

# Cultural Competency

2017 | Molina Healthcare



Your Extended Family.

# Purpose of Cultural Competency

The purpose of a Cultural Competency program is to ensure that the unique and diverse needs of all members in the population are being met.

Molina Healthcare is committed to ensuring our providers, vendors and community partners fully recognize and care for the culturally diverse needs of the members we serve.

# Objectives

Understand why cultural competency is important

What is CLAS and how does it effect providers?

Explain how culture impacts health care

Understand how culture influences our behavior

Describe the benefits of culturally competent care

Use effective and clear communication

Identify cultural influences

Discuss practical strategies for practitioners and staff

# Cultural and Linguistic Expertise

National census data shows that the United States' population is becoming increasingly diverse. Molina has a 30-year history of developing targeted health care programs for a culturally diverse membership.

Molina is well-positioned to successfully serve these growing populations by:

- Contracting with a diverse network of community-oriented providers who have the capabilities to address the linguistic and cultural needs of members
- Educating employees about the differing needs among members
- Developing member education materials in a variety of media and languages while ensuring that the literacy level is appropriate for our target audience

# Cultural and Linguistic Expertise

Molina Healthcare has achieved significant membership growth through internal initiatives and acquisitions of other health plans.

Our strong financial and operational performance is uniquely attributable to the understanding that members have distinct social and medical needs. Their individual health care needs and experience is often characterized by their cultural, ethnic and linguistic diversity.

# Cultural and Linguistic Expertise

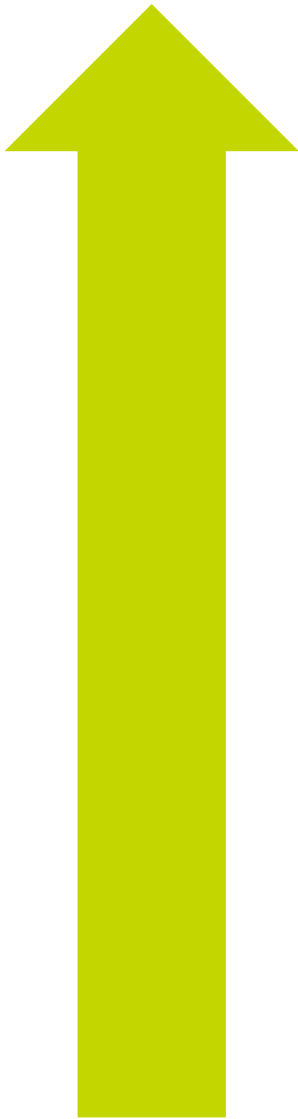
## Molina Healthcare's core values include:

- We strive to be an exemplary organization
- We care about the people we serve and advocate on their behalf
- We provide quality service and remove barriers to health services
- We are health care innovators and embrace change quickly
- We respect each other and value ethical business practices
- We are careful in the management of our financial resources and serve as prudent stewards of the public funds

# Commitment to Cultural Competency

- ❖ We have adopted all 14 National Standards for Culturally and Linguistically Appropriate Services (CLAS) in health care to ensure all members who enter the health care system receive equal, quality and effective treatment. [Click here to review the CLAS standards.](#)
- ❖ We actively recognize and understand the roles age, culture, ability, socioeconomic status and ethnicity play in the lives of our members to ensure equal and effective access to health care, support systems and community services.
- ❖ We recruit and contract with providers who reflect and appreciate the socioeconomic and cultural differences, primary languages spoken, functional abilities, and complex health care and service needs of our members.
- ❖ Our provider directories show languages spoken in providers' offices so members can make informed decisions when choosing where they go to receive care.
- ❖ We educate providers to ensure they promote and use interpreter services for members.

# Commitment to Cultural Competency



Create and maintain a culturally competent network that acknowledges and incorporates the following steps at all levels:

- Value of diversity
- Cultural self-assessment and self-improvement
- Vigilance about understanding the dynamics resulting from cultural differences
- Continuous expansion of cultural knowledge
- Consistent adaptation of services to meet culturally unique needs



# What is CLAS?

In 2000, the Office of Minority Health published the first *National Standards for Culturally and Linguistically Appropriate Services in Health Care* (National CLAS Standards) to provide a framework for all health care organizations to best serve the nation's increasingly diverse communities.



# CLAS Standards

Cultural and Linguistically Appropriate Services – 14 National Recommended Standards: Inform, guide and facilitate.

Three themes:

- Culturally competent care (1-3)
- Language access (4-7)
- Organization supports cultural competence (8-14)

Levels of stringency:

- Mandates
- Guidelines
- Recommendations

# CLAS Standards Enhancements

In 2010, the Office of Minority Health launched the National CLAS Standards Enhancement Initiative to revise the Standards to reflect the past decade's advancements, expand its scope and improve its clarity to ensure understanding and implementation.

The National CLAS Standards will continue into the next decade as the cornerstone for advancing health equity through culturally and linguistically appropriate services.

# Legislating CLAS

- State agencies have embraced the importance of cultural and linguistic competency since the initial publication of the National CLAS Standards.
- A number of states have proposed or passed legislation pertaining to cultural competency training for one or more segments of their state's health professionals.
- At least six states have moved to mandate some form of cultural and linguistic competency for either all or a component of its health care workforce.

# Culture and Diversity

## Culture

- Molds our identity, beliefs, values, and behavior.
- Defines who we are as an individual and member of a group.

## Diversity

- Understanding how to relate to qualities and conditions different from our own.
- Such qualities may exist outside of our groups, but are present in other individuals and groups.

# How Does Culture Impact Health Care?

**Health care is a cultural construct based on beliefs about the nature of disease and the human body, cultural issues and are central in the delivery of health services.**

# Impact of Cultural Differences

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Cultural factors may influence the way individuals:

Define and evaluate situations

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Seek help for problems

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Present their problems, situations and information to others

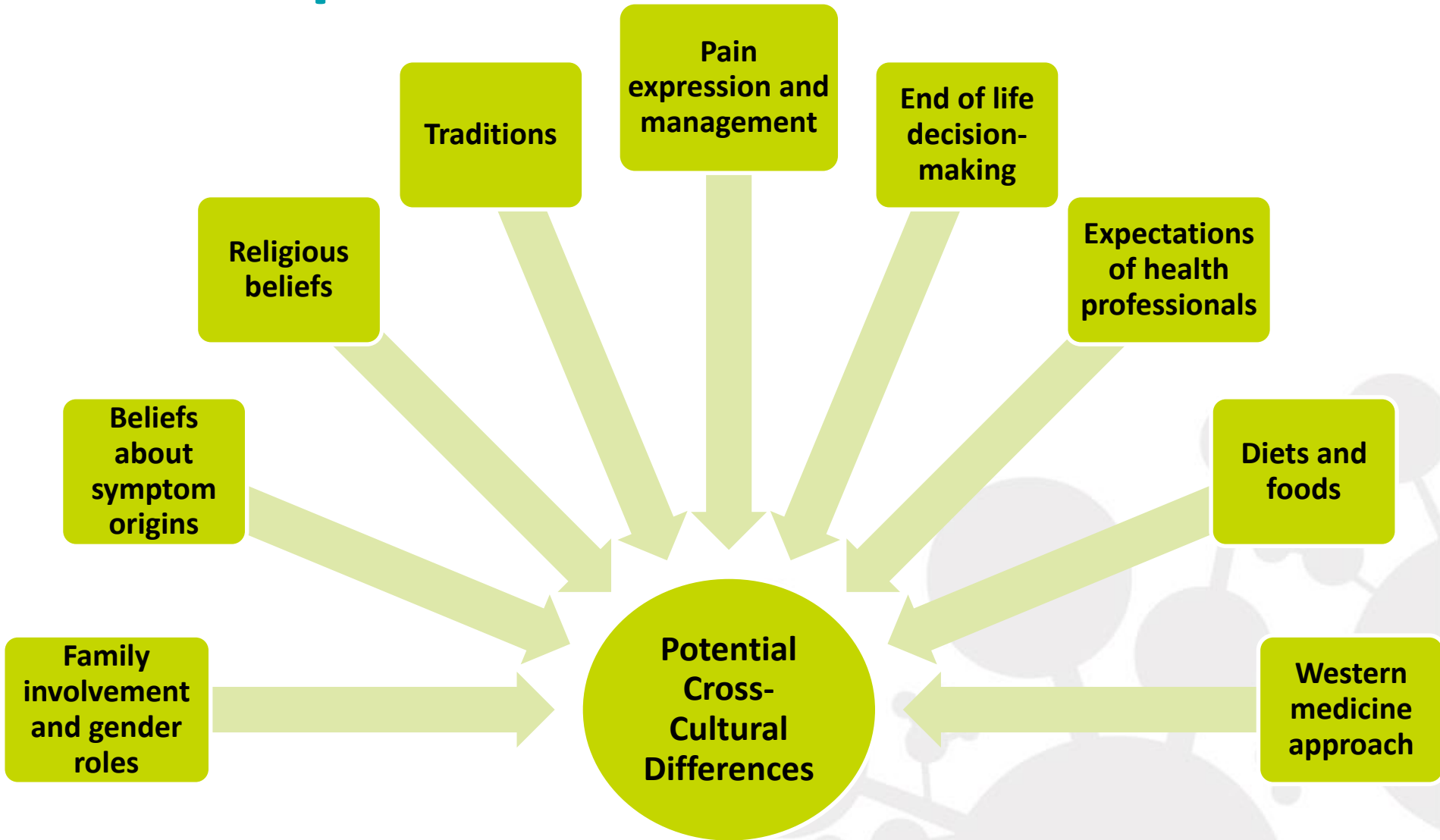
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Respond to interventions and service plans

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Your level of cultural awareness helps you modify your behaviors to respond to the needs of others while maintaining a professional level of respect, objectivity, and identity.

# Impact of Cultural Differences





# Confronting Disparities

“Racial and ethnic minorities tend to receive a lower quality of health care than non-minorities, even when access-related factors, such as patients’ insurance status and income, are controlled.”

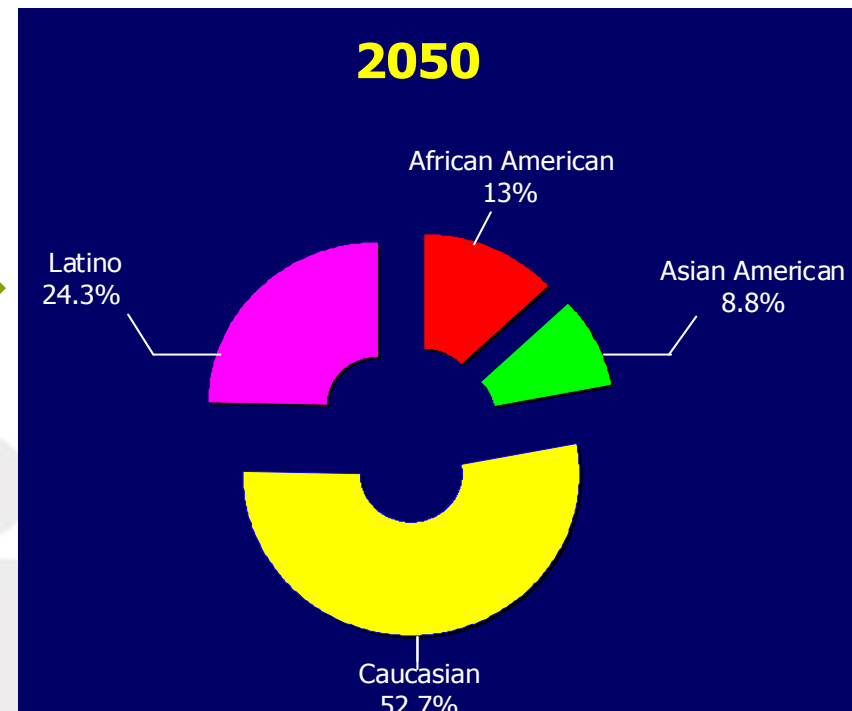
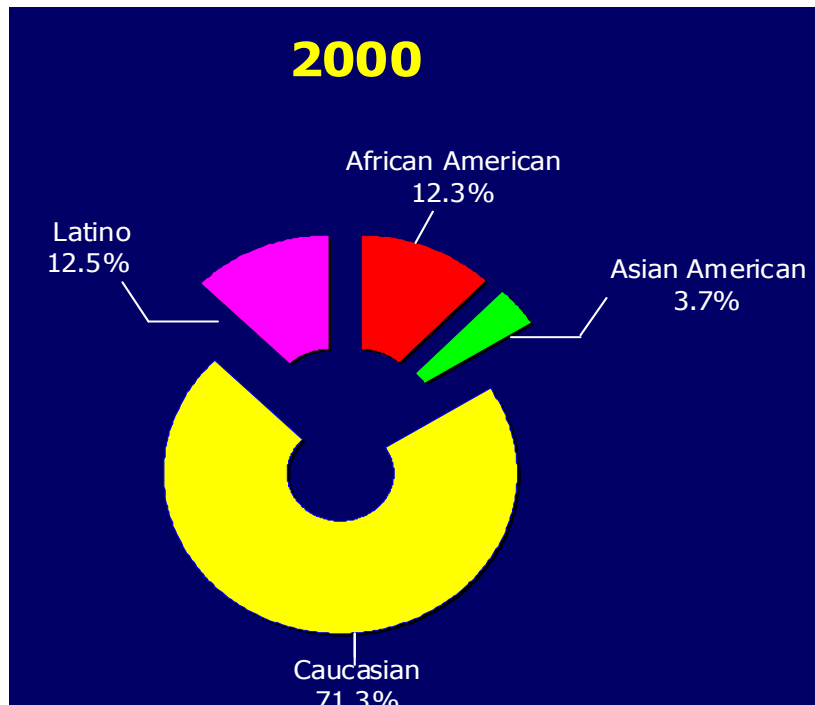
- IOM Report, Unequal Treatment, 2003 Confronting Racial and Ethnic Disparities in Healthcare

## Three Strikes

- Minorities are:
  - More likely to get certain illnesses
  - Less likely to receive the most effective treatment
  - More likely to have long-term disabilities

# Demographics

Minorities currently make up 28.7% of the population in America. We project this number to nearly double by 2050.



# Health Disparities

**Health Disparities:** differences in the incidence, prevalence, mortality and burden of diseases and other adverse health conditions that exist among specific population groups in the U.S.

## Eliminating Health Disparities

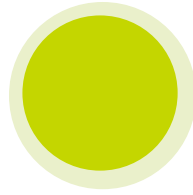
- Cervical cancer among Vietnamese women
- Asthma among minority children
- Diabetes Type 2 among African American adults, especially women and Latinos
- Hepatitis B among Asian children
- Mortality among African Americans, infants, and mothers
- Domestic violence among Latinas and Asian immigrant women
- Tuberculosis among foreign-born

# Benefits of Cultural Competency

**Cultural competency benefits consumers, stakeholders, and communities in support of positive health outcomes.**

- It serves as a foundational pillar for reducing disparities through culturally sensitive and unbiased quality care.
- Positive effect on patient care delivery by enabling providers to deliver services that are respectful of and responsive to the health beliefs, practices, and cultural and linguistic needs of diverse patients.
- Critical to reducing health disparities and improving access to high quality care.

# Benefits of Cultural Competence



## Culturally Competent Care

The delivery of health care services that acknowledges and understands cultural diversity in the clinical setting, respects members' health beliefs and practices and values cross-cultural communication.

# Reasons to Increase Cultural Competency

1. Perception of illnesses, diseases and their causes varies by culture, as do the belief systems regarding healing and wellness.
2. Culture and socioeconomic concerns influence help-seeking behaviors and attitudes toward health care providers and services.
3. Individual preferences affect traditional and nontraditional approaches to health care.
4. Patients benefit from overcoming personal biases about health care systems and services.
5. Health care providers from culturally and linguistically diverse groups are underrepresented in the current delivery system.

# Organizational Support

By achieving their cultural competency goals, a region or facility may experience positive results, such as increases or improvements in:

Member  
satisfaction

Clinical  
outcomes

Access

Retention

Cost  
containment

# Organizational Support

## Diversity Programs

- Qualified Bilingual Staff

## Diversity Training Modules

- Multicultural Communications Styles
- Four Generations in One Workplace
- Workforce Diversity Training
- Middle East Insight (pilot)



# Organizational Support

## Diversity Council

- Staff Associations
  - Latino
  - African American
  - Asian Pacific Islander
- Marketing, Community Relations, Centers of Excellence

# LEARN

**L**isten: Elicit patient's conception of the problem.

Ask: What do you feel is causing the problem? How do you feel the illness is affecting you? What do you feel might be of benefit?

**E**xplain: All aspects of exam via verbal syntax, which can include communication with interpreters.

**A**void being blunt in order not to precipitate panic.

Acknowledge and discuss differences and similarities of recommended treatments.

**R**ecommend treatment and take into account appropriate cultural relevant approaches.

**N**egotiate and agree on treatment options.

Medical intervention is effective when translated into a construct that does not violate the tenets of the patient's faith or belief.

# Kleinman Model

## Clarifying Patient Beliefs

What do you fear most about your sickness?

What have you done so far to treat your sickness?

What kind of treatment do you think you should receive?

What are the most important outcomes you want to receive from this treatment?

# Contacting Provider Services

Provider Services is available Monday - Friday from 8 a.m. to 6 p.m. for MyCare Ohio and 8 a.m. to 5 p.m. for all other lines of business. Call (855) 322-4079 and follow the prompts for the following services.

**Care  
Management**

**Claims/Claims  
Inquiry**

**Pharmacy**

**Prior  
Authorizations**

**Web Portal  
Help Desk**

**Eligibility**

**Utilization  
Management**

**Behavioral  
Health**

**Contracting/  
Credentialing**

# Cultural Competency Attestation Form

Please sign the [Cultural Competency Attestation form](#) to attest you have received Cultural Competency training. Return the signed and dated form to Molina Healthcare.



# Additional Resources

The following links provide information on new legislation, research, and resources about cultural competency.

- [Think Cultural Health](#); Bridging the Healthcare Gap through Cultural Competency Continuing Education Programs
- [Revised Title VI Limited English Proficient Guidance for Federal Assistance Recipients](#). August 2003
- [1st Annual Cross the Quality Chasm Summit](#): A Focus on Communities from the Institute of Medicine. 2004.
- [National Healthcare Disparities Report](#) by the Agency for Healthcare Research and Quality. July 2003
- Obtain no-cost continuing medical education credits through further study of cultural competency topics from [Think Cultural Health](#).