)

# DiversityRx

Since 1997 --

Policy development, research, education and support to improve health care for minority, immigrant, and indigenous communities.

[www.DiversityRx.org](http://www.DiversityRx.org) ~ ~ CLAS-talk listserv  
National Conference on Quality Health Care for  
Culturally Diverse Populations  
'Your Voice' webinars, communities of practice  
and peer learning networks

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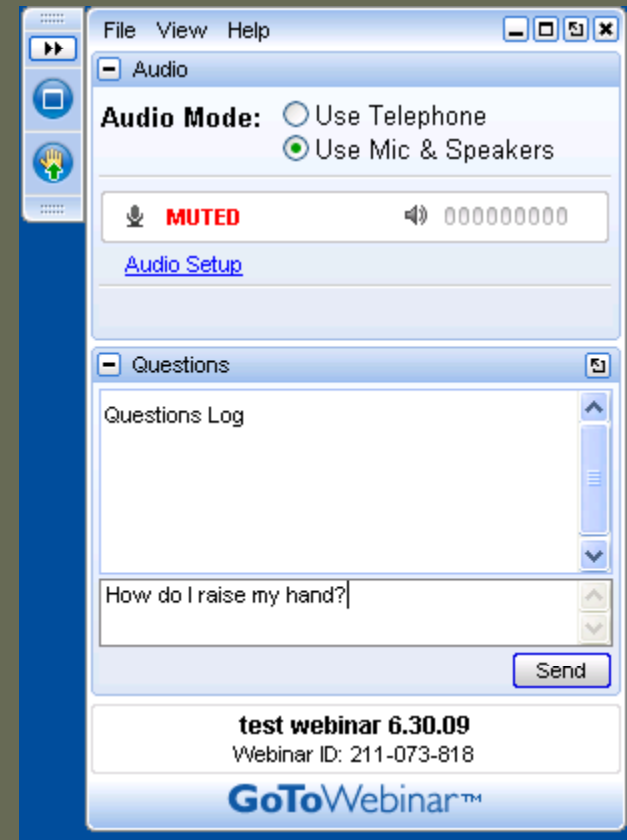
# Q & A format

- Audience is muted
- Submit questions at any time:  
Use the Questions window at the bottom of your control panel.
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# Asking questions

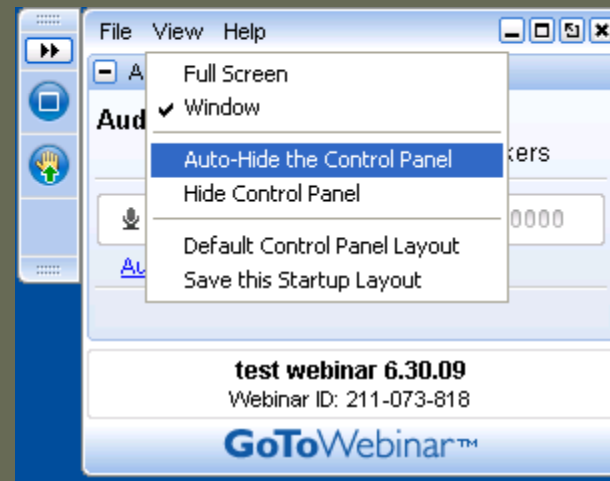
- To send a question, comment, or resource to the organizer, please enter it in the “Questions” pane.
- We will forward questions to the presenters, and try to answer as many as possible.



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**Creating and sustaining a culturally responsive health care organization:**  
*Reflections and recommendations from the field*

M. Grace Vega, Language Services Coordinator  
University of Missouri Health Care, Columbia, MO

Diana M. Carr, Manager, Cultural and Linguistic Services  
Health Net of California, Pasadena, CA

Mary Mixon, Assistant Administrator, Hospital Administration  
University Hospital and Health System, Jackson, MS

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# Creating and Sustaining a Culturally Responsive Health Care Organization

Grace Vega, Language Services  
Coordinator

University of Missouri Health Care

May 24, 2010

# University of Missouri Health Care System

- 2 full-service hospital sites - University Hospital and Women's and Childrens' Hospital, along with a psychiatric center for total of 450 beds
- Level 1 Trauma Center, Safety Net Hospital
- 48 primary care and specialty clinics along with several pharmacies
- 5300 employees, including 880 medical staff
- Employee distribution by race closely mirrors the city/county distribution with 85% Caucasian, 7.2% black, 1.4% Hispanic, 3.6% Indian/Alaskan Native, 1.7% not indicated

## LEP/DHH Data

- 10,000 interpreter encounters/year
- 56 languages in addition to English
- 50% Spanish-speaking; 16% ASL; Russian, Chinese and Burmese 22%, 12% other
- Face-to-face interpreters for 7 languages, limited VRI, phone interpreting service

# Strategies for Advancing Culturally Responsive Care Agenda

## Do Your Homework

- A. Research, train in language access, cultural competency, health literacy, patient/family centered care.
- B. Who are the administrators in your organization that relate to quality, safety, regulatory affairs and compliance, service excellence, provider interests? What national agencies/organizations do they answer to or look to for guidance?
- C. Go to those organizations and get as much info as they have available relating to language access, cultural competency, health literacy, patient/family centered care.



## II. Connect the Dots

- A. Send related standards/statements to those leaders, with a brief note asking to meet with them regarding how to insure that these concepts are an integrated part of their work. Follow up with invites to webinars (join the CLAS list serve!), conferences, trainings.
- B. Find the committees in your organization that relate to any and all patient-centered activities. Ask to join them!
- C. If working in an academic institution, collaborate with medical school, school of health professions, health policy, medical ethics to integrate the concepts into the educational process.



### III. From Soap Box to Solution

A. It's not what you say, it's how you say it!

B. It's what you say and where you say it!

C. It's not what you hear it's what they mean!

## Resources

- Physicians' Toolkit to Implement Cross-cultural clinical Practice Guidelines for Medicaid Practitioners <http://minorityhealth.hhs.gov/assets/pdf/checked/toolkit.pdf>
- American Medical Association Minority Affairs Consortium -- Policy Compendium <http://www.ama-assn.org/ama1/pub/upload/mm/20/maccompendoct07.pdf>
- Transcultural Nursing Society <http://www.tcns.org/>
- EthnoMed --Harborview Medical Center's ethnic medicine website <http://ethnomed.org/about>

# Building a Cultural Awareness Program for a Managed Care Health Plan

## Guiding principles:

Decision makers are making hard choices and need clear, concise information that will support cultural awareness programs.

Align cultural awareness program or activities with organization's strategic goals.

Acknowledge all stakeholders- internal and external.

Begin where you are with an eye toward the future.



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Presentation for:  
**DiversityRx Community of Practice**

Presentation by:  
**Diana M. Carr, MA**  
24 April 2010

# Basics of the Business Case

**What are the key operations or areas that will be impacted by a cultural awareness program?**

- Customer relations staff
- Sales- RFIs
- Quality improvement
- Grievance department
- Medical management
- Disease management
- Health education

**How will the areas be impacted?**

- Member satisfaction
- Competitive in a multicultural environment
- Utilization of services effectively by patients
- Customer loyalty



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# Begin Where You Are

## Consider your organization's culture

- Find champions to support the value of cultural awareness program
- Begin by building small successes in different areas of the organization that can be linked at a latter date.
- What is your organization's mechanism to build and launch organization wide initiatives?
- What aspect of the organization is best suited to support the need for a cultural awareness program?
- What one success will have the most impact on the members?
- Find or create opportunities to listen to members or consumers directly. Let people know what consumers have to say.
- What is the regulatory or accrediting climate? Can you build on it?
  - Patient centered quality care, health disparities, Healthy People 2020
- Don't overlook sales opportunities. What are competitors doing? What are consumers requesting or requiring?
- Work in collaboratives within the industry to build value for program



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# Building Blocks that Everyone Can Use

Celebrate culture within the organization to help increase the awareness of and comfort with the concept of cultural awareness.

Know the research and circulate it often.

Identify a key issue that would benefit all or most of the similar organizations and build a collaborative.

Promote how cultural awareness activities support accrediting or regulatory functions within the organization

Keep pitching ideas to your key areas by working on 'what's in it for me' statements

- A cultural awareness activity could improve organization response to Pacific Business Group on Health RFI by .....



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# Creating and Sustaining a Culturally Responsive Health Care Organization:

## Utilization of an Organizational Communication Climate Assessment Tool

Mary Mixon, R.N., M.S.N.



University of Mississippi  
Health Care

# The University of Mississippi Health Care

Jackson, Mississippi

The state's only academic health science center

8,500 employees

722 Inpatient beds

27,000 Inpatient admissions annually

500,000+ Outpatient and Emergency visits annually

The state's only Level 1 Trauma Center and Organ Transplant Program

Level 3 Neonatal Intensive Care Nursery

“A major goal of the Medical Center is the elimination of differences in health status of Mississippians based on race, geography, income or social status” .



# The Organizational Communication Climate Assessment Tool

- The University Hospitals and Health System(UHHS) was selected (1 of 13) by The AMA Ethical Force Program™ on Patient-Centered Communication to participate in a national field test of this tool in 2006 - 2007.
- Two of UHHS core values: *Communication* and *Diversity* supported this effort.
- The tool was developed by the Ethical Force Program Oversight Body and a national Expert Advisory Panel.
- Information on this tool is available at:

[www.EthicalForce.org](http://www.EthicalForce.org)

# Content Areas of Toolkit

- Understanding Your Organization's Commitment
- Collecting Information
- Engaging Communities
- Developing Your Workforce
- Engaging Individuals
- Socio-Cultural Context
- Language
- Health Literacy
- Evaluating Performance

The AMA Ethical Force Program™ reports that results are strongly correlated with patient perceptions of quality of care and trust in the organization.

# Targeted Quality Improvement Interventions

During the survey validation phase:

- “Teach Back”
- “Ask Me 3”
- “Worlds Apart” video series

Ongoing process improvements include:

- Admission/Registration staff training on how to ask patients about their race/ethnicity consistently
- Way finding
- Staff training on use/access interpreters
- Translation and electronic access to consent forms

# Health Care Disparities Council

- 2009 visit to UMMC by Dr. Joseph Betancourt to present "*Improving Quality and Achieving Equity: Developing Solutions to Health Disparities*"
- Met with Senior Leadership and some faculty
- Guidance on a Health Care Disparities Council and a Multicultural Advisory Committee
- Modeled after Massachusetts General Hospital Disparities Council



# UHHS Health Care Disparities Council Subcommittees

- **Access and Patient Experience of Care:** to assess the experience of care of patients identified as racial and ethnic minorities.
- **Quality Subcommittee:** to focus on stratifying quality measures by race and ethnicity and design quality improvement initiatives to address issues found.
- **Education and Awareness Subcommittee:** to develop plans to educate UHHS about disparities and develop a resource directory

# Learning more

- Additional Q&A – by email
- Recording and resource materials online
  - [www.diversityRxConference.org/webinar8](http://www.diversityRxConference.org/webinar8)
  - Recording available next week
- Satisfaction survey
- Our next webinar:
  - *Addressing language and culture in genetic counseling consultations*
  - [www.diversityRxConference.org/webinars](http://www.diversityRxConference.org/webinars)

Resources are available on our website:  
[www.DiversityRxConference.org/webinar7](http://www.DiversityRxConference.org/webinar7)



Thank you!

The DiversityRx 'Your Voice' Team and Presenters

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