The Facilitator’s Guide:
Companion to
A Physician’s Practical Guide to Culturally Competent Care

http://www.thinkculturalhealth.hhs.gov
A Physician’s Practical Guide to Culturally Competent Care

◆ Theme 1: Fundamentals of Culturally Competent Care
◆ Theme 2: Speaking of Culturally Competent Care
◆ Theme 3: Structuring Culturally Competent Care
Theme 3: Structuring Culturally Competent Care

◆ Module 3.1: Importance of Environment/Climate
◆ Module 3.2: Assessing your Community
◆ Module 3.3: Building Community Partnerships
There are three objectives:

- Describe aspects of the office environment that support cultural competence
- Determine strategies that will assist with an assessment of their organization’s cultural competence
- List resources for strategic planning processes that support cultural competency
Setting the Stage: Case Study

Gebru Gidada:

- Is a 57-year-old male Ethiopian native who has lived in the United States for 15 years. After suffering a heart attack, he wants his community to learn more about heart health. He has moderate insurance benefits as a retiree from a manufacturing plant.
CLAS Standards 8 and 9

- **Standard 8**: Develop, implement, and promote a written strategic plan with clear goals, policies, and accountability mechanisms

- **Standard 9**: Conduct initial and ongoing organizational self-assessment and include measures in overall activities
The Office Environment

- Develop training to assist staff in becoming culturally sensitive and raise awareness
- Perform self-audits and assess how staff think they are handling cultural and individual differences
- Ask staff to assist with designing ways to provide a supportive and encouraging environment for patients
- Provide staff with knowledge and experiences about the role of cultural and individual diversity in professional practices
Organizational Assessment and Strategic Planning

- **The process of assessing the organization and implementing strategies for improvement of care should be part of a continuous cycle.**
- **The more people involved, the more data-rich and useful the process will be to the organization.**
- **Results of the assessment should be used to identify areas that help or hinder service delivery.**
Office Environment Assessment Checklist

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Assessing Your Community Learning Objectives

There are three objectives:

• **Describe the importance of data collection and analysis in providing culturally competent care**
• **Identify resources to collect, use, and manage data to create community and practice profiles and needs assessments**
• **Describe challenges to data collection and ways to mitigate them**
Setting the Stage: Case Study

◆ Holly Ivey:
  • Holly is a 4-year-old African American girl with asthma, who has not had immunizations. Her mother works, but has no health insurance.
Why Is Data Collection and Analysis Important?

- Identifies population groups within a service area
- Builds an epidemiological profile of the community—demographics, morbidity by racial and ethnic groups, gender, etc.
- Helps identify community partners to assist with outreach and service delivery to different ethnic groups
Community Assessment CLAS Standards

- **Standard 10:** Patient data collection, to include: race, ethnicity, and spoken and written language

- **Standard 11:** Maintain current demographic, cultural, and epidemiological community profiles and conduct needs assessment of service area
Does My Practice Need to Provide Language Services?

You can use data to apply a four-factor test to assess the:

- Number or proportion of LEP persons from a particular language group you serve or may encounter in the service population
- Frequency with which your practice has had contact with LEP individuals from different language groups seeking assistance
- Importance or urgency of your health services
- Level of resources and costs required to provide language access services
Patients’ rights to privacy include the following:
- Data collection follows appropriate federal regulations, guidelines, and requirements for privacy and confidentiality.
- Patients must be informed about the purposes of any data collection and be assured of confidentiality.
- Data should never be used for any discriminatory purposes.
- Patients may choose not to provide data.
- Patients must provide permission in advance if their protected health information is to be shared.
- Data collection must adhere to standard procedures and to racial and ethnic categories specified by the U.S. Office of Management and Budget (OMB).
HIPAA Guidance

- There are no restrictions on using “de-identified” health information.

- HIPAA permits health care operations to use protected health care information for quality assessment and improvement activities—cultural competency activities qualify.
How Can I Establish Efficient Data Collection Procedures?

- Gather patient demographic data when patients:
  - Make an appointment
  - Register at the front desk
  - Meet with a health care provider

- Add questions about primary language or racial and ethnic background to registration forms

- Ask a brief series of interview questions during an office visit

- Find out if any local public health organization in your area collects data that can be shared in summary format
Building Community Partnerships
Learning Objectives

There are three objectives:

• Describe the importance of developing health-related partnerships with the community
• Identify components of forming community health partnerships, and list the characteristics of successful community partnerships
• Describe the benefits of including minority community members in health partnerships
Why Is It Important to Develop Community Partnerships?

- To foster a mutual exchange of expertise that helps shape the direction and practices of the health care organization
- To solve public health problems that extend beyond the reach and resources of a single organization
- To help agencies and organizations share financial burdens and create shared communities
Who Can We Partner With In Our Community?

- Other health care providers
- Community health organizations, such as hospitals and clinics
- Local, state, and federal agencies
- Voluntary health organizations
- Community interest groups
- Civic organizations
- Professional organizations
Factors for Successful Partnerships

- A shared vision
- Agreement on mission, goals, and outcomes
- Mutual trust, respect, and commitment
- Identified strengths and assets
- Clear and accessible communication
- The ability to evolve, using feedback from all partners
- Processes based on input and agreement of all partners

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Benefits of Including Minority Communities in Health Partnerships

- Helps to identify resources and expertise on the community’s language, cultural beliefs, or demographic information that can assist providers in offering culturally competent care.

- Can assist health care providers to educate community members about specific diseases, risk factors, health behaviors, and prevention.
The Whole Team: Developing a Partnership?

- Is the office staff being realistic in their shared belief that they can make a difference in the larger community?

- How would you handle this? If you worked for this practice, how would you react to the presentations that Dr. Johnson and Mrs. Smith made?
Online Test Center
http://cccm.thinkculturalhealth.hhs.gov/iDVDusers