Cultural Competency

Provider Education

Aetna Medicare FIDE
(HMO D-SNP)

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Aetna Better Health®
of New Jersey

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AGENDA

- What is cultural competency?
- Why cultural competency
- Cultural competency in health care
- Cultural impacts on healthcare
- Aetna's goals for our providers
- Provider obligations
- Delivering culturally competent care
- Tools and resources

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WHAT IS CULTURAL COMPETENCY?

The ability to effectively and respectfully bridge differences between one's own culture and the culture of others. In this way, patients feel like they have been understood and that their beliefs, values, and behaviors are considered.

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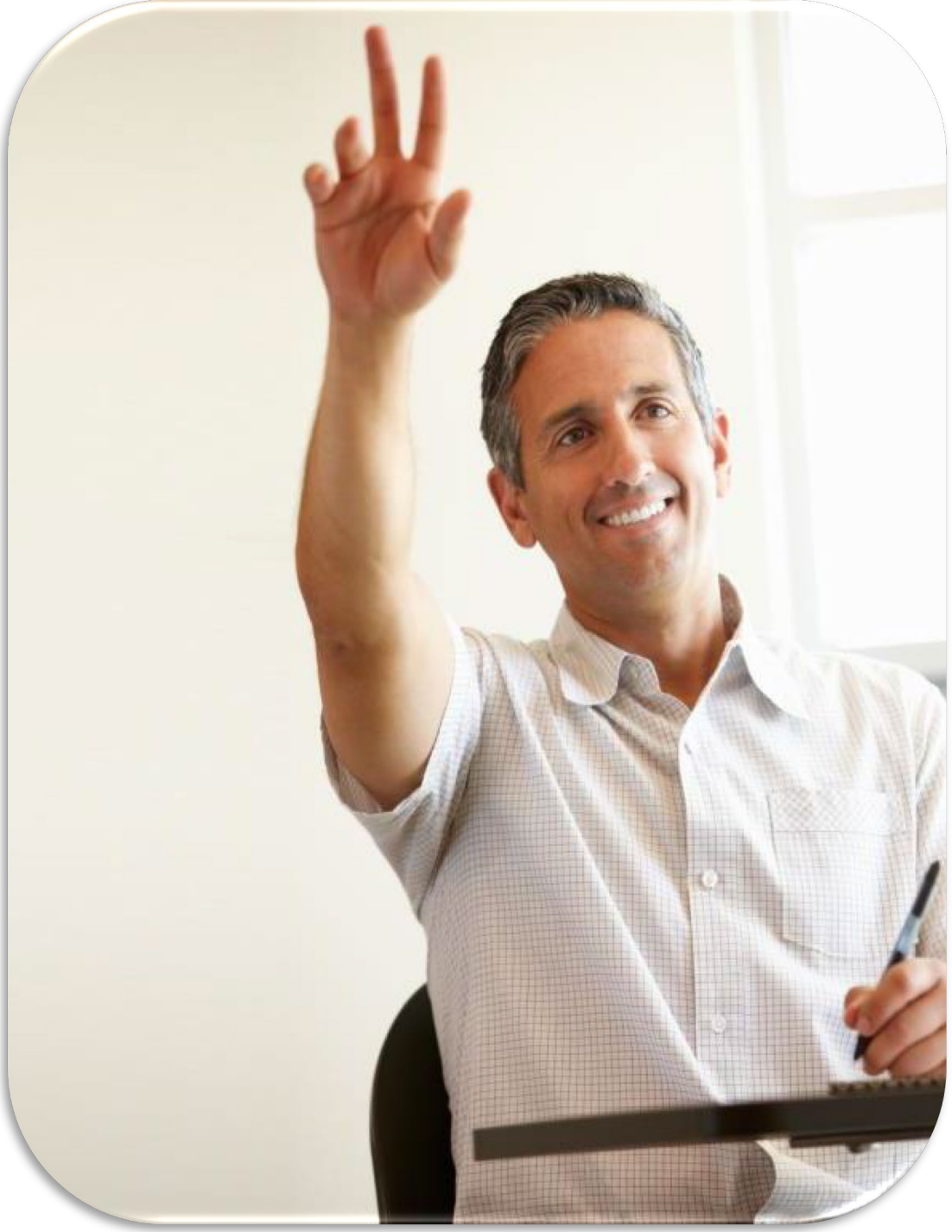
WHY CULTURAL COMPETENCY?

- To improve patient health and build healthy communities
- To enhance health care interactions with people of different cultures
- To help promote health equity and eliminate health disparities
- To be aware of your own views about others and how that impacts your engagements with them
- To comply with Federal rules and regulations as well as Aetna required provider standards



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CULTURAL COMPETENCY IN HEALTH CARE

- The ability to engage and offer services in ways that meets the social, cultural, and linguistic needs and preferences of patients
- To provide quality care through the lens of cultural diversity

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CULTURAL IMPACTS ON HEALTHCARE

Culture impacts:

- Health, healing and wellness belief systems
- How illness, disease and their causes are perceived
- How treatment is sought
- Delivery of health care services by providers
- End of life care

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AETNA'S CULTURAL COMPETENCY PROGRAM GOALS FOR PROVIDERS

Our objective is to provide guidance and technical assistance to help facilitate compliance with applicable federal and state laws, regulations, standards, and policies.

At the federal level, these include:

- Title VI of the Civil Rights Act of 1964
- Section 504 of Rehabilitation Act
- The Americans with Disabilities Act
- Code of Federal Regulations - 42 CFR 422.112 (a) (8)

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PROVIDER OBLIGATIONS

Providers and their office staff are responsible for:

- Ensuring all services, both clinical and non-clinical, are provided in a culturally competent manner and are accessible to all patients
- Ensuring that patients are effectively receiving understandable, respectful and timely care compatible with their cultural health beliefs, practices and preferred languages from all staff members
- Honoring member's beliefs, be sensitive to cultural diversity, and foster respect for member's cultural backgrounds. For additional questions, please contact Aetna directly

Providers are prohibited from segregating Medicaid patients from other persons receiving services

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WHEN TREATING A PERSON WITH A DISABILITY:

- Talk to the patients first about their care rather than the person who may be accompanying them
- Avoid making assumptions
- Ask, “How can I help you?” and respect the answer
- Ensure that educational materials are easily accessible
- Allow time for history taking and exam

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WHEN TREATING A PERSON WHO IS DEAF OR HARD OF HEARING:

- Ask how to best communicate
- Provide written educational material
- Look at the person while speaking
- Avoid shouting
- Minimize background noise
- Provide an interpreter, if necessary, for effective communication
- Patients cannot be charged for interpretation
- Family members should NOT serve as interpreters

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WHEN TREATING A PERSON WHO IS BLIND OR VISUALLY IMPAIRED:

Provide material in the following formats:

- Auditory
- In Braille
- In large print

WHEN TREATING A PERSON WHO USES A WHEELCHAIR:

- Provide access to exam areas
- Provide assistance if necessary for a full and complete exam, even if it requires more time or assistance
- Respect personal space, including wheelchairs and assistive devices
- Avoid propelling wheelchair unless asked
- Obtain adjustable exam tables for your facility

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TOOLS FOR PROVIDER OFFICES

- Interpreter services- Aetna offers twenty-four (24) hour interpreter access available through our call center to communicate with those members with communication-affecting disorders – available through member services
- State Relay systems- available by dialing 711

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RESOURCES

Provider focused cultural competency resources:

- Health Resources, and Service Administration (HRSA):
  How Effective Healthcare Communication Contributes to Health Equity
- World Institute on Disability (WID)

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Thank you