Seeing the World Through the Eyes of the Customer

Cultural Competencies
Introduction
Goals

• To provide resources and build awareness that will enhance the quality of service provided to our members
• To focus on empathy and respect for our members
• To build a corporate culture where individuals are valued
Learning Objectives

• Increase awareness of cultural diversity
• Provide tips for health care professionals to communicate clearly
• Allow participants to reflect on their own cultural values and provide the opportunity to explore potential bias
• Define health literacy
• Demonstrate how health literacy can decrease member compliance
Definitions

**Culture** – a shared system of beliefs, values, and learned patterns of behavior

- Culture shapes how we explain and value our world
- Extends beyond racial/ethnic groups: culture of medicine, academic culture, gay culture, or corporate culture

**Ethnicity** – a group of individuals with shared ancestry, history, or culture

- Ethnic groups often share geographic origin, language, religion, etc.
- Race is not always an indicator of an ethnic group

**Cultural Competency** – the ability of individuals, as reflected in personal and organizational responsiveness, to understand the social, linguistic, moral, intellectual, and behavioral characteristics of community or population, and translate this understanding systematically to enhance the effectiveness of the health care delivery to diverse populations.
## Valuing A Cultural Diverse Population

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<th>Benefits:</th>
<th>Costs:</th>
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<tr>
<td>• Provide highest quality of care and services</td>
<td>• Poor member/patient compliance</td>
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<td>• Increase member/provider satisfaction</td>
<td>• Decreased provider and member satisfaction</td>
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<td>• Improve productivity and employee satisfaction</td>
<td>• Less efficiency</td>
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<td>• Lower productivity</td>
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<td>• Lower morale</td>
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Cultural Competency
Key Issues

- Communication (verbal and non-verbal)
- Work Issues
- High-risk behaviors
- Nutrition
- Pregnancy and reproductive health
- Mental health
- Spirituality
- Death and dying
- Health care practices
  - Attitudes
  - Barriers to care
Member/Patient education materials should be made available in alternative formats for Non-English speaking members/patients and for those with special needs, (i.e. hearing impaired, visually impaired).

Language interpreters are available via 3rd party conference call!
## Proper Etiquette

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<th>Don’t:</th>
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<td>• Try to understand people’s values since that will influence behavior.</td>
<td>• Stereotype.</td>
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<td>• Respect concerns for privacy.</td>
<td>• Judge a member’s pain level upon their expressiveness or how they look.</td>
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<td>• Be sensitive to the fact that some people have been subjected to discrimination and prejudice.</td>
<td>• Assume lack of eye contact or communication indicates lack of interest.</td>
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<td>• Respect religious beliefs and involve clergy in their decisions.</td>
<td>• Wait to offer suggestions of where they may turn for help until the member asks – they may suffer in silence.</td>
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<td>• Develop a tolerant, accepting attitude about views different than your own.</td>
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<td>• Provide them the chance to tell you about the issue(s).</td>
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The BIG Issue: Low Health Literacy

• Health Literacy is the ability to read, understand, and act on health information.

➤ The Problem
  ➤ People with low literacy skills are at higher risk for hospitalization
  ➤ People with marginal literacy skills:
    ➤ Make more medication and treatment errors
    ➤ Are less able to comply with treatments
    ➤ Are less likely to seek preventative care
    ➤ Lack the self-empowerment needed to successfully negotiate today’s health care system

-Diversity Initiatives
How can health care professionals become more competent in delivering effective services?

EDUCATION

UNDERSTANDING

AWARENESS

BEHAVIOR
REMEMBER
UPMC Health Plan PRIIDES itself on quality services.

*Live the values:*

- Partnership
- Respect
- Innovation
- Integrity
- Development
- Excellence
- Service
What have you learned?

Cultural Competency Quiz
1. **What is the definition of culture?**
   a) A group of individuals with shared ancestry, history, or culture.
   b) A shared system of beliefs, values, and learned patterns of behavior.
   c) Both a and b
   d) None of the above

2. **TRUE or FALSE:** Ethnicity is a group of individuals with shared ancestry, history, or culture.

3. **TRUE or FALSE:** Providing the highest quality of care is a benefit of a cultural diverse population.

4. **What are some of the key issues with cultural competency?**
   a) High-risk behaviors
   b) Nutrition
   c) Communication
   d) Health care practices
   e) All of the above

5. **TRUE or FALSE:** It is proper etiquette to judge a patient’s pain level on how they look or their expressiveness.
6. **What is Health Literacy?**
   a. The ability to understand medical terminology
   b. Health related reading material
   c. The ability to read, understand, and act on health information
   d. None of the above

7. **Fill in the blank:** People with ______ literacy skills are at higher risk for hospitalization.
   a. high
   b. health
   c. some
   d. low

8. **TRUE or FALSE:** Providing members/patients with health education materials is a great way to increase health literacy and patient compliance.
9. How can health care professionals become more competent in delivering effective services?
   a. Education
   b. Understanding
   c. Awareness
   d. Behavior
   e. All of the above

10. TRUE or FALSE: Cultural Competency is the ability of individuals, as reflected in personal and organizational responsiveness, to understand the social, linguistic, moral, intellectual, and behavioral characteristics of a community or population, and translate this understanding systematically to enhance the effectiveness of the health care delivery to diverse populations.

Thank you for participating!