

# Cultural Competence in Healthcare

Presentation for:  
The Medical Board of California

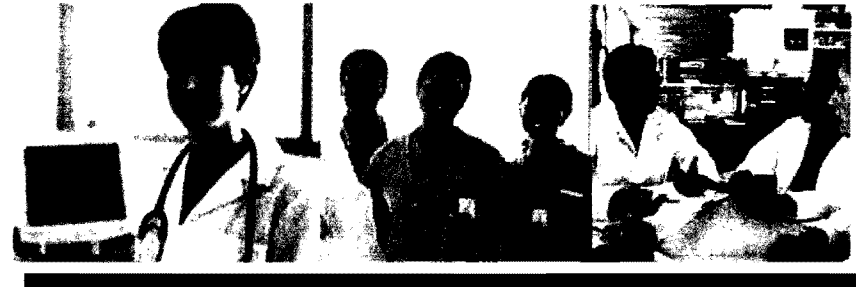


*University HealthSystem Consortium*

**hccs**

Experts in Healthcare Learning

# About HCCS



- HCCS develops, delivers and maintains on-line compliance and quality improvement training for the healthcare industry, with specific focus on hospitals, health plans, and other healthcare institutions
- HCCS also identifies and markets the “best-of-breed” training on topics from 3rd party vendors
- HCCS is working with the University Health System Consortium (97 academic medical centers) to offer UHC Cultural Competency courses to healthcare organizations outside their membership

# About HCCS



- **Since 1998**
- **Focused exclusively on healthcare compliance, competency and quality improvement**
- **High quality expert content**
- **Healthcare LMS**
- **Experienced**
  - **600 Clients**
  - **Over 1,200,000 Registered Users**
  - **2,500,000 training hours**
  - **96% average completion rate**

# Team of Experts

- **Geri-Ann Galanti**, PhD, faculty member UCLA School of Medicine, and dual appointments at Cal State University's School of Nursing and Department of Anthropology, Author of *Caring for Patients from Different Cultures*
- **Jacqueline Voigt**, MSSA, Manager of the Cultural Competency Division, at the University of Michigan Health System
- **Mechelle Callen**, MBA, SPHR, Director The Wishard Institute for Employee Development, Wishard Health Services
- **Cezanne Garcia**, MPH, CHES, Associate Director, Patient and Family Centered Care and Education Services, University of Washington Medical Center
- **Cathy Krsek**, RN, MSN, MBA, Director, Operational Benchmarking & Nursing Leadership, UHC

*Cultural Competence in Health Care*



LEARNING EXCHANGE™

*African American Culture*



# Learning Objectives

- Cite several questions to ask to elicit cultural information.
- Explain strategies for providing culturally appropriate medical and nursing care.
- Describe several tools for increasing patient trust and compliance.
- Recognize the difference between a stereotype and a generalization and know how to apply generalizations without stereotyping.
- Explain the impact of racism and prejudice on medical care and a patient's experience in medical contexts.
- Explain the effects of cultural values and beliefs (world view) on behavior.
- Recognize the difference between traditional treatments and abuse.
- Explain strategies for dealing with difficult family members.
- Recognize items of religious or spiritual significance and treat them with respect

# Sample Screen Shots


(training uses flash animation)

Cultural Competence in Health Care - Windows Internet Explorer

http://hlp.hccs.com/organizations/org00000202/courses/00000012/aa727/Presentations/pres-out30.html

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As I finished the examination,  
I said, "Both you and the baby  
are perfectly healthy, Carla."

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” My patient replied, “  
five healthy babies, just  
imagine.”

Cultural Competence in Health Care - Windows Internet Explorer

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This seemed to me the appropriate time to ask my next question, which was whether my patient had considered having her tubes tied after delivering the baby.

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Instead of answering,  
she began to get very angry  
and accused me of racism.




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Cultural Competence in Health Care / African American - Windows Internet Explorer

http://hp.hccs.com/organizations/org00000202/courses/00000012/aa727/AAQC1a/index.html

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Cultural Competence in Health Care / African American Start



# Case Summary

A Caucasian doctor completes a prenatal exam for Othella Carter, a, 43-year old African American patient

The doctor addresses the patient by her first name telling her she and her baby are healthy

In response, the patient states: "Five healthy babies, just imagine"

The doctor interprets this as an opportunity to discuss future family plans and asks Mrs. Carter about 'having her tubes tied'

Instead of answering, the patient gets very angry and accuses the doctor of racism

### Coaching Corner

[How can I avoid the perception of discrimination?](#)

[How might trust issues manifest themselves in the health care setting?](#)

[Are there trust issues specific to African American patients?](#)

### Resources

[Establishing Meaningful Dialogue](#)

[Generalizing or Stereotyping?](#)

[Additional Resources](#)

[Soliciting Patient Information](#)

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Ask the Expert - Windows Internet Explorer

http://hip.hccs.com/organizations/org00000202/courses/00000012/aa727/AfricanAmAsk/main-out575-0.html

UHC LEARNING ACTIVITIES


Glossary | Help | Exit

**Ask the Expert**

**Question**

How can I avoid the perception of discrimination?

**Answer**

  
Gen-Ane Gelman, Ph.D.

Treat patients with respect. Address each adult patient by title and last name, unless told to call them by their first name. If you are running late, apologize and explain the reason. Think about how your words or actions might be perceived. Also, when you do patient teaching, it is important to explain things clearly without sounding condescending. (This will come through largely in your tone of voice.) Avoid phrases like, "Let me put this in words you can understand..."

**Select a Follow-up Question**

- [Are there trust issues specific to African American patients?](#)
- [How do African Americans feel about donating organs?](#)
- [How might trust issues manifest themselves in the health care setting?](#)
- [Are there terms I should avoid?](#)
- [Do all cultures have the same orientation to time?](#)
- [What are African American beliefs about blood and how can they be confused with blood pressure?](#)
- [What are customs for birth and pregnancy?](#)

**Additional Information**

[Print all Questions and Responses](#)

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Coaching Corner

How can I avoid the perception of discrimination?

How might trust issues manifest themselves in the health care setting?

Are there trust issues specific to African American patients?

Resources

Establishing Meaningful Dialogue

Generalizing or Stereotyping?

Additional Resources

Soliciting Patient Information

Select a Choice Below

Why would the patient have perceived this as a racist question?

(Click a choice below) ▼

She may distrust the medical community based on historical treatment of Africans American in the medical community.

She is aware of racial disparities in health care and is afraid of being mistreated.

As an African American woman, it is likely that she has experienced both subtle and overt forms of racism her entire life, and her radar is highly attuned to it.

Cultural Competence in Health Care / African American - Windows Internet Explorer

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Select a Choice Below

Why would the patient have perceived this as a racist question?

She may distrust the medical community based on historical treatment of Africans American in the medical community.

How could the physician have handled the situation in a more culturally sensitive manner?

*(Click a choice below)*

Rather than addressing her by her first name, he could have used her last name and title.

Rather than directly asking if she wants a tubal ligation, he might tell her that he is concerned about the increased risks of pregnancy for women in their forties and give her more information so she can make an informed choice.

Rather than directly asking if she wants a tubal ligation, he should ask a more general question, like, 'Are you planning on having more children?'

**Resources**

- [Establishing Meaningful Dialogue](#)
- [Generalizing or Stereotyping?](#)
- [Additional Resources](#)
- [Soliciting Patient Information](#)

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Cultural Competence in Health Care / African American Start

### The Result of Your Selections

Good. Your insight about the potential root of the patient's perception is correct and by showing concern for her health, you would be taking a productive step toward insuring she does not jump to the conclusion that the physician is being racist.

### Feedback on Your Performance

- **Your response. She may distrust the medical community.** Yes. From 1932-1972, the U.S. Public Health Service conducted an experiment on African American men. Known as the Tuskegee Experiment, for the Alabama county where it occurred, nearly 400 African American men with syphilis were purposely left untreated in order to observe the effects of the disease. Data was to be collected from their autopsies. Add to that the growing evidence of racial disparities in health care. For example, according to the Agency for health care Research and Quality, African Americans are 13 percent less likely to undergo coronary angioplasty and one-third less likely to undergo bypass surgery than are whites. African American with HIV infection are less likely to be on antiretroviral therapy, less likely to receive prophylaxis for pneumocystis pneumonia, and less likely to be receiving protease inhibitors than other persons with HIV. It is no wonder that many African Americans have little trust for medical institutions.
- **Your response: Rather than directly asking if she wants a tubal ligation, he might tell her that he is concerned about the increased risks of pregnancy for women in their forties and give her more information so she can make an informed choice.** This is generally a good approach, however, be aware that her religious beliefs could conflict with this approach. Many African Americans are very religious and believe that their health and all other related outcomes are in Gods hands.

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Cultural Competence in Health Care - Windows Internet Explorer

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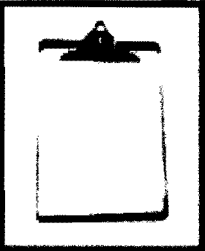
Glossary help exit

Cultural Competence in Health Care / Case 1 Summary Case 1 Summary

### Key Take-Aways

- Numerous studies have shown that racial disparities in medicine do exist.
- Racism and discrimination are unfortunate realities in our country.
- Given the above facts, many African Americans are attuned to words and actions that can be perceived as racist and discriminatory, even if they are not intended as such.
- Culturally competent health care providers, aware of these facts, will make every effort not to say or do things that can be interpreted as racist. For example, show respect for patients by using their last name, and finding out what the *patient* wants, rather than making assumptions. This is good practice for all patients, not just African Americans.
- When you make a statement that offends a patient, whether or not you intended it in the way it was interpreted, apologize. It is the first step in rebuilding trust.

Click on the Clipboard to Review All of the Questions and Responses from Case



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Cultural Competence in Health Care - Windows Internet Explorer

http://hlp.hccs.com/organizations/org00000202/courses/00000012/aa727/Presentations/pres-out85.html

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Now, complete the Mastery Test below. You must finish it to complete the course.

### African American Cultural Competence

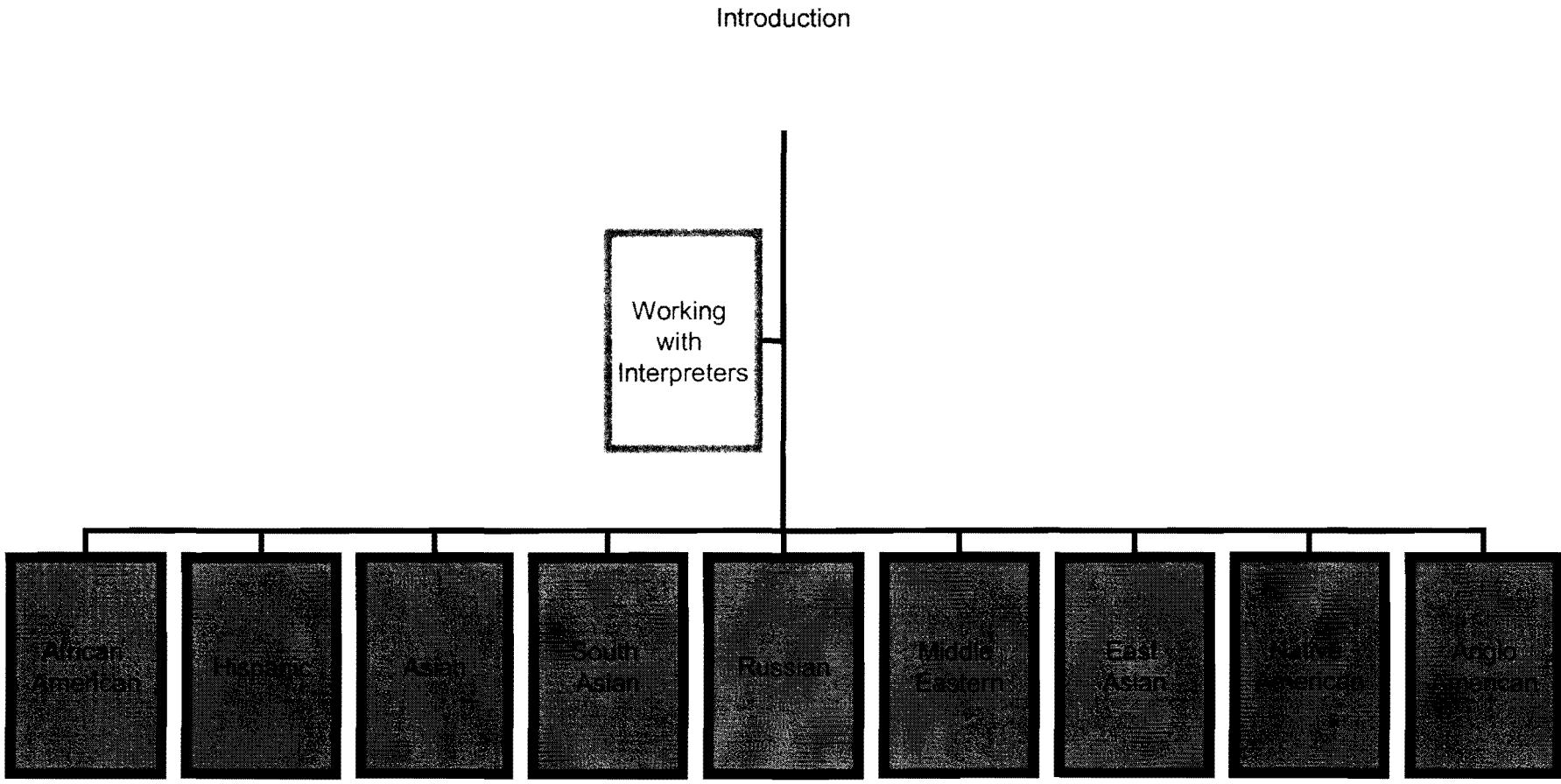
Question 1 of 5: Point Value 10

People with which time orientation are more likely to utilize preventive health care measures?

- present- time orientation
- clock time
- future time orientation

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# Curriculum Map



## More Information

Request pricing information or a private demo: [info@hccs.com](mailto:info@hccs.com)

Learn more about HCCS courseware: <http://www.hccs.com>

## Next Steps?