



Cultural Competency Provider Training

Aetna Medicaid
Health Equity Strategy Team

2020



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Training Objectives

Patient Centered and Inclusive Care

CLAS Standards for Organizational Change

How cultural competency, health equity and Social Determinants of Health (SDoH) impact health outcomes

**Culture
affects every
relationship
you have,
whether you
are aware of
it or not**





—
Cultural Competency in Healthcare
—

Provider Aspects of Culture

Personal

- Self-Reflection
- Personal Values
- Awareness
- Personal Practice



Organizational

- Federal Guidelines (National CLAS)
- State Proposals/Contracts
- Policies and Procedures
- Workforce
- Environment



Provider/Patient Care Model

Goal: Promote equity and reduce health disparities

- Awareness and self reflection
- Knowledge
- Attitude
- Skill Integration



Key Values

Skillful
Positive Kind Sensitive
Connected
Self-Reflection
Open-Minded
Respectful Aware
Knowledgeable
Inclusive Empathy
Effective

Cultural competence:

- Embraces the principles of equal access and nondiscriminatory practices in service delivery
- Is achieved by identifying and understanding the needs and help-seeking behaviors of individuals and families
- Involves working in conjunction with natural, informal support and helping networks within culturally diverse communities

**Cultural
humility—the
commitment a
provider
makes to
engaging in a
process of self-
evaluation and
self-critique—
is a lifelong
commitment.**

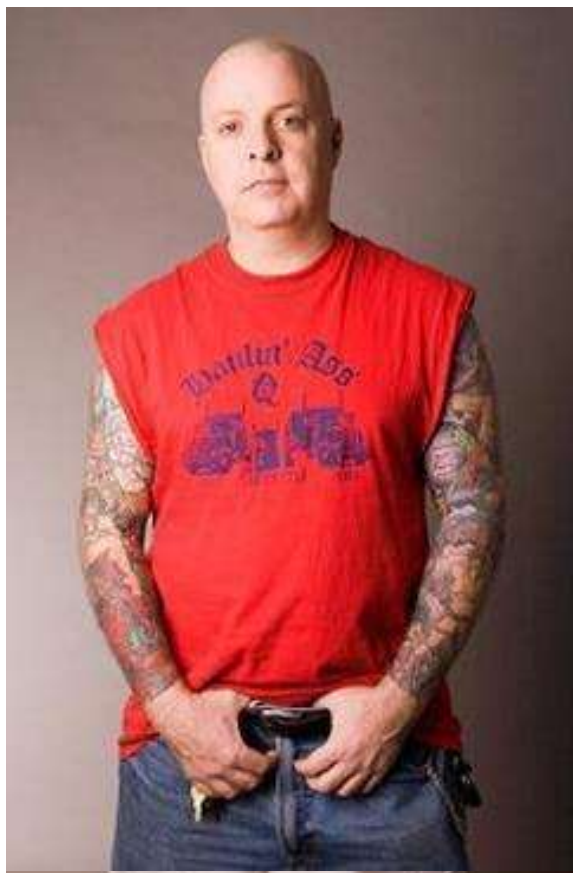


Stigma and Stereotypes





**What do you
think tattoos
say about a
person?**



Dr. David Ores, MD
Photo by David Kimelberg

What if that's just a stereotype, too?

Bias vs. Prejudice

Bias

- A preference for one thing over another, especially an unfair one. Inflexible beliefs about particular groups of people which could lead to unequal healthcare



Prejudice

- Preconceived opinion that is not based on reason or actual experience





Moving from self-reflection to practice

To recognize the importance of providing patient centered and inclusive care

To understand and meet the holistic, culturally sensitive needs of those you serve

To enhance our interactions with our colleagues and business partners

To be aware of your own views about others and how that impacts your engagements with them

The Diversity Iceberg

- Age
 - Sex
 - Ability
 - Language
 - Eye contact
 - Dress style
 - Personal space preferences
 - Non-verbal cues
-
- Gender identity
 - Decision making
 - Concepts of justice
 - Values about physical health
 - Body language meaning
 - Problem-solving
 - Sexual orientation
 - Concepts of status and roles
 - Concept of cleanliness
 - Values about group
 - Sense of self
 - Modesty



Empathy: The Human Connection to Care



Organizational Aspect- National CLAS Standards

Implementing these standards will help you to:

- Interact effectively with people whose cultures and belief systems are different than your own.
- Provide quality care that is respectful and nonjudgmental
- Deliver health care, services, and supports in the primary languages spoken by patients/clients and their families
- Identify and respond effectively to the preferences and needs of populations served

Provider Responsibilities

- Confirming all services, both clinical and non-clinical, are provided in a culturally competent manner and are accessible to all patients
- Verifying that patients are effectively receiving understandable, respectful and timely care compatible with their cultural health beliefs, practices and preferred languages from all staff members
- Honoring member's beliefs, being sensitive to cultural diversity, and fostering respect for member's cultural backgrounds.

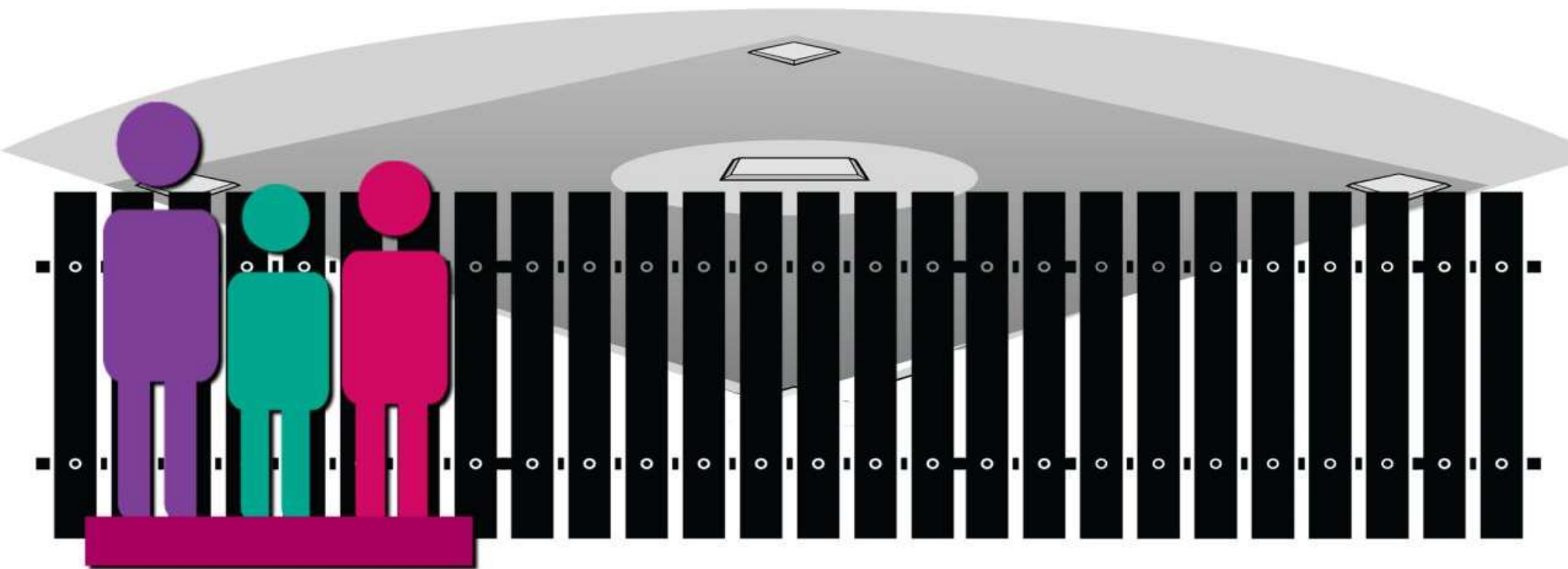


Personalized Health Policy 1100/04

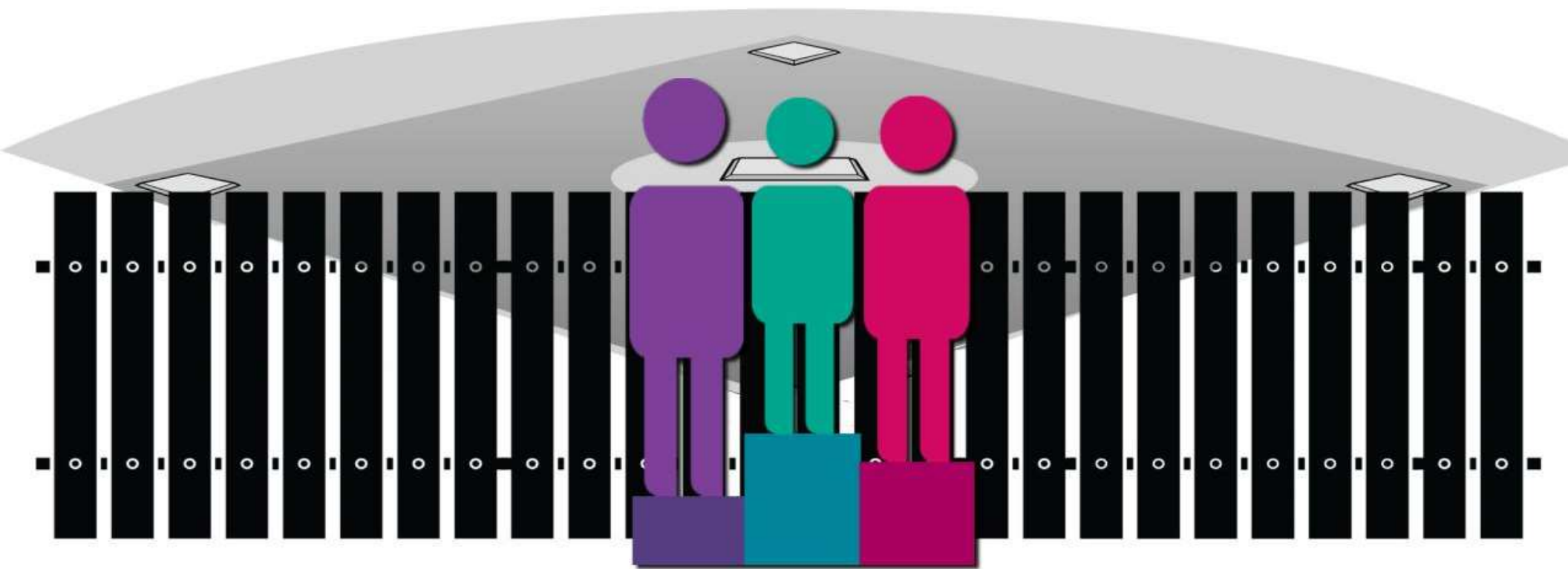


Health Equity-vs-Equality

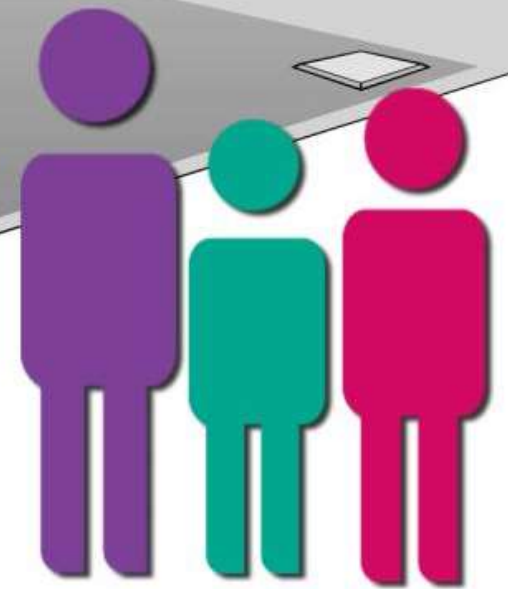
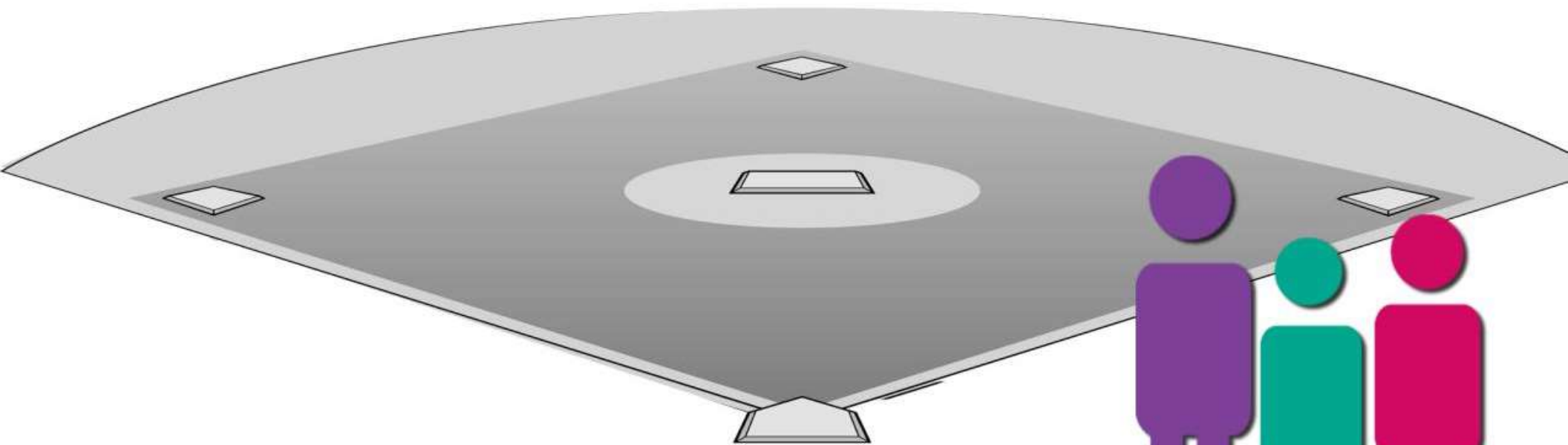




Equality



Equity



No barriers

Health equity

Health equity is the attainment of the highest level of health for all individuals.

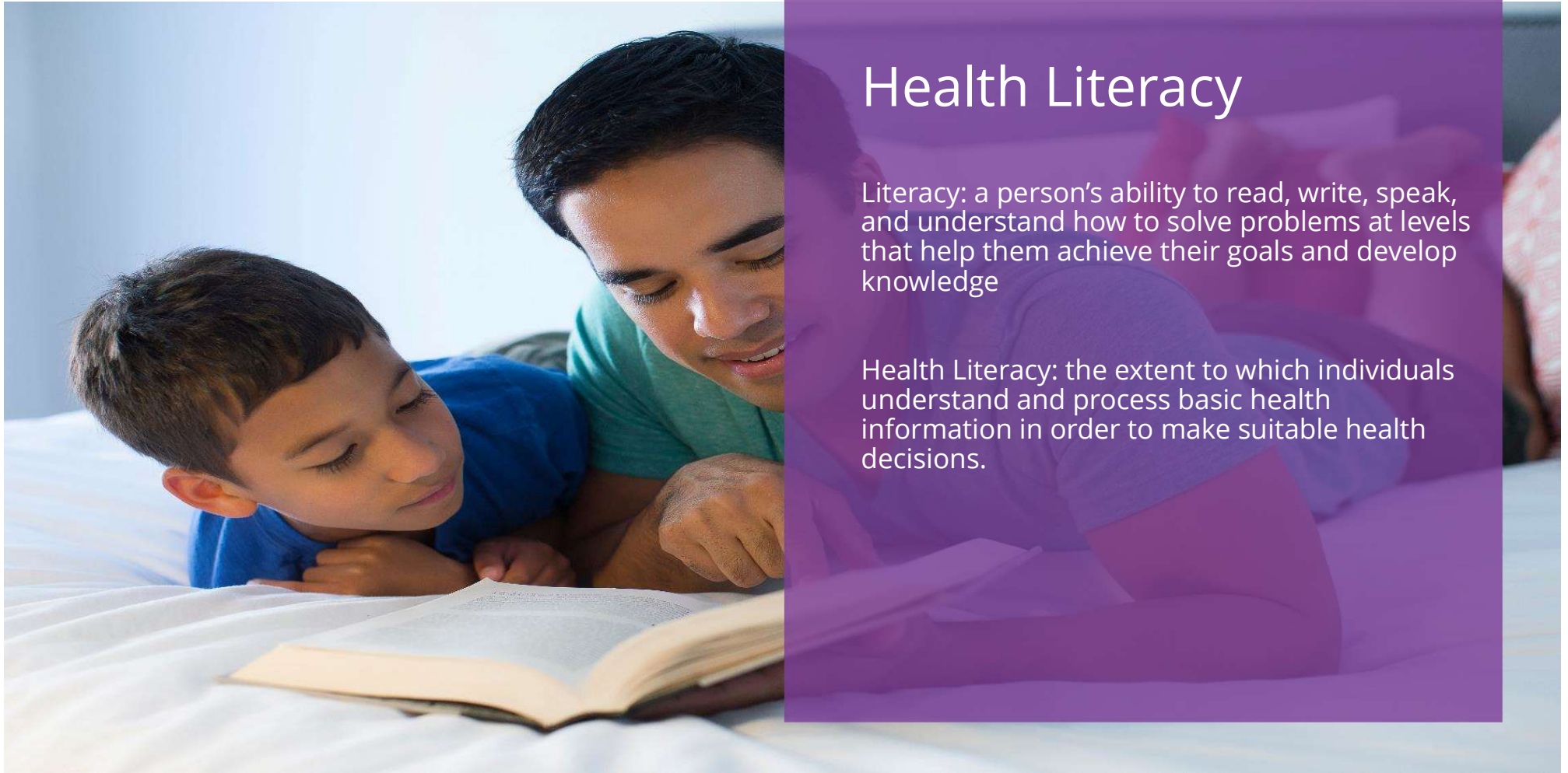
- Factors other than disease and illness that influence health
- Access to nutritious food
- Health insurance
- Access to clean water and air

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**Cultural factors
that impact health**



Health Literacy

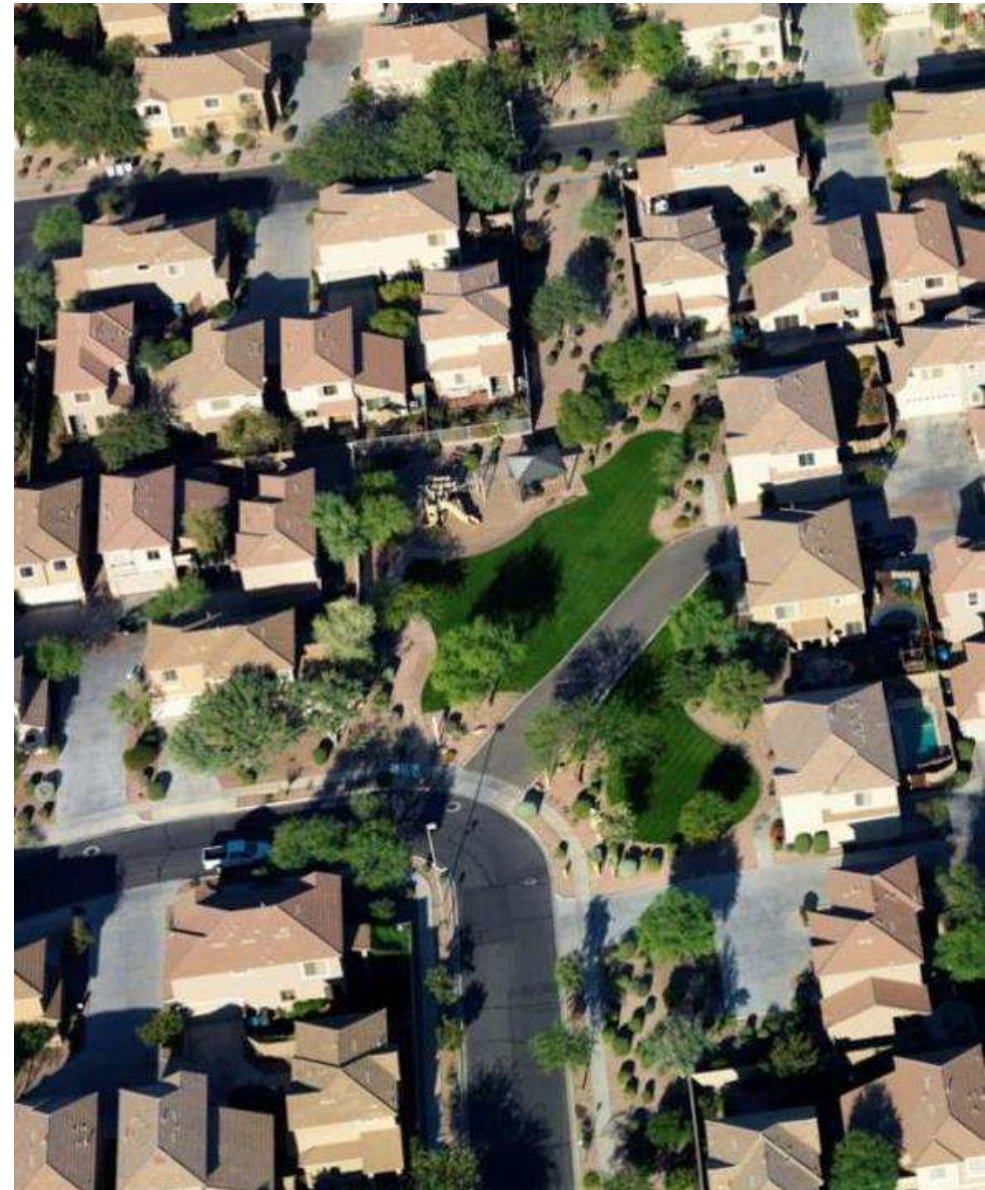
Literacy: a person's ability to read, write, speak, and understand how to solve problems at levels that help them achieve their goals and develop knowledge

Health Literacy: the extent to which individuals understand and process basic health information in order to make suitable health decisions.

Social determinants of health

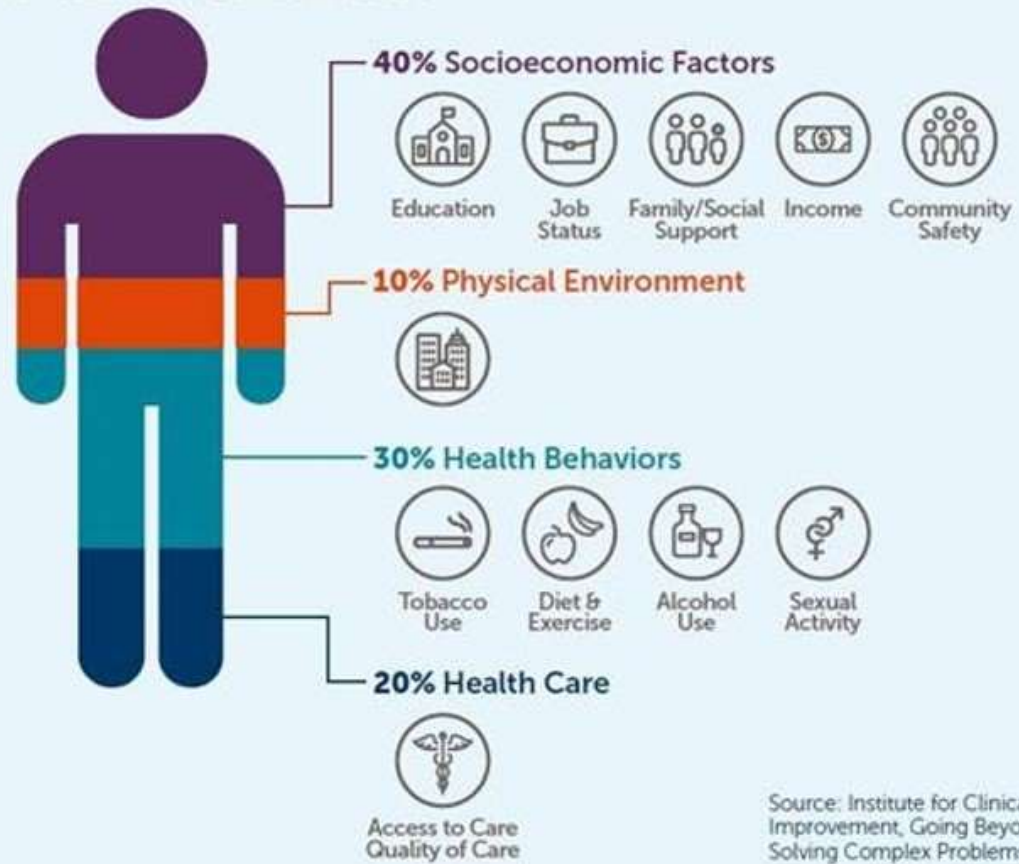
Your
zip code
is a better indicator
of health outcome
than your
genetic code.

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Social determinants of health

What Goes Into Your Health?



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Health equity

Healthy People 2020 defines a *health disparity* as a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage

Health disparities have historically been linked to discrimination or exclusion

Health disparities may look different to individuals based on their cultural circumstance

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[Health Disparities](#)



Reciprocal Communication & Learning

"People fail to get along because they fear each other; they fear each other because they don't know each other; they don't know each other because they have not communicated with each other."

— Martin Luther King, Jr.



Barriers to Patient Centered Inclusive Care



Systems of care poorly designed for diverse populations



Poor cross-cultural communication between providers and patients



Patient fears and distrust



Cultural stigma



Lack of diversity in health care leadership and workforce

Awareness of self and others





Case studies

Janet's story

Young mother:

- Newborn with a fever
- Cultural practices of “sweating out a fever”
- Community Health Worker intervention
- Outcome of increased learning for Janet

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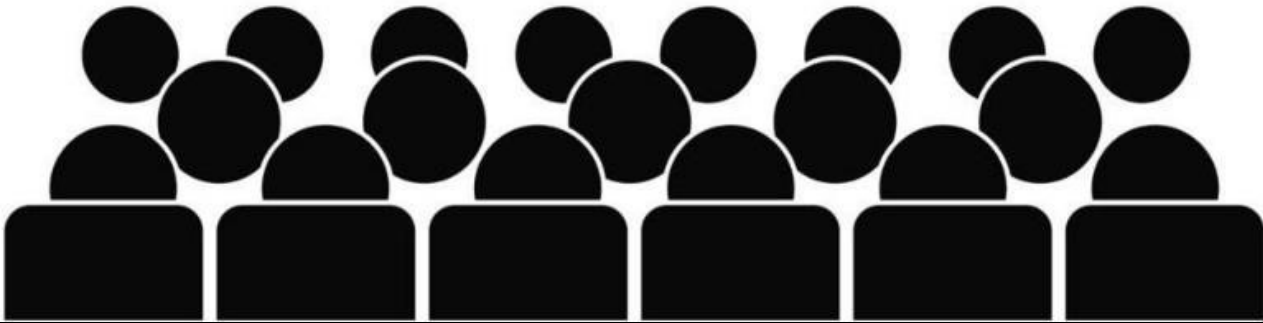
Tara's story

- Tara is a 28-year-old female
- Self-employed receiving Medicaid insurance benefits
- Experiencing abdominal pain

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[Behind Every Task is a Human Being](#)



Conclusion

Goal: to promote equity and reduce health disparities among patients served

Providers can reach the goal through:

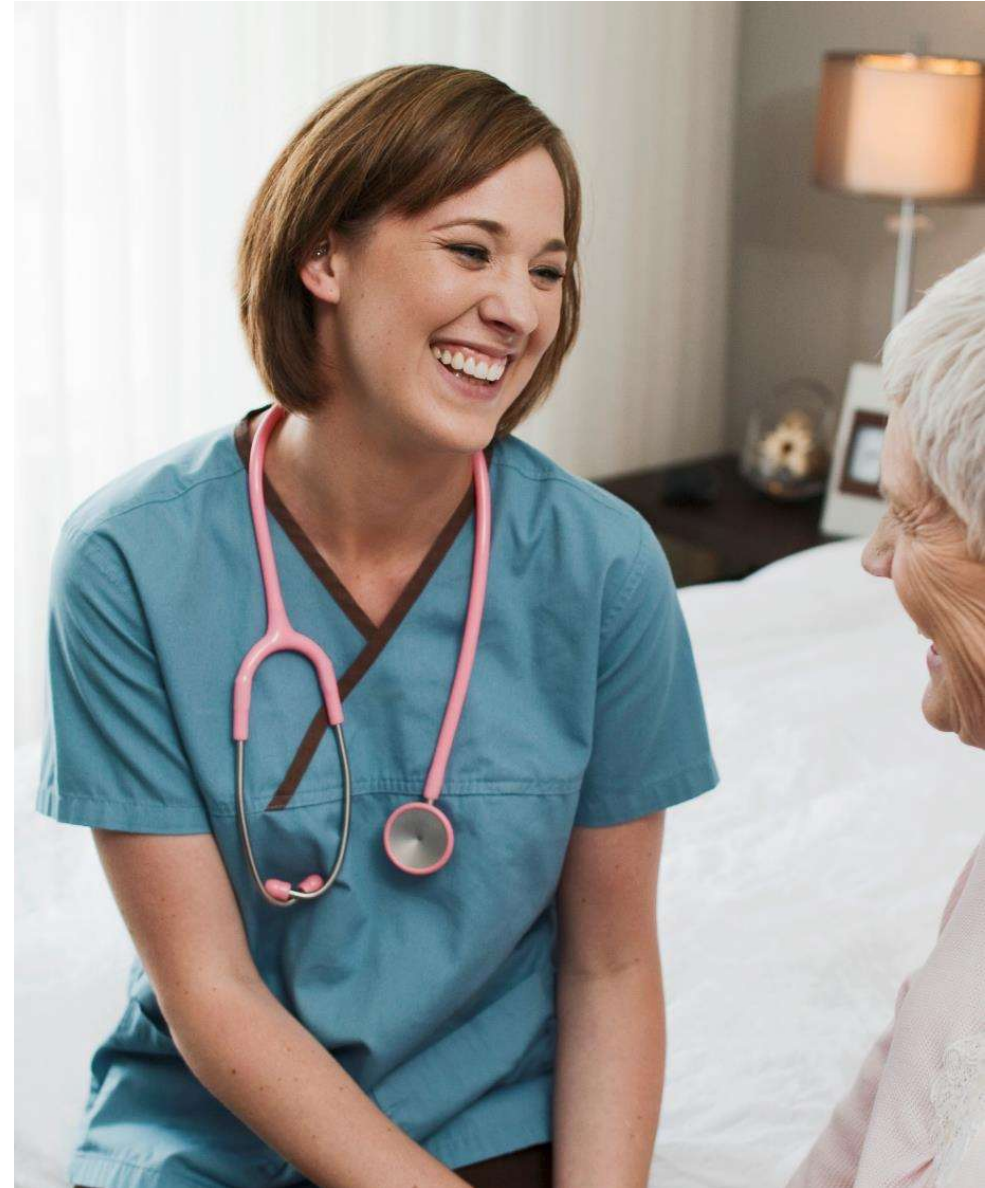
- Self Reflection
- Awareness
- Knowledge
- Practice Integration

Patient centered inclusive care leads to improved health outcomes

Reciprocal communication creates rapport and respect

Responding to identified patient health disparities decreases barriers to achieving optimal health

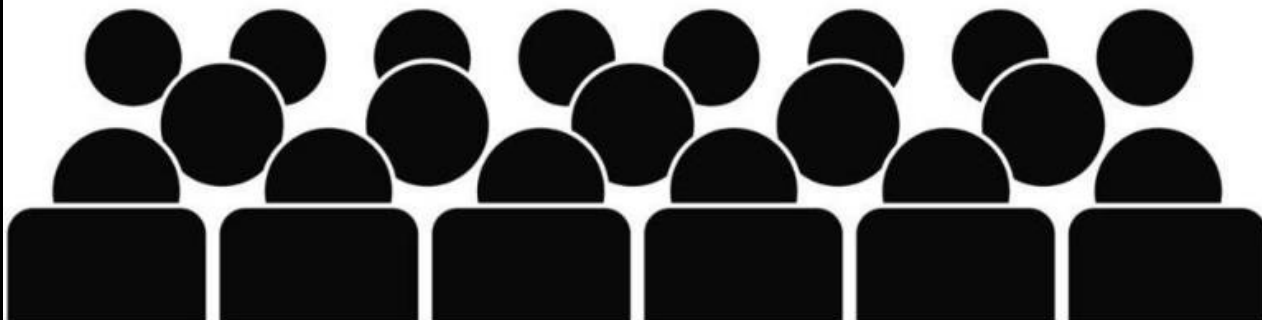
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Specialized videos and reflection exercises

[LGBTQ Healthcare Training Video: To Treat Me
You Have to Know Me](#)



Self Reflection



- There are several different individuals represented in the video—have you had the opportunity to serve people who identify as LGBTQ?
- How does your provider practice insure inclusivity for the population?

[What is Disability Culture?](#)



Self Reflection



- Do you currently serve individuals with disabilities ?
- What are some of their needs? How are practices enhanced, changed, created to serve individuals with a disability?

Silent Beats

Jon M. Chu, 2000.



Self Reflection



- There were 3 characters; a young man, an elderly person, and a store clerk.
- They gave you an idea of their perceptions about each other. The goal is to see the world through their cultural lenses or others' Perceptions.
- Take note of what you think their perceptions are of each other. Note your own perceptions as you view this video.

[Cultural Awareness for Healthcare Professionals](#)

Course offered by Corporate & Continuing Education at Clark College.



Self Reflection



- Put yourself in their place as the person seeking care and/or the provider:
- What did these individuals ask for that you also expect out of your health care experience?
- Who else do you know who also asks for these things?

