



**CalOptima**  
Better. Together.

# Cultural Competency

# Learning Objectives

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- After completing the course you will understand::
  - The variety of cultural groups in CalOptima's service area
  - Services that promote equal access to health care services and are responsive to a member's cultural and linguistic needs.
  - The meaning of cultural competent care.

# Course Content

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- Terminology
- Orange County Culture and Demographics
- Regional Cultural & Linguistic Needs
- Elements & Components of Culture
- Cultural Competence
- Cultural Competence Pillars
- Solutions To Reduce Racial & Ethnic Disparities
- Available Resources

# Cultural Competency

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## Objectives:

- Identify members with potential cultural or language needs where alternate communication methods are needed
- Use informational materials that are culturally sensitive
- Determine that appropriate processes and tools are available to support communication and remove barriers
- Ensure persons interacting with CalOptima members have an understanding of how culture and language may influence health

# Terminology

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## Definitions:

- **Race:** any of the different varieties or populations of human beings distinguished by physical traits such as hair color and texture, eye color, skin color or body shape.
- **Ethnic:** a group having a common cultural heritage or nationality, as distinguished by customs, language, common history, etc.
- **Culture:** the ideas, customs, skills, arts, etc. of a people or group, that are transferred, communicated, or passed along, as in or to succeeding generations

Webster's New World College Dictionary, Fifth Edition

# Total U.S. Population = 308.7 Million

United States		
White (Non-Hispanic)	196.8 million	63.7%
Latino/Hispanic	50.4 million	16.3%
African American	38.9 million	12.6%
Asian American	17.3 million	5.6%
American Indian/ Alaska Native	5.2 million	1.7%
Native Hawaiian and other Pacific Islander	1.2 million	.4%

U.S. Census Bureau, 2010

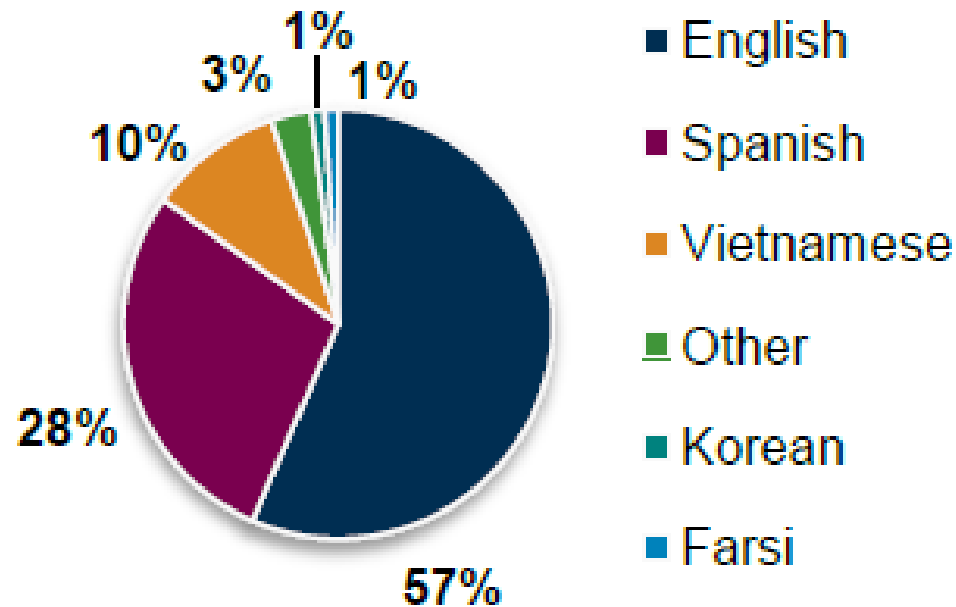
# Orange County Population = 3 Million

	Orange County		California
White (Non-Hispanic)	1.3 million	44.1%	40.1%
Latino/Hispanic	1.0 million	33.7%	37.6%
African American	0.05 million	1.7%	6.2%
Asian American	0.54 million	17.9%	13.0%
American Indian/ Alaska Native	0.02 million	0.6%	1.0%
Native Hawaiian and other Pacific Islander	0.003 million	0.3%	0.4%

U.S. Census Bureau, 2010

# Languages of CalOptima Members

## Languages Spoken (All Programs)



Based on CalOptima membership data as of January 31, 2016



# Regional Cultural & Linguistic Needs

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Orange County has unique cultural needs in each of the four regions.

- North county serves a large Hispanic and Vietnamese population.
- Central county serves a primarily Hispanic population.
- West county serves a large Vietnamese community.
- South county has an emerging Middle Eastern community (Farsi).
- CalOptima's threshold languages are English, Spanish, Vietnamese, Farsi, Korean and Chinese.

CalOptima Cultural & Linguistics department, 2015

# Other Populations

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- Veterans
- Lesbian, Gay, Bisexual, Transgender
- Homeless

# Latest Homeless Findings

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- The National Center on Family Homelessness released a report in November 2014 that estimates that one in every 30 American children were homeless between 2012 to 2013. That totals roughly 2.5 million kids.
- States with the highest number of homeless children in the period studied were Kentucky (66,818), New York (258,108), **California** (526,708), Alabama (59,349) and Oklahoma (43,643)
- About 34% of homeless children are elementary to middle school age, and 51% are under age six.

National Center on Family Homelessness, November 2014

# Implications

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- Changing U.S. ethnic and racial demographics
- Definition and manifestations of health and mental health disparities
- Disparities in mental health status, care delivery, and treatment response
  
- Measures of cultural competence used as a guide in efforts to decrease or eliminate health disparities

National Quality Forum, Endorsement Summary: Healthcare Disparities and Cultural Competency Measures, 2012

# Knowledge Check

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1. Race is:
  - a. Skin color
  - b. Shape of eyes
  - c. Physical traits such as hair color and texture, eye color, skin color or body shape
  - d. Place of birth
  
2. Ethnic is:
  - a. A group having common cultural heritage
  - b. Common nationality
  - c. Common language
  - d. Common history
  - e. All of the above

# Knowledge Check (cont.)

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3. Culture is:
  - a. Ideas, customs, skills, arts, etc. of a people or group
  - b. Civilization of a particular people or group
  - c. Place of birth of a particular people or group
  - d. All of the above
  
4. The third largest ethnic group in Orange County is:
  - a. Latino/Hispanic
  - b. Asian American
  - c. African American
  - d. Native Hawaiian and other Pacific Islander

# Knowledge Check Answers

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1. “c”
2. “d”
3. “a”
4. “b”

# Culture

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An integrated pattern of human behavior that includes thoughts, communications, languages, practices, beliefs, values, customs, courtesies, rituals, manners of interacting, roles, relationships and expected behaviors of a racial, ethnic, religious, social or political group; the ability to transmit the above to succeeding generations; is dynamic in nature

National Center for Cultural Competence, 2006



# Elements and Components of Culture

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- Collective values, experience, beliefs — beliefs about health and health care, as well as behavioral styles
- Non-verbal communication
- Perspectives, world views, frames of reference
- Community motivation and social identification
- Cultural awareness
- Languages and dialect

# Factors Influencing Culture

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- Age
- Gender
- Socioeconomic status
- Ethnicity
- National origin
- Religion
- Geographical location
- Migration
- Sexual orientation

# Cultural Divide

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- High likelihood of ethnic and cultural differences between health care providers and their members
- Disproportionate number of health care system and health care professionals to serve the increasing number of CalOptima members with diverse ethnic and racial backgrounds
- Lack of understanding about the importance of cultural and ethnic factors in health care

# Ethnic and Racial Health Disparities

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- Difference and inequalities among racial, ethnic, linguistic and cultural groups effect:
  - Risk and predisposition to disease
  - Disease prevalence, health status and diagnosis
  - Differences in quality of health care delivery
  - Health outcomes and mortality

# Higher Death Rates

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- African-Americans
  - Heart disease, stroke, breast cancer, lung cancer, prostate cancer, diabetes, infant mortality and HIV/AIDS
- Asian-Americans and Pacific Islanders
  - Tuberculosis, stroke and cervical cancer
- Hispanics
  - Diabetes, uncontrolled hypertension and HIV/AIDS
- American Indians and Alaskan Natives
  - Diabetes and infant mortality

Centers for Disease Control and Prevention 2013

# Cultural Competence

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What is cultural competence?

- The state of being capable of functioning effectively in the context of cultural differences
- A set of congruent skills, attitudes, policies and structures, which come together to enable a system or agency to work effectively in the context of cultural differences
- Attention to the dynamics of difference
- Continuing self-assessment regarding culture.
- Acceptance and respect for differences
- Ongoing development of cultural knowledge and resources
- Dynamic and flexible application of service models to meet the needs of minority populations

# Three Pillars of Cultural Competence

Language  
Access Services

Culturally  
Competent Care

Organizational  
Support

All are designed to:

Develop attitudes that value and respect diversity

Enhance knowledge and awareness of beliefs, behaviors, and preventive health practices

Develop communication skills for members with diverse language needs, including sign language interpreter services

Develop the ability to address the health needs of CalOptima's diverse population

# Language Access

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A CalOptima member with a language preference other than English may need:

- A health care provider, physician assistant, nurse practitioner, social worker who speaks the language
- A professional interpreter
- A family member
- Appropriate in-language signage communicating the different services that are available



# Language Services

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- CalOptima members have the right to certain language services:
  - 24-hour access to interpreter (including American Sign Language, Telecommunications Device for the Deaf [TDD/TTY] or California Relay Services) at key points of contact
    - Customer Service call center
    - Provider settings (network capable of meeting diverse cultural needs, including many pharmacies that offer services in several languages)
    - Health Risk Assessment (HRA) and Interdisciplinary Care Team (ICT) meetings
- Notice of interpreter services is required
  - Provided via Member Handbook and other mechanisms
  - Posters and flyers at care sites and member orientation setting

# Language Services (cont.)

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- CalOptima has the responsibility to ensure effective communication
  - Member information and health education materials translated in the following languages:
    - Spanish
    - Vietnamese
    - Korean
    - Farsi
    - Chinese
  - Members may request materials in alternative formats: Braille, digital, audio or large print

# Translated Materials

Multi-lingual settings and materials translated in the threshold languages are made available to members

- New member orientation group meetings
- Semiannual newsletter, with list of community resources
- CalOptima Member Handbook
- Explanations of Benefits (EOBs)
- Disclosure forms
- Provider listings or directories
- Marketing materials
- Form letters
- Preventive health reminders
- Member surveys

Written materials are translated at a sixth grade reading level or appropriate level determined by field testing

# Ongoing Language Analysis

CalOptima monitors non-English speaking members ability to obtain health care services

## Language Study Analysis and Areas of Improvement

- Language data from CalOptima providers and members are used to determine provider adequacy by language for non-English speaking members.
- Language standards for each threshold language are determined.
- A plan of action for health network or medical group with member to provider ratio at 50:1 and above is developed.

# Culturally Competent Care

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- Due diligence on member's background
  - Race, religion, preferred language support network, major pre- and post immigration trauma, etc.
  - Inquire about alternative / folk treatments
- Use a culturally appropriate course of inquiry
  - "Do you believe that it's your destiny to have this condition, or do you believe it's your destiny not to have this condition?"
  - "What have you done so far to treat your ailment (e.g., acupuncture, herbs, acupressure, etc)?"

# Culturally Competent Care (cont.)

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- Be aware of body language (eg, verbal / nonverbal cues) while meeting with members.
  - Helps to reduce the members' bias / apprehension towards the doctor
- Embrace the significant role played by family members in the health of the individual.
- Do not discount culturally specific treatments if they do no harm.
- Provide simple questionnaires for members to fill in at the time of visiting the doctor.
  - Include questions describing physical symptoms vs actual ailments to elicit more open communications
  - Fosters dialogue and encourages members to ask more questions

# 8 Q's for Members

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## Explanatory Model (EM) of their illness

(by Arthur Kleinman):

1. What do you call your problem?
2. What has caused it?
3. Why do you think it started when it did?
4. What does it do to you?
5. How severe is it?
6. What do you fear most about it?
7. What are the chief problems it has caused you?
8. What kind of treatment do you think you should receive?

# Organizational Support

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Partner with community based physician and/or specialist clinics

Reach out to community centers, community leaders, religious center within ethnic neighborhoods

Encourage offices to create bilingual maps showing the practice and its proximity to public transportation, major clinics, pharmacies, etc.



# Organizational Support (cont.)

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- CalOptima monitors and adheres to the Culturally and Linguistically Appropriate Services (CLAS).
  - Recommendations and standards promulgated by the Office of Minority Health of the U.S. Department of Health and Human Services (HHS)
- Encourage health care organizations to implement standards like CLAS
- Aid health care providers and health care organizations to deliver culturally competent care
  - Defined by the Office of Minority Health as the ability of health care providers and health care organizations to understand and respond effectively to the cultural and linguistic needs brought by members to the health care encounter.

# Potential Solutions to Reduce Racial and Ethnic Disparities

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- Support capacity development
- Increase representation in research
- Promote outreach to and collaboration with communities
- Provide training in culturally appropriate care
- Establish cultural competence initiatives

# Knowledge Check

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1. CalOptima's threshold languages include:
  - a. English, Spanish, Vietnamese, Farsi and Korean
  - b. English, French and Spanish
  - c. English, Spanish
  - d. English, Spanish, Vietnamese, Farsi, Korean and Chinese
  
2. CalOptima members have the right to certain language services.
  - a. True
  - b. False

# Knowledge Check (cont.)

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3. Factors influencing culture include:
  - a. Age and gender
  - b. Ethnicity and national origin
  - c. Religion and sexual orientation
  - d. All of the above, and more including socioeconomic status, geographical location, and migration
  
4. Ethnic and racial health disparities include:
  - a. Risk and predisposition
  - b. Disease prevalence, health status, and diagnosis
  - c. Health care difference in quality and health outcomes and mortality
  - d. All of the above

# Knowledge Check Answers

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1. "a"
2. "a"
3. "d"
4. "d"

# Available Resources

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- Schedule a language interpreter or American Sign Language interpreter:
  - Contact the member's assigned health network, if the member is in a health network
    - For a listing of phone numbers for CalOptima health networks, please refer to Section B1: Health Network Contact Information of CalOptima's Provider Manual located on CalOptima's website at [www.caloptima.org](http://www.caloptima.org)
  - Call CalOptima's CalOptima Customer Service department
    - **1-714-246-8823** or toll-free at **1-855-705-8823**
    - Or TTD/TTY users can call **1-800-735-2929**
- To request printed member or health education materials in alternate formats, contact CalOptima's Customer Service.

# Sample of Available Community Resources

Agency	Description of Service	Contact Information
Braille Institute of Orange County	Serves the residents of Orange County, providing an array of free services and programs, including classes such as orientation and mobility and independent living skills, library services, a Vistas shop, youth programs and other benefits.	(714) 821-5000 527 North Dale Avenue, Anaheim CA <a href="http://www.brailleinstitute.org/Centers/OrangeCounty">www.brailleinstitute.org/Centers/OrangeCounty</a>
Camino Health Center	Fully licensed, community-based clinic that provides affordable, quality primary medical and dental care.	(949) 240-2272 medical appt. (949) 488-7682 dental appt. 30300 Camino Capistrano San Juan Capistrano, CA <a href="http://www.mission4health.com/">www.mission4health.com/</a>
Council On Aging	The Council on Aging–Orange County is a 501(c)(3) nonprofit corporation, charged with serving older and dependent adults and their families throughout Orange County. The Council on Aging advocates for the health, well-being, and legal rights of adults needing or receiving services.	(714) 479-0107 1971 E 4th St Suite #200, Santa Ana, CA <a href="http://www.coaoc.org">www.coaoc.org</a>
Korean Community Services	The goal is to enable and manage programs and projects that provide education counseling, information, resources and technical assistance in a quality, yet cost effective manner.	(714) 527-6561 8633 Knott Avenue, Buena Park, CA <a href="http://www.kcservices.org">www.kcservices.org</a>
Nhan Hoa Clinic	Provides cost-effective, family-based health services to people who may not otherwise have access to them due to financial, language, cultural, lifestyle, or psychological barriers, regardless of ability to pay.	(714) 898-8888 7761 Garden Grove Blvd, Garden Grove CA <a href="http://www.nhanhoa.org">www.nhanhoa.org</a>

# Knowledge Check

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1. Cultural competence is:
  - a. Being capable of functioning in the context of cultural differences
  - b. Speaking the same language
  - c. A set of congruent skills, attitudes, policies and structures that enable effectiveness
  - d. All of the above
  - e. a and c
  
2. The 3 main pillars of cultural competence are:
  - a. Compassion, being bi-lingual and open to diversity
  - b. Language access services, culturally competent care and organization support
  - c. Language access services, cultural awareness and a diverse provider network



# Knowledge Answers

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1. “e”
2. “b”

# Authorities

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- Title 9, Code of Federal Regulation, Section 1810.410 (f) (3)
- Title 45, Code of Federal Regulations, Section 84.52
- Title 42, Code of Federal Regulations, Section 422.112
- Centers for Medicare & Medicaid Services (CMS)
- Office of Minority Health, National Standards on Culturally and Linguistically Appropriate Services (CLAS)
- Medicare Managed Care Manual, Chapter 4

# References

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- OneCare Physician Medical group (PMG) Service Agreement
- CalOptima Three-Way Contract with Centers for Medicare & Medicaid Services (CMS) and the Department of Health Care Services (DHCS) for Cal MediConnect
- CalOptima Policy CMC.1001:Glossary of Terms
- CalOptima Policy CMC.4002: Cultural and Linguistic Services
- CalOptima Policy CMC.9001: CalOptima Member Complaint
- CalOptima Policy MA.1001: Glossary of Terms
- CalOptima Policy MA.4002: Cultural and Linguistic Services
- CalOptima Policy MA.9001: CalOptima Member Complaint
- CalOptima Model of Care
- Office of Minority Health
- National Center on Family Homelessness
- US Census

# CalOptima's Mission

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To provide members with access to quality health care services delivered in a cost-effective and compassionate manner



A Public Agency

# CalOptima

Better. Together.



A Public Agency

Medi-Cal

# CalOptima

Better. Together.



A Public Agency

OneCare (HMO SNP)

# CalOptima

Better. Together.



A Public Agency

OneCare Connect

# CalOptima

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A Public Agency

PACE

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