

Inter-professional Education for HIV Professionals Focused on the Four Cs:

CULTURE, CARE, COMMUNICATION, AND COLLABORATION

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The 4C's Part 2: Person-Centered Care

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Person- Centered Care

CULTURE

CARE

COMMUNICATION

COLLABORATION





Part 2: Learning Objectives

At the conclusion of this webinar the learner will be able to:

- ▶ Define Patient Experience
- ▶ Define Patient Centered Care
- ▶ Discuss how to create a welcoming environment for patients

The 4 C's

- **Culture**
- **Care**
- **Communication**
- **Collaboration**



The Journey Continues...



Patient-Centered Care Means...

Καλώς ήρθατε

WELCOME



Dobro došli



ยินดีต้อนรับ



Polling Question #1

Where do you work?

FQHC

Clinic

Physician's office

Hospital

Health Department

Academia

Other



Polling Question #2

What is your role?

Physician

Physician Assistant

Nurse Practitioner

RN

Case Manager

Social worker

Management

Other



Patient Experience

The sum of all **interactions**, shaped by an organization's **culture**, that influence patient **perceptions** across the **continuum** of care.

- The Beryl Institute

<http://www.theberylinstitute.org>



Broader Definition of Patient Experience

Interactions	Culture	Perceptions	Continuum of Care
The orchestrated touch-points of people, processes, policies, communications, actions and environment	The vision, values, people (at all levels and in all parts of the organization) and community	What is recognized, understood and remembered by patients and support people. Perceptions vary based on individual experiences such as beliefs, values, cultural background, etc.	Before, during and after the delivery of care

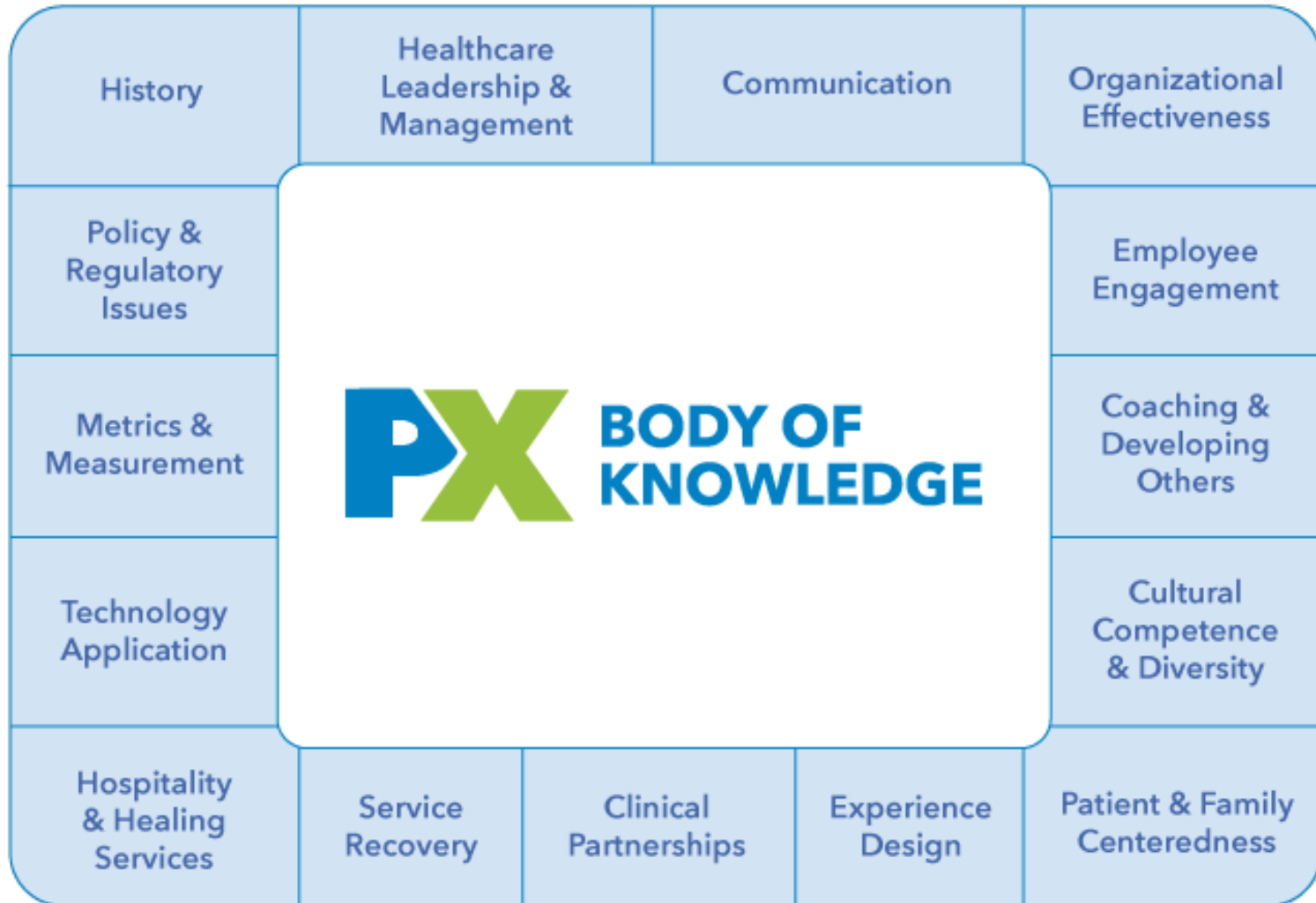


Patient Experience

Patient **PERCEPTION** Versus Reality



Patient Experience Body of Knowledge





Patient Experience Measurement

HCAHPS

- **H**ospital **C**onsumer **A**ssessment of **H**ealthcare **P**roviders and **S**ystems

CAHPS

- **C**onsumer **A**ssessment of **H**ealthcare **P**roviders and **S**ystems



CAHPS Survey Domains

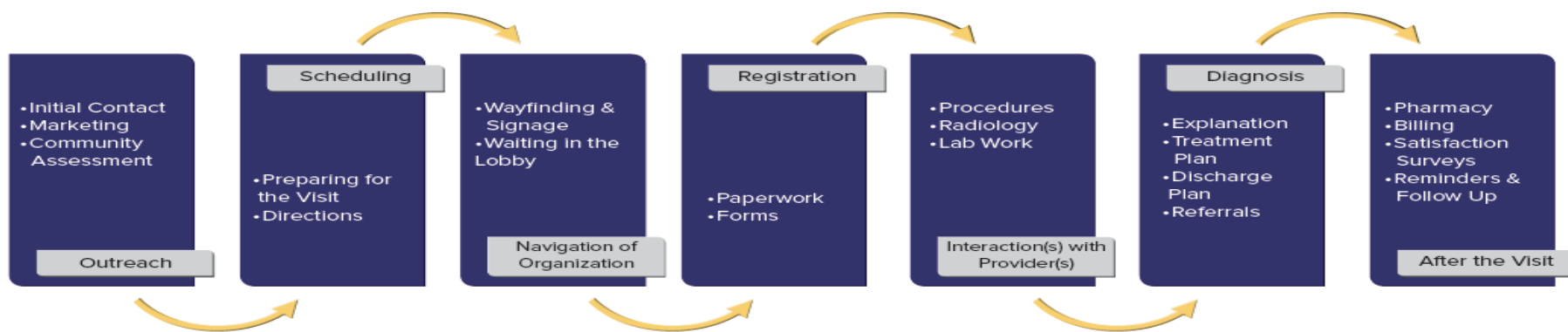
- ▶ Communication with health care professionals
- ▶ Access to care and information
- ▶ Customer service
- ▶ Coordination of care





Effective Communication

ENSURING EFFECTIVE COMMUNICATION AT EVERY POINT OF CONTACT



Does your organization communicate effectively with all of your patients or clients at every point of contact? What about those who don't speak English as their first language? Or who are deaf? Blind?

Effective communication is the cornerstone to ensuring you reach the community you serve, providing the highest quality of care and services and advancing health equity at every point of contact.



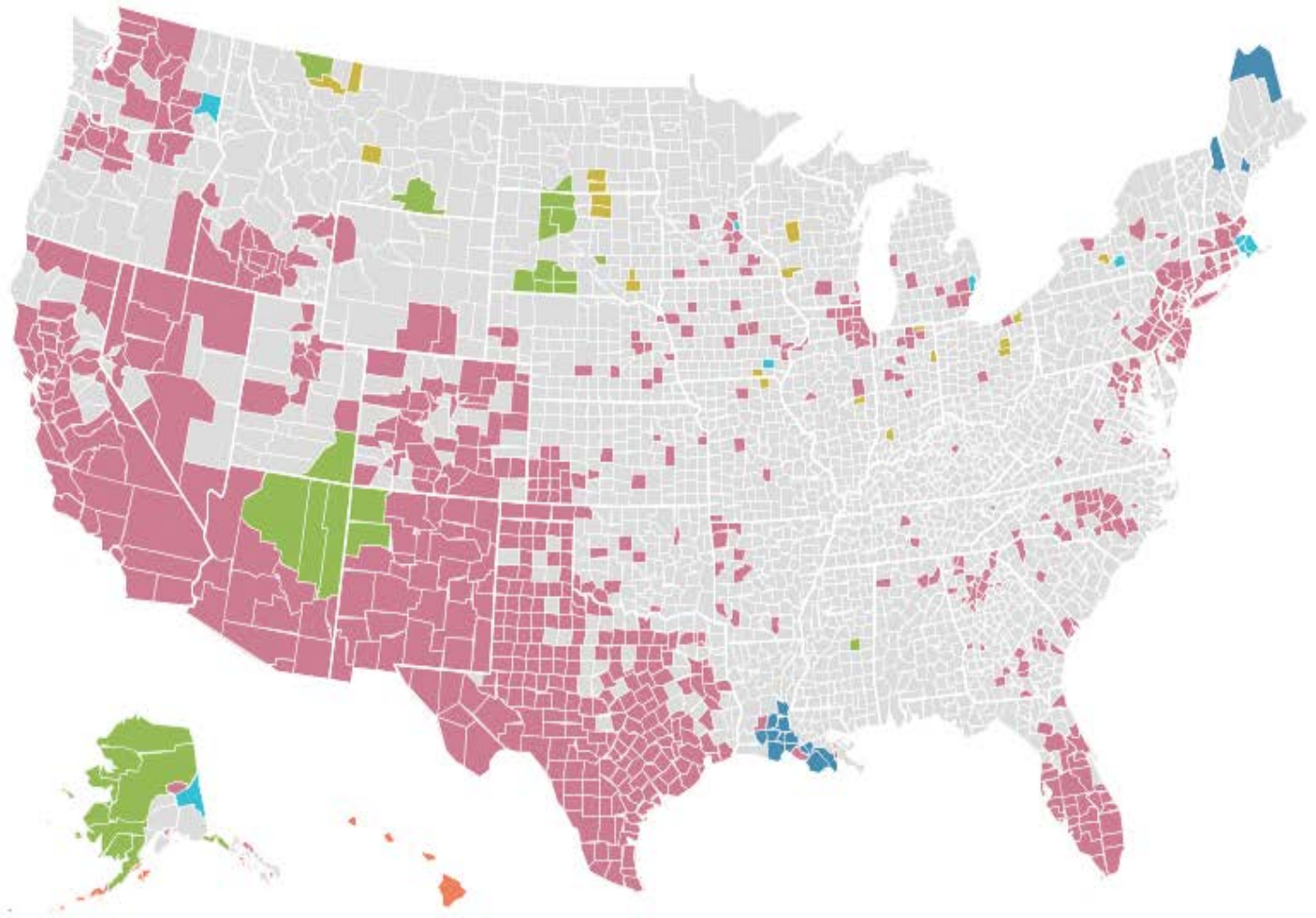
US Counties Where English is not Spoken at Home



Most common languages

Counties where at least 10 percent of people speak a language other than English at home:

- Spanish
708 counties
- Native American languages
29 counties
- German
21 counties
- French
15 counties
- Pacific Island languages
12 counties
- Other languages*
11 counties
- English is spoken in at least 90 percent of homes in 2,347 counties.



*Other includes Chinese, Portuguese or Portuguese Creole, Hindi, Hmong, Other Indo-European languages, and Russian

Limited English Proficiency

Limited English proficiency (LEP)--The inability to communicate in English is a major barrier to accessing health information and services.



Health information for people with LEP needs to be communicated plainly in their primary language using words and examples that make information understandable.

CLAS Standards

CLAS-Culturally and Linguistically Appropriate Services in Health Care

Purpose: To advance health equity, improve quality, and help eliminate health care disparities

- ▶ **Blueprint** to implement culturally & linguistically appropriate services
- ▶ **Guidelines** that inform, guide and facilitate practices related to culturally and linguistically appropriate health services





CLAS Principle Standard

Provide **effective, equitable, understandable, and respectful** quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.

3 CLAS Themes

Theme 1: Governance, Leadership & Workforce (Standards 2-4)

- Culturally Competent Care

Theme 2: Communication & Language Assistance (Standards 5-8)

- Language Assistance Services

Theme 3: Engagement, Continuous Improvement & Accountability (Standards 9-14)

- Organizational Supports



Partnership for Health

- ▶ CLAS standards are primarily directed at health care organizations, but individual providers are also encouraged to use the standards as a guide to make their practices more linguistically and culturally accessible
- ▶ **PARTNERSHIP** with communities being served





Literacy

" A person's ability to read, write, speak and compute and solve problems at levels necessary to:

- ▶ Function on the job and in society
- ▶ Achieve one's goals
- ▶ Develop one's knowledge and potential



Illiteracy—the inability to read or write.

**A PERSON WHO HAS LIMITED OR LOW LITERACY SKILLS IS
NOT ILLITERATE!!**

Health Literacy

The ability to obtain, process and understand basic health information in order to make appropriate health decisions

- ▶ Impacts ability to navigate healthcare system
- ▶ Share personal information such as health history
- ▶ Engage in self-care and chronic disease management
- ▶ Understand numerical information such as drug dosing, food labels, caloric information, blood sugar measurement





Culture and Language

- ▶ Culture and language are vital factors in how health care services are delivered.
- ▶ Healthcare organizations should respond with sensitivity to the needs and preferences of culturally and linguistically diverse patients/consumers.
- ▶ Providing culturally and linguistically appropriate services (CLAS) to all patients has the potential to improve access to care, quality of care, and health outcomes.

Culture and Language

- ▶ Culture and language are important aspects of peoples lives.
- ▶ Even if a person is bilingual, they are usually most comfortable speaking their native language when receiving medical care



“Lost” in Translation

- ✓ Use *professional* medical interpreters or *trained and qualified* bilingual/multilingual staff or volunteers.
- ✓ Use *telephone or video interpreting technology* as an alternative to on-site interpretation, especially for low incidence languages.





Interpretation



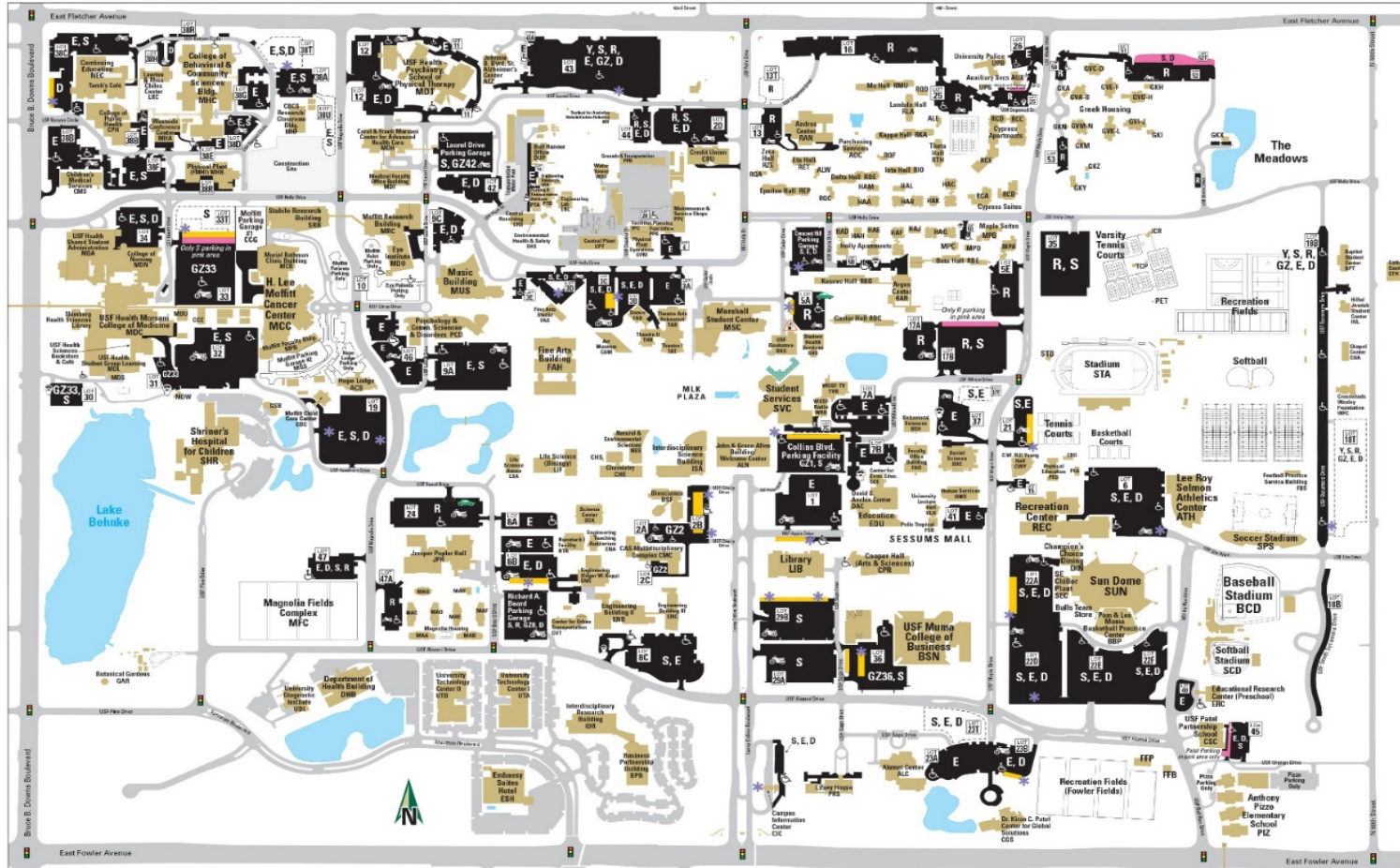


Way-Finding

USF UNIVERSITY OF SOUTH FLORIDA Tampa Campus Parking Map



Revised 08/01/14 • Note: This map and all parking designations are subject to change. For the most up-to-date information, please see www.usf.edu/parking.



MAP KEY

- S - Non-Resident Student
- R - Resident Student
- Y - Park-n-Ride / Alumni
- GZ - Gold Staff
- E - Staff
- D - Daily / Visitor Parking
- Designated Parking
- Motorcycle Parking
- Disabled Parking
- Permit Pay Station
- Metered Parking
- Electric Car Charging Station
- enterprise Car Share



A Picture is Worth a Thousand Words...





Plain Language

Plain Language is communication that users can understand the first time they **read** or **hear** it.

Key elements:

- ▶ Organize your information so that the most important points come first
- ▶ Break complex information into understandable chunks
- ▶ Use simple language and define technical terms
- ▶ Explain medical terms
- ▶ Use active voice.
- ▶ Avoid jargon



It is critical to know your audience and have them test your materials before, during and after they are developed.

Signage

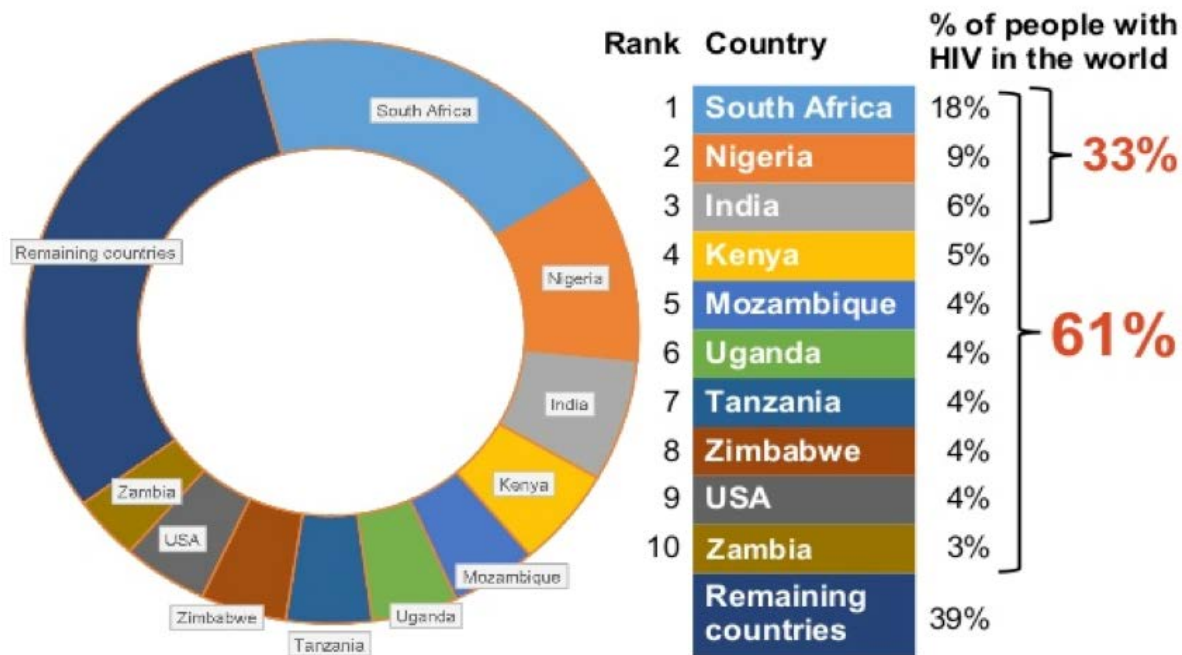
Make available easily understood, client-related materials, and post signage in the languages of the commonly encountered groups and/or groups represented within the service area.





The Multicultural Impact of HIV

Top 10 countries: People living with HIV



Source: UNAIDS Global Report 2014

Communicating About Health and Illness

- **Appreciation and respect** for cultural values and beliefs helps providers understand culturally determined behaviors
- **Core beliefs and value systems** are held more strongly when people lose control over some aspects of their life due to illness
- Culture strongly determines **behaviors associated with the illness experience**, such as fear, pain and anxiety

HIV Topics of Communication

- ▶ discussing personal information
- ▶ experience of physical and/or emotional pain
- ▶ value placed on health and wellness and health education
- ▶ stigma of talking about sex, mental illness, seeking healthcare
- ▶ respect for healthcare provider importance or lack of importance of family, spiritual connections, healers
- ▶ self respect= family respect=community respect
- ▶ interpersonal violence (IPV) and safety issues



Communication

- ▶ **7% Verbal**
(conveyed in words)
- ▶ **38% Vocal**
(intonation, pitch, speed, pauses..)
- ▶ **55% Nonverbal** (body language)



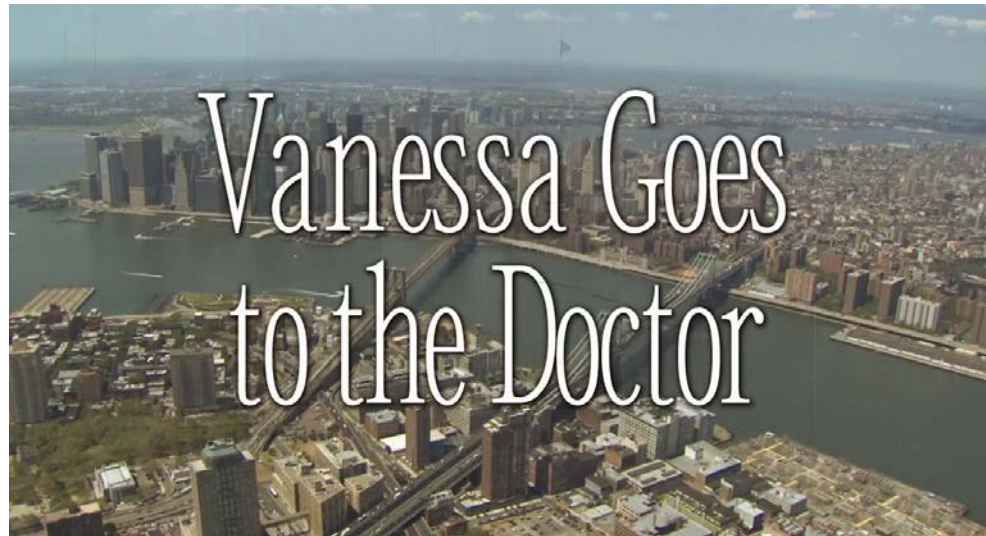
Elements of Organizational Cultural Awareness

- Value diversity
- Conduct cultural self-assessment
- Manage the dynamics of difference
- Institutionalize cultural knowledge
- Adapt to diversity - policies - structures
- values - services





Vanessa Goes to the Doctor



<https://www.youtube.com/watch?v=S3eDKf3PFRo>

Culturally Appropriate Care Means...

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WELCOME



Dobro došli



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Discussion Question

What does a welcoming environment look like?



Next Week:
Communication

CULTURE

CARE

COMMUNICATION

COLLABORATION





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Questions & Answers