



2013 Cultural Competency Plan

INTRODUCTION

Sunshine State Health Plan (Sunshine Health) is committed to establishing multicultural principles and practices throughout its organizational systems of services and programs as it works towards the critical goal of developing a culturally competent service system. It is the goal of the Sunshine State Health Plan (Sunshine Health) to reduce healthcare disparities and increase access to care by providing quality, culturally competent healthcare through strong doctor-patient relationships. The mission is supported by facilitating the creation of a process by which Sunshine State Health Plan (Sunshine Health) can respond to the health care needs of all individuals, regardless of their ethnic, cultural or religious backgrounds. The intent of the language of the plan is that it is inclusive and subject to additions as implementation of particular aspects of the plan are undertaken. The plan will be reviewed annually and collaboration is expected to become a larger aspect of the work as it evolves. This serves as an exemplary process for others to follow.

WHAT IS CULTURAL COMPETENCE?

Cultural Competence is the willingness and ability of a system to value the importance of culture in the delivery of services to all segments of the population. It is the use of a systems perspective which values differences and is responsive to diversity at all levels of an organization, i.e., policy, governance, administrative, workforce, provider, and consumer/client. Cultural Competence is developmental, community focused, and family oriented. In particular, it is the promotion of quality services to underserved, racial/ethnic groups through the valuing of differences and integration of cultural attitudes, beliefs, and practices into diagnostic and treatment methods, and throughout the system to support the delivery of culturally relevant and competent care. It is also the development and continued promotion of skills and practices important in clinical practice, cross-cultural interactions, and systems practices among providers and staff to ensure that services are delivered in a culturally competent manner.

Cultural Competence activities include the development of skills through training, use of self-assessment for providers and systems, and implementation of objectives to ensure that governance, administrative policies and practices, and clinical skills and practices are responsive to the culture and diversity within the populations served. It is a process of continuous quality improvement.

BACKGROUND

In the State of Florida, measuring the health status of racial and ethnic minorities is essential. As Florida continues its rapid movement towards a truly multicultural state, it is our responsibility to ensure culturally

competent care. Sunshine State Health Plan (Sunshine Health) will assist in the reduction of racial and ethnic health disparities through the education of health professionals, addressing language, access issues, and a focus on cultural competence. Cultural competency training is the foundation to improve care, through inclusion in our strategic plans, goals, and objectives; integration into training and in-service curricula; in contract in collaborative efforts with Enrollees, Providers, advocates and policy makers, and through the promotion of service access to all populations with specific attention given to traditionally underserved populations. Our mission is to develop and implement a management model that will contain cost and improve quality, while serving as a platform for continuous improvement in the way minorities receive health care services in Florida.

PURPOSE

The Cultural Competency Plan used by Sunshine State Health Plan (Sunshine Health) will ensure that Enrollees receive care that is delivered in a culturally and linguistically sensitive manner. The Cultural Competency Plan is comprehensive and incorporates all Enrollees, Providers and Sunshine State Health Plan (Sunshine Health) staff. Sunshine State Health Plan (Sunshine Health) recognizes that respecting the diversity of our Enrollees has a significant and positive effect on outcomes of care. Sunshine State Health Plan (Sunshine Health) has adopted the Culturally and Linguistically Appropriate Services (CLAS) Standards as developed by the Department of Health and Human Services, Office of Minority Health, as our official guidelines for providing culturally sensitive services. The Cultural Competency Improvement Plan is incorporated into the Cultural Competency Plan by use of the Plan-Do-Study-Act method of continuous quality improvement. For each goal listed below, Sunshine will monitor key aspects, report the results to the quality committees, conduct barrier analysis, and implement actions as needed.

GOALS

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| Goal 1 | Ensure that services are provided in a culturally competent manner to all Enrollees, including those with limited English proficiency. |
| Goal 2 | Providers, Sunshine State Health Plan (Sunshine Health) employees, and systems will effectively provide services to people of all cultures, races, ethnic backgrounds, and religions in a manner that recognizes values, affirms, and respects the worth of the individual Enrollees and protects and preserves the dignity of each. |
| Goal 3 | Sunshine State Health Plan (Sunshine Health) will assess the effectiveness of the CCP including, but not limited to the following measures: Member Satisfaction Survey, Provider Survey and the Access and Availability Audit Process. Sunshine State Health Plan (Sunshine Health) will track and trend any issues identified in the evaluation and implement interventions to improve the provision of services |

Sunshine State Health Plan (Sunshine Health) will provide high-quality, culturally sensitive services by identification, delivery and continual monitoring of Enrollees' needs. Sunshine State Health Plan (Sunshine

Health)'s hires bilingual staff and develops education training for all relevant staff regarding cultural competency. In addition, Sunshine State Health Plan conducts Member/Community Advisory Committees in all key metropolitan areas as a focus group setting to obtain member's input on plan key metrics, readability of educational materials and websites, and discuss key topics for that area. All Advisory Committees are concurrently translated into Spanish, Creole, and sign language. Sunshine State Health Plan (Sunshine Health) will develop plans and programs for improving cultural awareness, where a need is identified, through the comprehensive assessment of the Provider Services Network evaluation process. This will ensure that Providers and Staff develop awareness and appreciation of customs, values and belief, and the ability to incorporate them into the assessment of, treatment of, and interaction with our Enrollees. Sunshine State Health Plan (Sunshine Health) encourages Providers and Staff to share and utilize their own cultural diversity to enhance our program and the services provided to our Enrollees.

A Provider may to request a copy of the Cultural Competency Plan, by calling 1- 866-796-0530

OBJECTIVES

- I. To relay to Providers their responsibility to provide competent health care that is culturally and linguistically sensitive
- II. To provide Enrollees access to quality health care services that are culturally and linguistically sensitive
- III. To educate and facilitate communication to develop partnerships among Providers and Sunshine State Health Plan (Sunshine Health) in an effort to enhance cultural awareness
- IV. To identify Enrollees with cultural and/or linguistic needs through demographic information and Enrollee expressed wishes.
- V. To provide competent translation/interpreter services to our Enrollees who require these services
- VI. To provide our Enrollees with Limited English Proficiency (LEP) the assistance they need to understand the care being provided and to accomplish effective interactions with their health care Providers

CULTURAL COMPETENCY CHECKLIST

1. Sunshine State Health Plan (Sunshine Health) offers a choice of providers with cultural and linguistic expertise.
2. Sunshine State Health Plan (Sunshine Health) expects the provider to be knowledgeable about their patient's culture and to use this information in treating their problem.
3. Sunshine State Health Plan (Sunshine Health) expects the provider to ask questions relevant to how the family and culture values might influence how the patient deals with being sick.
4. The Sunshine State Health Plan (Sunshine Health) program covers benefits for risk factors common among ethnic groups.

5. Sunshine State Health Plan (Sunshine Health) empowers the patient by allowing them to influence how the system will meet their needs and expects the patient to be socially responsible and accountable.
6. Sunshine State Health Plan (Sunshine Health) encourages the provider to listen to the patient's opinion in considering treatment options.
7. Sunshine State Health Plan (Sunshine Health) provides customer service in three languages: English, Spanish, and Creole.

DELIVERY OF CARE AND SERVICES

Sunshine State Health Plan (Sunshine Health) has available bilingual/bicultural staff to provide culturally sensitive information and to provide the linguistic skills required for meeting the needs of our Enrollees, including one-on-one communication and access to interpreter services. All Provider Relations Specialist/Managers, at the point of contract, will make Providers aware of interpreter services that are available through Sunshine State Health Plan (Sunshine Health). The Provider Credentialing Application also captures Network Developments' capacity to recruit Providers of diverse racial and ethnic backgrounds by documenting the Provider's self-identified ethnicity, culture and race. Furthermore, the Provider Re-credentialing Application includes a question about other languages spoken by Providers to indicate their linguistic diversity.

Sunshine State Health Plan (Sunshine Health) distributes the Cultural Competency Plan to all contracted Providers on an annual basis. In addition, this information is available via the Sunshine State Health Plan (Sunshine Health) website. Sunshine State Health Plan (Sunshine Health) monitors the delivery of care and services in relation to the provision of culturally competent services through a comprehensive set of Quality Methods that include, the CAHPS Member Satisfaction Survey, Provider Satisfaction Survey.

EDUCATION AND TRAINING

Internally, Sunshine State Health Plan (Sunshine Health) will provide staff training, particularly to Customer Service, Provider Relations and Medical Case Management Departments at least on an annual basis to ensure that services are provided effectively to our Enrollees of different cultures. This training will be customized to fit the needs of Sunshine State Health Plan (Sunshine Health) based upon the nature on the contacts with our Enrollees and/or providers.

Sunshine State Health Plan (Sunshine Health) will provide training for all our Providers with direct Enrollee contact to ensure that they are aware of the importance of providing services in a culturally competent manner. This training will include ideas and assistance about how to provide culturally competent care.

www.ethnologue.com this website gives an index to more than 6,000 world languages, including a description of each language and where it is spoken.

The Spanish and Haitian-Creole languages and cultures are the most prevalent in the Sunshine State Health Plan (Sunshine Health) service area at this time. Provisions have been made for other languages/cultures as required, by using the Language Line Services

HEALTH LITERACY

Another facet of the relationship between language and culturally effective minority health care is *health literacy*. Healthy People 2010 defines health literacy as “the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.” While this is a particular problem for individuals with low or marginal literacy skills, health literacy may also affect patients and families with adequate language literacy. By mobilizing the resources provided by Region V Adult Literacy Center, Sunshine State Health Plan (Sunshine Health) seeks to ensure that minority patients are empowered to advocate for their health and to interact with providers more effectively. “The Health Literacy: Help Your Patients Understand Educational Kit” is the American Medical Association (AMA) Foundation’s primary tool for informing physicians, health care professionals and patient advocates about health literacy.

Learning objectives for this education program are:

- to understand the full scope of health literacy
- to recognize health system barriers faced by patients with low health literacy
- to improve verbal and written communications to patients
- to create a "shame-free" environment for patients
- additional resources for education and involvement

*The American Medical Association (AMA) is accredited by the Accreditation Council for Continuing Medical Education (CME) to provide continuing medical education for physicians. The AMA designates this educational activity for a maximum of 2.5 Category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

COMMUNITY-BASED HEALTH FAIRS AND PUBLIC HEALTH AWARENESS INITIATIVES

Sunshine State Health Plan (Sunshine Health) will address the health disparity in minority health and raises awareness of health issues in our service areas. Sunshine State Health Plan will participate in AHCA approved events including local faith-based and community-centered organizations, in a joint effort to present minority health issues and resolutions collectively as one voice. The motivation behind such

collaborations is to synergize the work of several organizations, all of which work to eliminate disparities in access, treatment and outcomes in healthcare.

Goals of the Community-Based Health Fairs and Public Health Awareness Initiatives include educating the community and physicians on the critical issues behind health care disparities, and providing a forum to discuss the barriers facing physicians and patients in minority communities, such as:

- Participation in an event or activity that promotes and contributes to the health and well being of any group
- An event or activity designed to be of benefit to the community
- An event or activity to support not-for-profit agencies, institutions or foundation
- Structured programs to promote tutoring, mentoring, visiting, coaching whose purpose is to assist others
- Participation in an event or activity affiliated with a club, religious organization, arts or cultural association, or political organization that seeks to make a positive contribution in the community

EVALUATION AND ASSESSMENT

Sunshine State Health Plan (Sunshine Health) monitors the delivery of care and services in relation to the provision of culturally competent services through a comprehensive set of Quality Methods that include, the CAHPS Member Satisfaction Survey, Provider Satisfaction Survey, Enrollee, etc...

Survey results are accessed to identify areas for improvement and revision. The evaluation will serve as the foundation for planning the upcoming year's Plan and activities relating to elevating cultural awareness. In 2013, Sunshine State will implement the following interventions to better serve the cultural and linguistic needs of our membership:

1. To further increase member satisfaction with health plan: hold Member/Community Advisory Committees to ascertain the needs of the members in a particular area of membership, encourage practitioners to give members options for treatment, and continually educate practitioners on the importance of direct and open communication with all members.
2. Continue to monitor complaint and grievances regarding language, respect, and/or cultural discrimination - monthly and quarterly.
3. Retrain Provider Relations representatives on the need for being responsive to assigned practitioners, continue to outreach to new specialists to the area for contracting purposes, increase the number of Physician Advisory Groups to 3 in 2013.
4. Continue to remind practitioners to use the available language line for interpretation services.

THE CHALLENGE

There exists a challenge both nationally and statewide for the standardized collection of race, ethnicity and language data due to inconsistent data in the Medicaid arena.

Culturally and Linguistically Appropriate Health Promotion Materials Acquisition and Dissemination is available:

- Physician Toolkit and Curriculum: Resources to Implement Cross-Cultural Guidelines for Medicaid Practitioners: <http://minorityhealth.hhs.gov/assets/pdf/checked/toolkit.pdf>
- Taking Cultural Competency from Theory to Action: <http://www.commonwealthfund.org/Content/Publications/Fund-Reports/2006/Oct/Taking-Cultural-Competency-from-Theory-to-Action.aspx>
- A Family Physician's Practical Guide to Culturally Competent Care: www.thinkculturalhealth.org

The following websites offer information, examples and other resources that may be helpful in our work:

- <http://www11.georgetown.edu/research/gucchd/nccc/>
The National Center for Cultural Competence at Georgetown University increases the capacity of health care and mental health programs to design, implement and evaluate culturally and linguistically competent service delivery systems. Publications and web links available. The Cultural Competence Exchange includes success stories like this "Journey towards Cultural Competence" example from Wisconsin
- <http://www.peacecorps.gov/wvs/educators/enrichment/culturematters/index.html>
Culture Matters is a cross-cultural training workbook developed by the Peace Corps to help new volunteers acquire the knowledge and skills to work successfully and respectfully in other cultures.
- <http://www.edchange.org/multicultural/>
The Multicultural Pavilion offers resources and dialogue for educators, students and activists on all aspects of multicultural education.
- <http://www.clas.uiuc.edu/>
The Center for Culturally and Linguistically Appropriate Services collects and describes early childhood/early intervention resources and serves as point of exchange for users.
- http://ericae.net/faqs/Cognitive_Styles/Cognitive_styles.htm
Information on different learning styles, possibly another dimension in understanding an individual's culture. Provided by ERIC (Educational Resources Information Center) Clearinghouse on Assessment and Evaluation at the University of Maryland.