CULTURAL COMPETENCY

Training and resources to help reduce health disparities
Learning objective

The objective of this presentation is to familiarize health care professionals with cultural competency, and the training and resources available to help them reduce health disparities within their own practice.
People with different cultures vary in when or how they:

- Obtain health care information
- Exercise their rights and protections
- Determine what is considered to be a health problem
- Express symptoms and concerns about a problem
- Determine who should provide treatment for a problem
- View various treatment options

**Culture**

Integrated patterns of behavior that include language, thoughts, communications, actions, customs, beliefs, values, and institutions of racial, ethnic, religious, or social groups.
Competence
An individual’s or organization’s capacity to effectively meet the needs of customers by understanding and addressing their cultural beliefs, behaviors, and linguistic needs.

Why is it important to be culturally competent?

- Health care professionals are seeing a growing number of patients with diverse cultural backgrounds.
- The more you know about someone’s health care beliefs and practices, the better able you can develop treatment plans for the best health outcomes.
WHAT MAKES SOMEONE CULTURALLY COMPETENT?

You become culturally competent through:

**Awareness**
Being conscious of your personal reactions to people who are different

**Knowledge**
Being familiar or understanding of cultural differences

**Attitude**
Being conscious of your personal beliefs and values about cultural differences

**Skills**
Being able to effectively communicate, including non-verbal gestures, and interact with people of different cultures
HEALTH DISPARITIES

Who’s at risk?

Certain populations may encounter barriers in the health care delivery system and variation in the quality of health care they receive. Social determinants, such as economic and social conditions may also play a significant role.

Many factors can influence a person’s health status and outcome:

- Gender
- Race
- Ethnicity
- Education
- Income
- Language
- Culture
- Geography
- Sexual orientation
- Age
- Disability
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Did you know?

- Nearly 50 percent of physicians in the U.S. report their ability to provide quality care to all patients is affected by communication difficulties due to language or cultural barriers.*

- These types of challenges in providing quality health care to everyone will continue to grow as the population continues to diversify in the U.S.

Meet Juliza, from Guatemala

Juliza is 68 years old, and speaks Spanish only. She has advanced cataracts. Her ophthalmologist recommends extractions and asks the nurse practitioner, who does not speak Spanish, to explain the procedure and obtain informed consent.

**Result:** Juliza’s daughter, who accompanied her to the appointment, tries to interpret. Although she is not able to fully explain to her mother all that the nurse practitioner has said, the daughter agrees to the procedure.

**Learn more about the value of interpreter services**
Visit the Cultural Competency Training and Resources page on the Cigna for Health Care Professional’s website (CignaforHCP.com).*

Meet Ian, a devout Christian

Ian is 63 years old, and believes that all Scripture is inspired by God for instruction in salvation and training in righteousness. He accepts the Scriptures as “The Word of God and as the fully reliable and trustworthy standard for Christian faith and life.”

Ian’s request: After the doctor informed him that he has colon cancer, Ian asks the medical staff to join him and his family in the exam room for a brief prayer.

Learn more about religious influences in patient interactions
Visit the CultureVision™ website.*

* Access the CultureVision website: CignaforHCP.com Resources > Medical Resources > Doing Business with Cigna > Cultural Competency Training and Resources. Under Featured Resources, click on CultureVision. Login: CignaHCP / Password: doctors123!
HOW HEALTH CARE PROFESSIONALS CAN HELP

Increase cultural competency in health care by:

- **Communicating effectively** with patients
- **Understanding** their cultural and social context, as well as their diverse values, beliefs, and behaviors
- **Customizing treatments** to meet patients’ social, cultural, and linguistic needs
- **Reducing disparities** to increase patient adherence and improve health outcomes
### Sample cultural competency resource listing

**Patient communication resources**
- Patient health care preferences questionnaire
- Language assistance service discounts
- 16 Commonly used patient forms in Spanish

**Toolkits provided by:**
- American Academy of Family Physicians (AAFP)
- Centers for Disease Control and Prevention (CDC)
- Industry Collaboration Effort (ICE)

**Health care professional training**
- A self assessment
- Webinars
- Continuing Medical Education (CME) credits
- Tips on working with an interpreter
- Video: Why use a professional medical interpreter?
- Video: Breaking down the language barrier

* Visit CignaforHCP.com > Resources > Medical Resources > Doing Business with Cigna > Cultural Competency Training and Resources
CIGNA’S CULTURAL COMPETENCY WEB PAGE*

Increase cultural competency in health care by:

* Visit CignaforHCP.com > Resources > Medical Resources > Doing Business with Cigna > Cultural Competency Training and Resources
**ADDITONAL FREE ONLINE RESOURCES**

For health care professionals and their patients

<table>
<thead>
<tr>
<th>Websites: Multilingual and multicultural health information</th>
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<tbody>
<tr>
<td><strong>Medline Plus</strong></td>
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<td>Medline Plus is a website of the U.S. National Library of Medicine. It provides information in multiple languages by health topic.</td>
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<tr>
<td>Spanish website: nlm.nih.gov/medlineplus/spanish/healthtopics.html</td>
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