



Healthy BlueSM

BlueChoice[®] HealthPlan of SC

Healthy Connections



Cultural Competency



Healthy Blue Commitment

Healthy Blue is committed to improving the patient experience in all interactions, and we are proud to work in partnership with our provider network to provide the necessary support and tools to reach our goal.

Topics of Discussion

- Cultural Competency
- Impact of Cultural Competency
- Impact of Clear Communication
- Disability Sensitivity and Awareness
- My Diverse Patients
- Resources

Cultural Competency

Cultural Competency

Overview

- Culture refers to integrated patterns of human behavior including language, thoughts, actions, customs, beliefs, values and institutions that unite a group of people. It is used to create standards for how we act and behave socially.

What does culture mean to you as a provider?

- As a contracted health care provider with Healthy Blue and BlueChoice HealthPlan, our expectation is for you and your staff to gain and continually increase your knowledge of, and ability to support, the values, beliefs and needs of diverse cultures.
- This will result in effective care and services for all people by considering each person's values, reality conditions and linguistic needs.

Cultural Competency

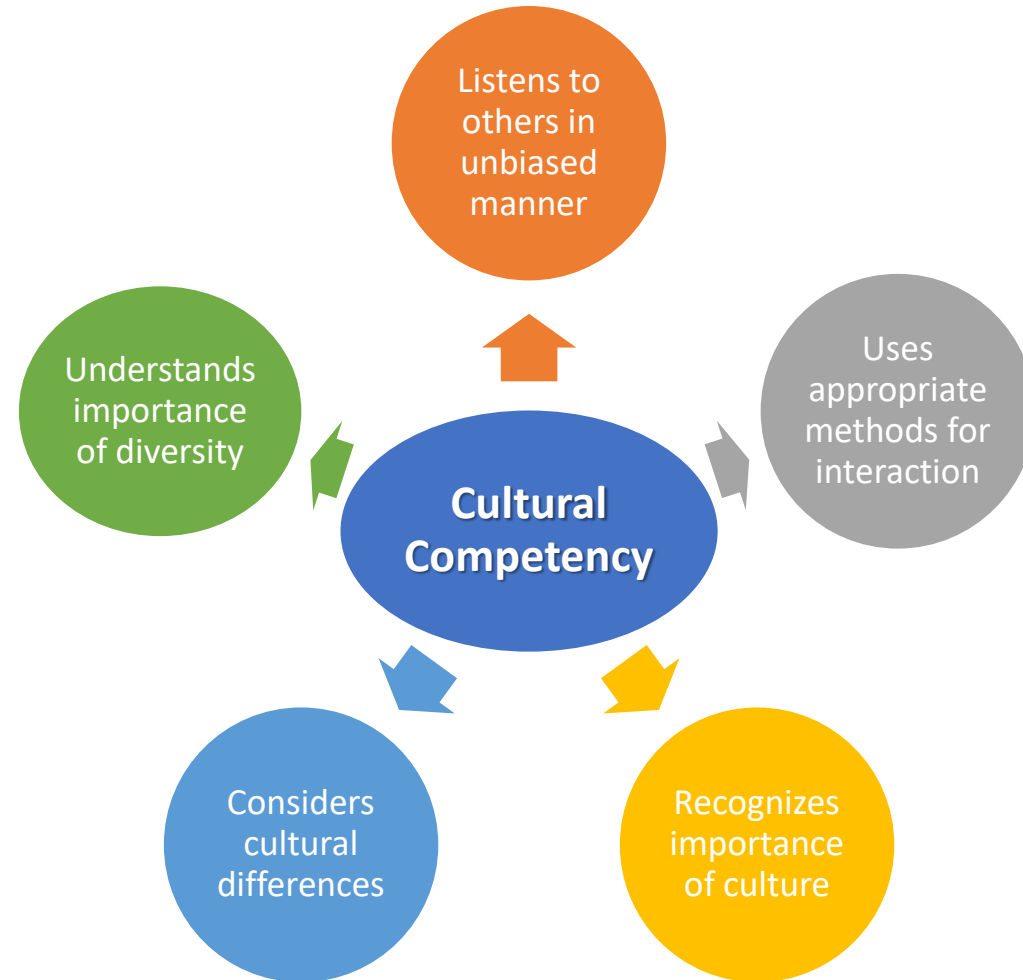
Cultural competency will ensure members receive culturally and linguistically appropriate services to support effective care and improved health outcomes.

We want providers to have the ability, tools and resources to provide care to patients with diverse values, beliefs and behaviors, including the tailoring of health care delivery to meet patients' social, cultural and linguistic needs.

Cultural Competency

- As a contracted healthcare provider with Healthy Blue, our expectation is for you and your staff to gain and continually increase your knowledge of, and ability to support, the values, beliefs and needs of diverse cultures.
- Culture refers to integrated patterns of human behavior, including language, thoughts, actions, customs, beliefs, values, and institutions that unite a group of people.
- Culture is not only learned. It is:
 - Shared.
 - Adaptive.
 - Constantly changing.

Cultural Competency



Impact of Cultural Competency

Impact of Cultural Competency

Culture informs us of:

- Concepts of health and healing.
- How illness, disease and their causes are perceived.
- Behaviors of patients who are seeking health care.
- Attitudes toward health care providers.

Impact of Cultural Competency

Importance of cultural differences in health care settings:

- Cultural factors may influence the way individuals define and evaluate situations, seek help for problems, present their problems to others or respond to interventions and service plans.
- Cultural awareness helps you modify your behaviors to respond to the needs of others while maintaining a professional level of respect and objectivity.

Impact of Cultural Competency

Reasons to increase cultural competency awareness:

- Understanding the perception of illnesses, diseases and their causes varies by culture and the belief systems related to health, healing and wellness are as diverse as the populations we serve.
- Gaining knowledge on how culture and socioeconomic concerns influence help-seeking behaviors and attitudes toward health care providers and services and how the individual preferences affect traditional and non-traditional approaches to health care.

Impact of Cultural Competency

Impact of increasing cultural competency awareness:

- Having a profound, positive impact on the quality of interactions with your patients by acknowledging their varied behaviors, beliefs and values and incorporating those variables into their assessments, interactions and treatments.
- Understanding that each patient's ability to communicate symptoms and adhere to recommended treatments improves, in direct relation, to your ability of cultural competency and awareness.

Impact of Clear Communication

Impact of Clear Communication

Barriers to communication include:

Linguistic	Speech patterns, accents or different languages may be used.
Limited experience	Many people are getting health care coverage for the first time.
Cultural	Each person brings their own cultural background and frame of reference to the conversation.
Systematic	Health systems have specialized vocabulary and jargon.

Impact of Clear Communication

Benefits of clear communication include:

Safety and adherence

Physician and patient satisfaction

Saving time and money

Preventing error and reducing costs

Avoiding medical risk malpractices

Impact of Clear Communication

When using professionally trained interpreters, you must:

- Inform the patient that using family members or minors as interpreters is highly discouraged.
- Choose an interpreter who meets the needs of the patient; consider the age, sex and background.
- Hold a brief introductory discussion with the interpreter, introducing yourself and giving the nature of the call.
- Reassure the patient about your confidentiality practices and be sensitive to appropriate communication standards.
- Be prepared to pace your discussion with the patient to allow time for interpretation and be aware that in some languages, it may take longer to explain a word or concept.
- Face the patient, not the interpreter, and speak in first person and in concise sentences.

Disability Sensitivity and Awareness

Disability Sensitivity and Awareness

Laws and Regulations:

The Americans with Disabilities Act (ADA) is divided into five titles relation to different areas of public life.

Title I	Employment practices of private employers with 15 or more employees, state and local governments, employment agencies, labor unions, agents of the employer and joint management labor committees.
Title II	Programs and activities of state and local government entities
Title III	Private entities that are considered places of public accommodation
Title IV	Telecommunications
Title V	Miscellaneous

Disability Sensitivity and Awareness

Health Care Provider Requirements

From the first contact a patient has with your office, the staff should be knowledgeable about not refusing services, providing separate or unequal access to health care services to individuals with disabilities and avoiding giving the appearance of discriminating against any person.

Titles II and III of the ADA and Section 504 of the Rehabilitation Act of 1973 require that medical care providers offer individuals with disabilities the following:

- Full and equal access to their health care services and facilities.
- Reasonable modifications to policies, practices and procedures when necessary to make health care services fully available to individuals with disabilities unless the modifications would fundamentally alter the nature of the services (in other words, alter the essential nature of the services).

Disability Sensitivity and Awareness

Accommodations for Individuals with Disabilities

You must deliver services in a manner that accommodates the needs of members by:

- Providing flexibility in scheduling.
- Providing interpreters or translators for members who are deaf, hard of hearing or speak a different language.
- Understanding disability-competent care.
- Ensuring individuals with disabilities and their companions are provided reasonable accommodations to ensure effective communication (including auxiliary aids and services).
- Having accessible facilities.
- Providing reasonable modifications and accommodations based on needs of the individual.

Resources

Resources

Cultural Competency Training (Cultural Competency and Patient Engagement)

- This training resource increases cultural and disability competency to help effectively support the health and health care needs of your diverse patients.

Caring for Diverse Populations Toolkit


- This comprehensive resource helps you and your office staff increase effective communication by enhancing knowledge of the values, beliefs and needs of diverse patients.


Interpreter Services


- Healthy Blue offers interpreter services for members who are hearing and/or speech impaired at no cost. Providers can find more information in provider manual at www.HealthyBlueSC.com.


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24-Hour Nurseline: 800-830-1525 (TTY: 711)

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