



Magnolia Health Cultural Competency Plan

INTRODUCTION

Magnolia Health (Magnolia) 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 Magnolia 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 Magnolia 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 Cultural Competency Plan is that it is inclusive and subject to additions as implementation of particular aspects of the plan are undertaken. Magnolia will review the Cultural Competency Plan 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

Measuring the health status of racial and ethnic minorities is essential. Magnolia 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 members, 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.

PURPOSE

The Cultural Competency Plan used by Magnolia will ensure that members receive care that is delivered in a culturally and linguistically sensitive manner. The Cultural Competency Plan is comprehensive and incorporates all Members, Providers and Magnolia staff. Magnolia recognizes that respecting the diversity of our members has a significant and positive effect on outcomes of care. Magnolia 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.

GOALS

Goal 1	Ensure that services are provided in a culturally competent manner to all Enrollees, including those with limited English proficiency.
Goal 2	Providers, Magnolia 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 members and protects and preserves the dignity of each.
Goal 3	Magnolia 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. Magnolia will track and trend any issues identified in the evaluation and implement interventions to improve the provision of services

Magnolia will provide high-quality, culturally sensitive services by identification, delivery and continual monitoring of members' needs. Magnolia develops education training for all relevant staff regarding cultural competency. Magnolia 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 members. Magnolia encourages Providers and Staff to share and utilize their own cultural diversity to enhance our program and the services provided to our members.

A Provider may request a copy of the Cultural Competency Plan, by calling 1- 866-912-6285 or TTY/TDD 1-877-725-7753

OBJECTIVES

- I. To relay to Providers their responsibility to provide competent health care that is culturally and linguistically sensitive
- II. To provide members access to quality health care services that are culturally and linguistically sensitive
- III. To educate and facilitate communication to develop partnerships among Providers and Magnolia in an effort to enhance cultural awareness
- IV. To identify members with cultural and/or linguistic needs through demographic information and member expressed wishes.
- V. To provide competent translation/interpreter services to our members who require these services
- VI. To provide our members 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. Magnolia offers a choice of providers with cultural and linguistic expertise.
- 2. Magnolia expects the provider to be knowledgeable about their patient's culture and to use this information in treating their problem.
- 3. Magnolia expects the provider to ask questions relevant to how the family and culture values might influence how the patient deals with being sick.
- 4. Magnolia program covers benefits for risk factors common among ethnic groups.
- 5. Magnolia 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. Magnolia encourages the provider to listen to the patient's opinion in considering treatment options.

DELIVERY OF CARE AND SERVICES

Magnolia has linguistic services available to provide culturally sensitive information and to provide the linguistic skills required for meeting the needs of our members, 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 Magnolia. 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.

Magnolia distributes the Cultural Competency Plan to all contracted Providers. In addition, this information is available via the Magnolia website. Magnolia 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, member, etc...

EDUCATION AND TRAINING

Internally, Magnolia will provide staff training, particularly to Customer Service, Provider Relations and Medical Case Management Departments to ensure that services are provided effectively to our members of different cultures. This training will be customized to fit the needs of Magnolia based upon the nature on the contacts with our members and/or providers.

Magnolia will provide training for all our providers with direct member 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.

TRANSLATION AND INTERPRETATION SERVICES

Addressing language access issues requires multi-faceted strategies. Magnolia's first contact with the member begins with the Welcome Letter. Magnolia sends language-appropriate mailings with a special adage that states that materials are available in prevalent languages. Magnolia utilizes a phone service that facilitates communication with non-English speakers, 24 hours a day, 7 days a week as its language access service for Limited English Proficiency members. Translations are provided on a case-by-case basis.

Additional Resources Available Include;

- The Federal Government has an “I Speak” document that was developed by the U.S. Census Bureau. It has the following message in 38 languages: *“Mark this box if you read or speak (language).”*
www.usdoj.gov/crt/cor/Pubs/ISpeakCards.pdf
- The Massachusetts Department of Public Health has “I Speak” sheet is available on its website. This sheet contains this message in 31 languages: *“You have a right to a medical interpreter at no cost to you. Please point to your language”. “A medical interpreter will be called. Please wait.”*
www.state.ma.us/dph/omh/interp/interpreter.htm
- The Florida Agency for Workforce Innovation has in 21 languages that reads *“If you do not speak English, or if you are deaf, hard of hearing, or sight impaired, you can have interpretive and translation services provided at no charge. Please ask for assistance.”*
www.floridajobs.org/PDG/PostersforEmployers/IS%20Poster%2011x17.pdf

Interpreter Services

You have the right to a medical interpreter at no cost to you. Please point to your language. A medical interpreter will be called. Please wait.

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.

Provisions have been made for languages/cultures as needed, 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. Plan 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 Associations (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

Magnolia will address the health disparity in minority health and raises awareness of health issues in our service areas. Magnolia will participate in DOM 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

The Plan 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, member, 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.

THE CHALLENGE

There exists a challenge 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>)
- Quality Care for Diverse Populations: <http://www.aafp.org>
- A Family Physician's Practical Guide to Culturally Competent Care: <https://www.thinkculturalhealth.org/>
- Quality Interactions: The Patient-Based Approach to Cultural Care: www.criticalmeasures.net/cross_cultural

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.

- <http://www.peacecorps.gov/wws/publications/culture/>

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.hrsa.gov/culturalcompetence/>

"Cultural Competence: A Journey," a publication from the U.S. Department of Health and Human Services, presents examples of five essential elements that contribute to a system's, institution's or agency's ability to become more culturally competent.

- http://www.has.vcu.edu/psy/iam/compendium_intro.htm

A thorough compendium of best practices in cultural competence training and education is made available through Virginia Commonwealth University Institute for African-American Mental Health.

- <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.