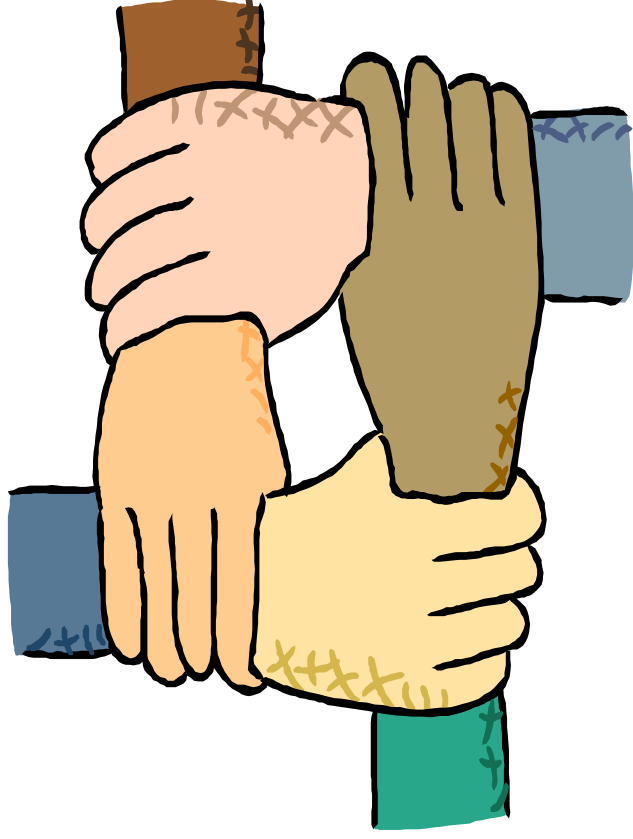
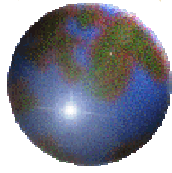


# *Cultural Competency in the Physician Practice Part 1*

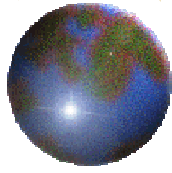
*Kathleen Korosi, MPA, Ohio KePRO  
Tammy Getmaker, RN, Health Care Excel of Kentucky*





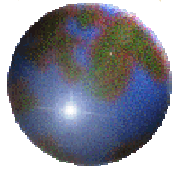
# *Definition of Cultural Competency*

- The New York-based Commonwealth Fund describes cultural competency in health care as “the ability of systems to provide care to patients with diverse values, beliefs, and behaviors including tailoring delivery of care to meet patients' social, cultural, and linguistic needs.”



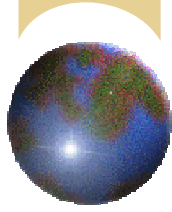
# *Elements of Cultural Competency*

- Awareness of one's own culture
- Understanding the dynamics of difference
- Awareness and acceptance of difference
- Development of cultural knowledge
- Celebration of diversity



# *Why Receive CC training?*

- Every clinical encounter is a cross-cultural one
- Risk management
  - Decreases the incidence of medical errors
- Decrease health care costs by providing more appropriate and effective care
  - Providers may order fewer or more diagnostic tests for patients of different cultural backgrounds because they do not understand what the patient is saying
  - Patients may not adhere to medical advice because they do not understand or trust the provider
- Gain competitive edge for patient acquisition and retention in the marketplace

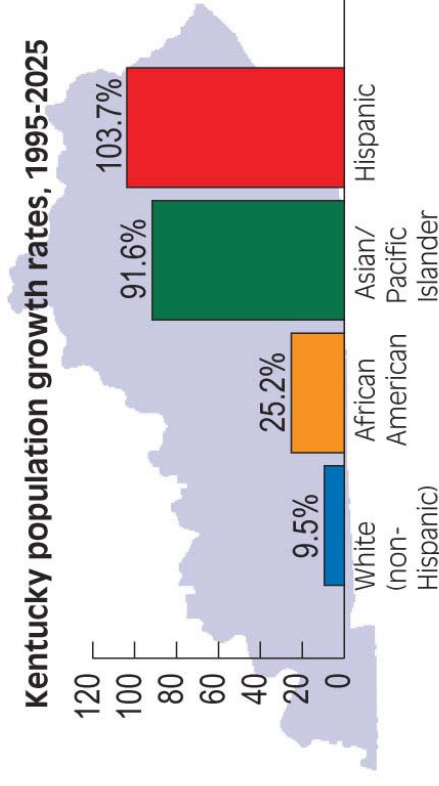


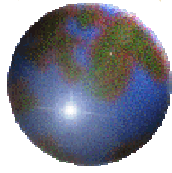
# Why Receive CC Training?

Minority populations are the fastest growing

According to U.S. Census Bureau projections, by 2025 Kentucky will experience

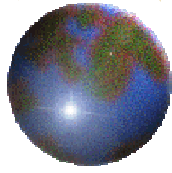
- 104% increase in its Hispanic population
- 92% in its Asian and Pacific Islander population
- 25% increase in African-American residents
- Growth of the non-Hispanic white population is expected to be just 9.5%





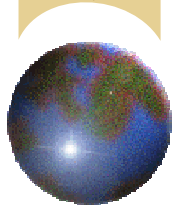
# *The Underserved Minorities*

- African American
- Asian/Pacific Islander
- American Indian/Alaskan Native
- Hispanic/Latino



## *Other Groups That Might be Affected*

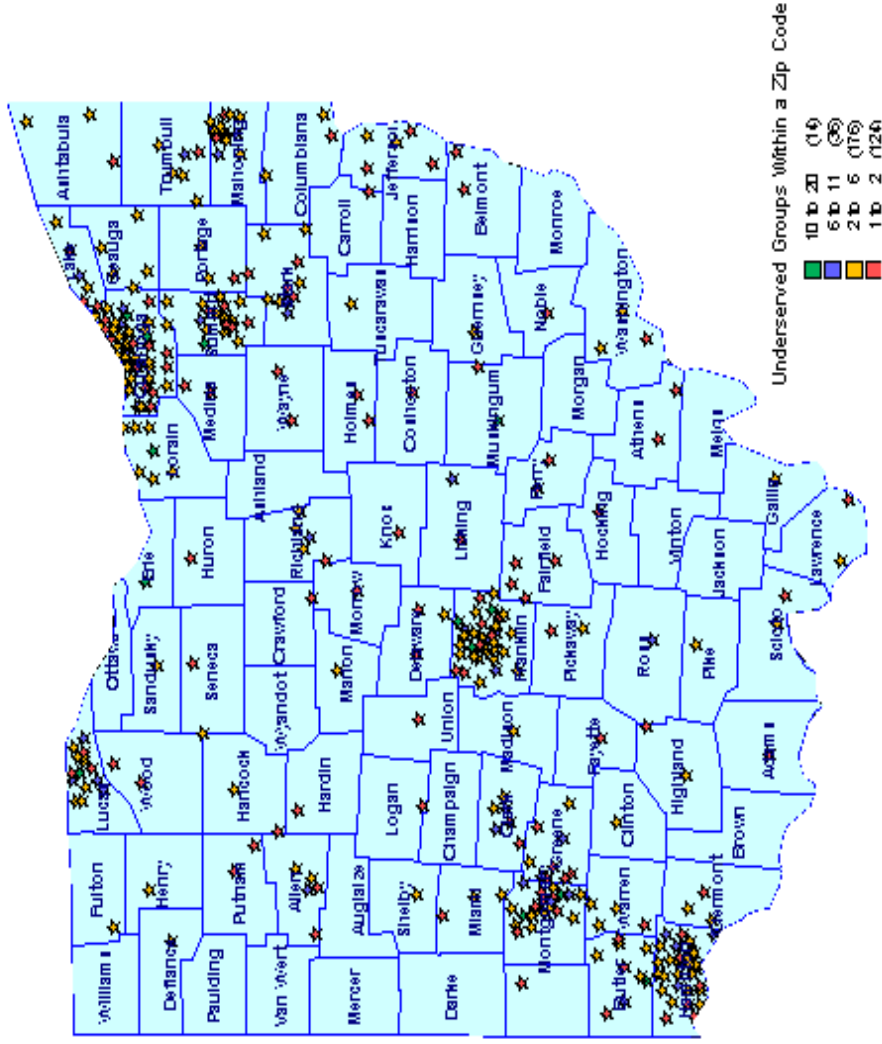
- Low Literacy
- Limited English Proficiency (LEP)
- Immigrants
- Persons with Disabilities

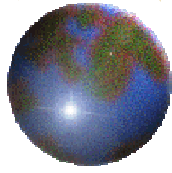


# Where are Ohio's Underserved?

## Provider Groups Linked to Underserved Beneficiaries by Zip Code

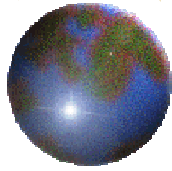
Source: CMS Group Practice Data (August 2005)





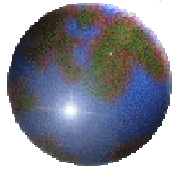
# *Ohio Medicare Beneficiaries*

- 1.8 million people with Medicare
  - 88.8% White
  - 10.3% Underserved (non-white)
  - 9.7% Black
  - 0.4% Hispanic
  - 0.3% Asian
  - 0.04% North American Native



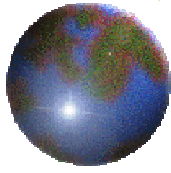
## *Cultural Competence: A Quality Issue*

- Accreditation requirements are addressing need for CC education (JCAHO, NCQA, URAC)
- Professional society endorsement: AMA, AAFP, ACP, NMA, NHMA)
- Maintenance of Certification (MOC) requirement : NJ licensure law
- ACGME Professional Clinical Competency in residency programs



## *What Are The CLAS Standards?*

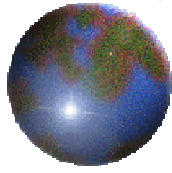
- Developed by the Office of Minority Health (OMH) in 2000
- Comprised of 14 Culturally and Linguistically Appropriate Standards (CLAS) in health care.
- Includes culturally competent care, language access services, and organizational supports



# *The CLAS Standards*

*Culturally and Linguistically Appropriate Services (CLAS) Standards*

- Fourteen Standards organized into three themes
  - Culturally Competent Care (Standards 1-3)
  - Language Access Services (Standards 4-7)
  - Organizational Supports for Cultural Competence (Standards 8-14)
- Standards 4, 5, 6, and 7 are based on Title VI of the Civil Rights Act of 1964 with respect to services for LEP individuals



## ***CMS Online Educational Modules***

- Based on Office of Minority Health CLAS Standards
- Started as a CMS Pilot Project, Sept. 2004
- QIOs begin recruitment of primary care physicians, Aug. 2006