



South Carolina

Cultural Competency

BlueCross BlueShield of South Carolina

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Overview

Information on Cultural Competency

- Culture refers to integrated patterns of human behavior including language, thoughts, actions, customs, beliefs, values and institutions that unite a group of people. It is used to create standards for how we act and behave socially.
- As a contracted health care provider with BlueCross BlueShield of South Carolina and BlueChoice[®] HealthPlan, our expectation is for you and your staff to gain and continually increase your knowledge of, and ability to support, the values, beliefs and needs of diverse cultures.
- This will result in effective care and services for all people by considering each person's values, reality conditions and linguistic needs.

Impact of Cultural Competency

- Culture informs us of:
 - Concepts of health and healing.
 - How illness, disease and their causes are perceived.
 - Behaviors of patients who are seeking health care.
 - Attitudes toward health care providers.
- In the health care setting:
 - Cultural factors may influence the way individuals define and evaluate situations, seek help for problems, present their problems to others or respond to interventions and service plans.
 - Cultural awareness helps you modify your behaviors to respond to the needs of others while maintaining a professional level of respect and objectivity.

Cultural Competency Awareness

- Reasons to increase cultural competency awareness:
 - Understanding the perception of illnesses, diseases and their causes varies by culture and the belief systems related to health, healing and wellness are as diverse as the populations we serve
 - Gaining knowledge on how culture and socioeconomic concerns influence help-seeking behaviors and attitudes toward health care providers and services and how the individual preferences affect traditional and non-traditional approaches to health care
- Impact of increasing awareness:
 - Having a profound, positive impact on the quality of interactions with your patients by acknowledging their varied behaviors, beliefs and values and incorporating those variables into their assessments, interactions and treatments
 - Understanding that each patient's ability to communicate symptoms and adhere to recommended treatments improves, in direct relation, to your ability of cultural competency and awareness



Clear Communication

Communication Barriers

- Communication barriers include:
 - Linguistic
 - Speech patterns, accents or different languages may be used
 - Limited experience
 - Many people are getting health care coverage for the first time
 - Cultural
 - Each person brings their own cultural background and frame of reference to the conversation
 - Systematic
 - Health systems have specialized vocabulary and jargon

Importance of Clear Communication

- Benefits of clear communication include:
 - Safety and adherence
 - Physician and patient satisfaction
 - Saving time and money
 - Preventing error reducing costs
 - Avoiding medical risk malpractices

Using Interpreter Services

- When using professionally trained interpreters, you must:
 - Inform the patient that using family members or minors as interpreters is highly discouraged
 - Choose an interpreter who meets the needs of the patient; consider the age, sex and background
 - Hold a brief introductory discussion with the interpreter, introducing yourself and giving the nature of the call
 - Reassure the patient about your confidentiality practices and be sensitive to appropriate communication standards
 - Be prepared to pace your discussion with the patient to allow time for interpretation and be aware that in some languages, it may take longer to explain a word or concept
 - Face the patient, not the interpreter, and speak in first person and in concise sentences



Disability Sensitivity and Awareness

Americans with Disabilities Act

- The Americans with Disabilities Act (ADA) is divided into five titles related to different area of public life:
 - Title I
 - Employment practices of private employers with 15 or more employees, state and local governments, employment agencies, labor unions, agents of the employer and joint management labor committees
 - Title II
 - Programs and activities of state and local government entities
 - Title III
 - Private entities that are considered places of public accommodation
 - Title IV
 - Telecommunications
 - Title V
 - Miscellaneous

Disability Sensitivity and Awareness Requirement

- From the first contact a patient has with your office, the staff should be knowledgeable about not refusing services, providing separate or unequal access to health care services to individuals with disabilities and avoiding giving the appearance of discriminating against any person.
- Titles II and III of the ADA and Section 504 of the Rehabilitation Act of 1973 require that medical care providers offer individuals with disabilities the following:
 - Full and equal access to their health care services and facilities.
 - Reasonable modifications to policies, practices and procedures when necessary to make health care services fully available to individuals with disabilities unless the modifications would fundamentally alter the nature of the services (in other words, alter the essential nature of the services).

Accessibility in Health Care Settings

- Providers must offer full and equal access to those with disabilities by:
 - Removing physical barriers.
 - Providing a means for effective communication with those who have vision, hearing or speech disabilities.
 - Making reasonable modifications to policies, practices and procedures.
- To make accommodations, you must deliver services in a manner that:
 - Provides flexibility in scheduling.
 - Provides interpreters or translators for members who are deaf, hard of hearing or speak a different language.
 - Understand disability-competent care.
 - Ensure individuals with disabilities and their companions are provided reasonable accommodations to ensure effective communication (including auxiliary aids and services).
 - Have accessible facilities.

Using Alternate Formats

- Under Title II of the ADA and Section 504, federally conducted and assisted programs along with programs of state and local government are required to make their programs accessible to those with disabilities as well as provide effective communication.
- Effective communication refers to communicating with those with disabilities as effectively as you would with others.
- Alternate communications that support a patient encounter include sign language interpreters, tactile interpreters and captioning and assisted-listening devices.



THANK YOU!