

# Building Blocks for a Culturally Competent Care Model

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## Disclosure of Conflict of Interest Information

- a. I have no existing conflict of information to disclose

# Learning Objectives

- Understand the Provider factors that contribute to healthcare disparities
- Gain insight and skills that lead to enhanced Patient-Provider communication
- Develop strategies for managing diverse populations with cultural competence

# Agenda

- Define Cultural Competence
- Discuss the Cultural Competence and Quality Link
- Review Clinical Vignettes
- Review Strategies & Skills that help to eliminate disparate treatment
- Summary/Questions & Answers

# What is Cultural Competency?

# Cultural Competency Is...

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- Delivery of care that is both sensitive to and respectful of the patient's cultural background and health beliefs.

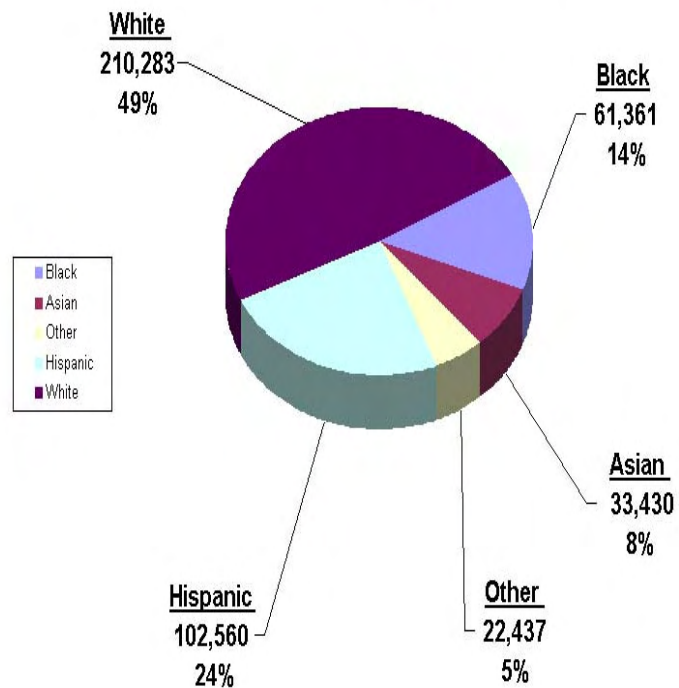
# Why talk about Cultural Competency?

# America's Changing Demographics

Population of the United States

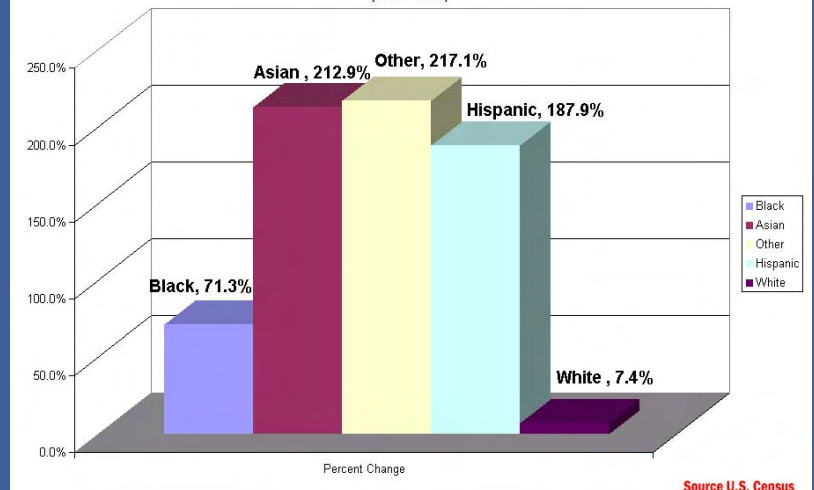
2050

(In millions)



Source U.S. Census

Projected Population Change in the United States  
From 2000 - 2050  
(In millions)



Source U.S. Census

# Factors That Contribute to Disparities

- Language Barriers
- Cultural Barriers
- Literacy Levels
- Provider Bias

# Medicine is Consumer Driven

- It is a business imperative that can impact Patient Satisfaction
- It's a community responsibility
- It can be a legal issue
- There is a strong business case:
  - Strategic advantage for Patient Satisfaction
  - Source of patients/market share
  - Community expectations/relations
  - Avoid regulatory/legal problems

# Regulatory Pressure

- The CLAS Standards
- Institute of Medicine Reports
  - Background on Disparities
  - Recommendations to Eliminate Disparities
- JCAHO Report-April 21<sup>st</sup>, 2008
  - “One Size Does Not Fit All; Caring for Diverse Populations”

# Institute of Medicine Recommendations to Enhance Healthcare Diversity & Eliminate Disparities

- I. Pipeline - Mission/Admissions/Training
- II. Accreditation Body to Formulate and Enforce Standards that increase Minorities in Healthcare
- III. Institutional Climate that Values Diversity
- IV. Institutional Objectives should be Consistent with Community Benefit Goal of Increasing Workforce Diversity

# Cultural Competency Link to Disparities Elimination

- To eliminate disparities, diversity initiatives for healthcare staff and education for providers fosters better communication
- Organizational culture shift towards inclusion and cultural competency enables culturally competent care delivery
- Diversity & Cultural Competency must be elevated to the level of Patient Safety and Quality in healthcare settings

# Let's Focus on Provider Factors

- Lack of Time with Patients
- Is the Doctor really Listening?
- Initial Assessment done without Interpreter
- Improper Use of Interpreters
- Balancing: Quality Standards with Unique and Personalized Care

# More Provider Factors.....

- Generational differences-age of the provider vs. age of the patient
  - Personal bias based on experiences
  - Style of Communication:
    - eye contact
    - tone of voice
- Above can convey compassion & empathy

# Case Study:

## Mrs. M's Swallowing Problem

- Mrs. M is a 90 yo woman who complained of pain on swallowing and constant chest discomfort, worsening after meals. After evaluation by an Internist for reflux and no relief of her symptoms with TUMS & Zantac, she was evaluated by a Geriatrician, referred to a Gastroenterologist and after EGD was found to have early gastric cancer. A subtotal gastrectomy was performed without complications (negative lymph nodes & no chemo needed).
- She is now 92 years young and enjoying her garden everyday!

# Case Study: Mr. G's Headache

- The patient was a 58 yo African American man with a headache and throat discomfort over three days. He was agitated and distracted. When asked: “Besides these ailments, is there anything else bothering you?” He replied that his grown son was in a car accident 72 hours prior and he was worried having missed 2 days of work to tend to his hospitalized son. On exam, his BP was elevated and the “throat discomfort” upon closer review was chest pain. His EKG revealed ST elevation and he was immediately sent to the ER for evaluation.
- Psycho-social issues were important to understand
- Trust: he was not sure I “cared” to hear his other worries

# Fundamental Determinants of Health

- Family Stability
- Home
- Security/Safety
- Job
- Education
- Retirement
- Future Prospects

# Strategy: Approach Every Patient as a Unique Person

- Practice Active Listening
- Understanding the Patient's Cultural Background and Unique Health Beliefs can equip the provider with clarity and points of negotiation for care
- “Information is only useful when shared”
  - Dr. C. Everett Koop, former U.S. Surgeon General
  - Ask questions and share your rationale

# Skill: Communication is the Key to Cultural Competency

- Through inquiry, understand better the issues that are important to the patient
- Understand the current stressors
- Ask about the Long-Term issues faced by the patient:
  - Declining health & prognosis
  - Retirement/Savings or Lack thereof

# Summary

- Physicians have a terrific burden of understanding the patient and their health issues at the most vulnerable points of their lives:
    - When they are ill, in immediate need
    - And, when they are healthy yet seek appropriate preventive medical advice that is tailored to their unique circumstances
- Therefore, it will be important to.....

# Summary

- Balance Quality and Unique care
- Maintain a Holistic approach to the patient and their family
- Communicate effectively:
  - Understand your personal bias in order to avoid bias impacting medical judgment
  - Appropriate use of Interpreters
  - Awareness of non-verbal information
  - Active listening!

**Thank you!**

**Questions?**

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