



# Cultural Competency Training for Healthcare Providers





# Cultural Competence Expectation



**The Centers for Medicare and Medicaid (CMS) require providers to complete cultural competency training.**

As a contracted health care provider, The Health Plan's expectation is for you and your staff to gain and continually increase knowledge and skills with improved attitudes about, and sensitivities to, diverse cultures. This results in effective care and services for all members by taking into account each person's values, reality conditions and linguistic needs.

# What is Culture?

Culture refers to the behaviors, customs, arts, morals, knowledge and beliefs of a particular group of people.

This group could be of a national, racial, ethnic, religious, geographic, age-related, or other social nature.

# What is Competence?

Competence means that you have the ability to do something well.

# What is Cultural Competency in Healthcare?

Cultural competency in healthcare is the ability of providers and organizations to understand another person's culture, demonstrate knowledge of it, and accept and respect the difference between the provider's culture and the patient's culture.



# Cultural Differences

## Because of cultural differences we get to:

- Eat different foods
- Listen to diverse music
- Hear unique accents

## Cultural diversity can create confusion and misunderstanding:

- Innocent remarks/actions may cause stress or anger to a person of a different culture
- Creating stress for a patient can be detrimental
  - Causing misunderstandings
  - Lack of medical compliance



# How Culture Influences Care

## **Culture and language may influence:**

- Health, healing and wellness belief systems
- How illness, disease and their causes are perceived
- The behaviors of patients seeking health care and their attitudes toward health care providers
- How patients present their problems, situations and information to others
- How patients respond to interventions and service plans
- Provider looking at the world through their own limited set of values may compromise access for patients from other cultures

**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.**



# Language Competence

**Providers must be able to communicate effectively with diverse audiences.**

This includes:

- Persons with limited English proficiency
- People with low literacy skills or who are not literate
- Individuals with disabilities
- Deaf or hard of hearing people



# CLAS Standards

**National Standards for Culturally and Linguistically Appropriate Services in Health Care (CLAS) were developed by U.S. Department of Health and Human Services to guide providers of health care.**

Six basic steps:

- Recognize and accept that all types of cultures have a profound influence on our lives.
- Be aware that oppression is pervasive in our society; that it is part of our history and affects our relationships.
- Understand that cultural differences exist and learn to accept and respect what we may not always understand.
- Accept that we cannot know everything about other cultures, and never will.
- Commit to pursue what we need to know about the groups/patients we serve and those with whom we work in every way available to us.
- Identify and confront personal resistance, anger, and especially fear, as we seek to gain insight and knowledge about a particular culture or group.



# Pillars to Build Cultural Competency

---

- **Knowledge**
  - Seek information on shared traditions and values of each cultural group
    - Research city website for demographic information
    - Visit local library or university
- **Attitude**
  - Level of awareness in yourself and your patients in regard to stereotypes, rules of interaction and communication customs
- **Skills**
  - Develop a skill set to increase your cultural competency – like focusing on communication and conflict resolution



# LEARN

---

In conducting a cultural assessment, Berlin and Fowkes designed the mnemonic - LEARN

**L**isten to the patient's perception of their presenting problem.

**E**xplain your perception of the patient's problem to determine if it is physiological, psychological, spiritual and/or cultural.

**A**cknowledge the similarities and differences between the patient's perception and your perceptions.

**R**ecommend - recommendations are built upon the knowledge gained from the first 3 steps. Culture will affect the recommendations and the patient must be involved.

**N**egotiate - the patient may require negotiating a treatment plan. Providers must be sensitive to the cultural practices of each patient.



# What Providers Can Do

By taking steps to improve your cultural agility, you will be better equipped to serve your patients regardless of race, ethnicity, culture, gender or sexual orientation or other individual factors. Some ways you can do that are to:

- Create a welcoming office environment by providing staff with cultural competency resources and training
- Indicate in patient records whether a patient requires special services
- Collaborate with community-based organizations/other providers to improve population health



# What Providers Can Do

Providers can also:

- Identify training needs to increase knowledge and cross-cultural communication skills.
- Establish language service policies and procedures
- Provide health education materials at the right level of literacy and in the most common languages of the community served.



# Work at Cultural Competence

Consistently working towards being culturally competent is an exercise in compassion and respect.

- Ask questions and learn about what the answers mean in different cultures
- Use clear, descriptive communication
- Keep an open mind
- Be aware of situations in which you may portray a lack of sensitivity
- Seek out colleagues and peers of different cultures to learn more about interacting and respecting your differences



# Impact on Providers

When patients increase understanding of symptoms and compliance with treatment plans and follow-up activities, providers may also experience increased:

- Job satisfaction from seeing better quality of life and health for patients
- Efficiency in practice operations and appointment availability resulting from fewer repeat calls or visits from patients for the same problems or symptoms
- Potential for higher quality scores
- Potential for financial rewards from managed care organization's quality incentive programs



# How Do You Know If You Have Cultural Competence

A person is said to have cultural competence when they demonstrate acceptance and respect for difference, continue self-assessment regarding culture, pay careful attention to the dynamics of difference and continue to expand their cultural knowledge and resources.



## Conclusion

Cultural competence is not an isolated aspect of medical care, but an important component of overall excellence in health care delivery.

Issues of health care quality and satisfaction are of particular concern for people with chronic conditions who frequently come into contact with the health care system.

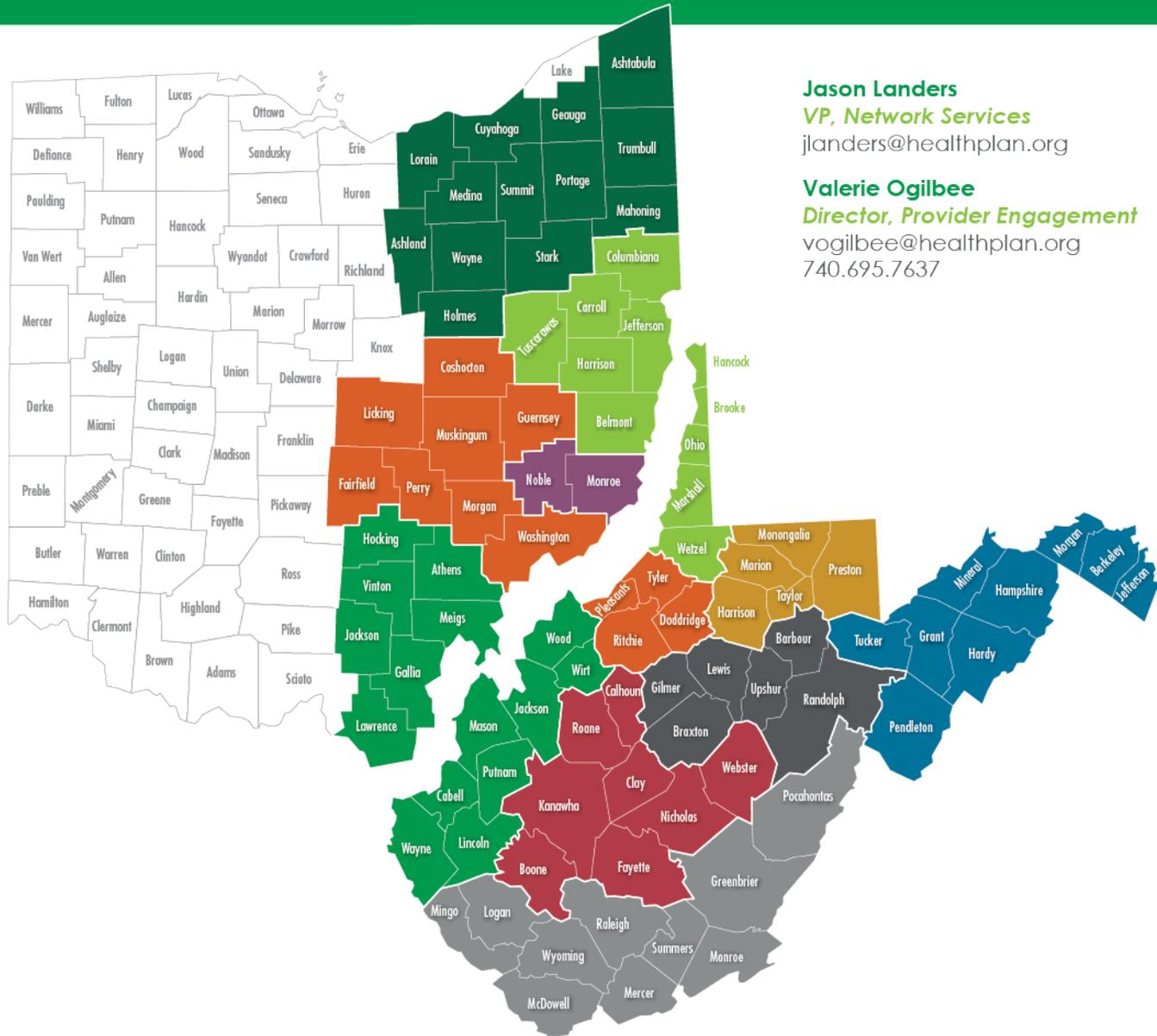
Efforts to improve cultural competence among health care professionals and organizations would contribute to improving the quality of health care for all consumers.



# Additional Resources

- How to Strengthen Cultural Competence in Nursing Practice: <https://www.masmedicalstaffing.com/blog/nursing/cultural-competence-in-nursing-practice/>
- National CLAS Standards: <https://www.thinkculturalhealth.hhs.gov/clas>
- Enhancing Cultural Competence in Social Service Agencies: A Promising Approach to Serving Diverse Children and Families: [https://www.acf.hhs.gov/sites/default/files/opre/brief\\_enhancing\\_cultural\\_competence\\_final\\_022114.pdf](https://www.acf.hhs.gov/sites/default/files/opre/brief_enhancing_cultural_competence_final_022114.pdf)
- Cultural Competence: <https://www.asha.org/Practice-Portal/Professional-Issues/Cultural-Competence/>

# Regional Representative Map



**Jason Landers**  
*VP, Network Services*  
 jlanders@healthplan.org

**Valerie Ogilbee**  
*Director, Provider Engagement*  
 vogilbee@healthplan.org  
 740.695.7637

**Kayla Shreve**  
*Regional Manager*  
 kshreve@healthplan.org  
 740.699.6102

**Natalie Stewart**  
 nstewart@healthplan.org  
 330.834.2265

**Bethani Zelewicz**  
 bzelewicz@healthplan.org  
 740.699.6959

**Hanna Taylor**  
 htaylor@healthplan.org  
 740.695.7658

**Darlene Stuckey**  
 dstuckey@healthplan.org  
 740.695.7851

**Barbara Good**  
*Regional Manager*  
 bgood@healthplan.org  
 304.720.4947

**Jenny Pauley**  
 jpauley@healthplan.org  
 304.220.6356

**Nicole Rendinell**  
 nrendinell@healthplan.org  
 304.220.6392

**Garrett Coleman**  
 gcoleman@healthplan.org  
 304.220.6394

**Rachel Waybright-Tignor**  
*Regional Manager*  
 rtignor@healthplan.org  
 304.285.6510

**Grace Matthews**  
 gmatthews@healthplan.org  
 304.887.0400

**Jessica Legg**  
 jlegg@healthplan.org  
 304.285.6509

**Marjorie Burdick**  
 mburdick@healthplan.org  
 304.285.6507

**Seth Shockey**  
 sshockey@healthplan.org  
 304.720.4957