

Cultural Competency with Abuse, Neglect and Exploitation Training

Training Goals

- Define culture and cultural competence
- Review the benefits of clear communication
- Strategies for healthcare workers when dealing with different cultures
 - LGBT (lesbian, gay, bisexual, and transgender) communities
 - refugees and immigrants
 - seniors
 - people with disabilities
- Define abuse, neglect and exploitation
- Learn to recognize signs of abuse, neglect and exploitation

Culture and Cultural Competence



Introduction to Cultural Competency Training

As a contacted pharmacy provider providing pharmacy benefit services to beneficiaries of a State Medicaid plan, OptumRx is obligated to provide training in accordance with the plan sponsor's Cultural Competency Plan.

This training is provided on our website to assist Healthcare workers that interact with our members to ensure cultural competency awareness.



Defining Culture and Cultural Competence

Culture

Culture refers to integrated patterns of human behavior that include the language, thoughts, actions, customs, beliefs, values, and institutions that unite a group of people

Culture competence

Cultural competence is the capability of effectively dealing with people from different cultures.

How does culture impact the care given to patients?

Culture impacts:

- concepts of health & healing
- how illness, disease, and their causes are perceived
- the behaviors of patients who are seeking health care
- attitudes toward health care providers

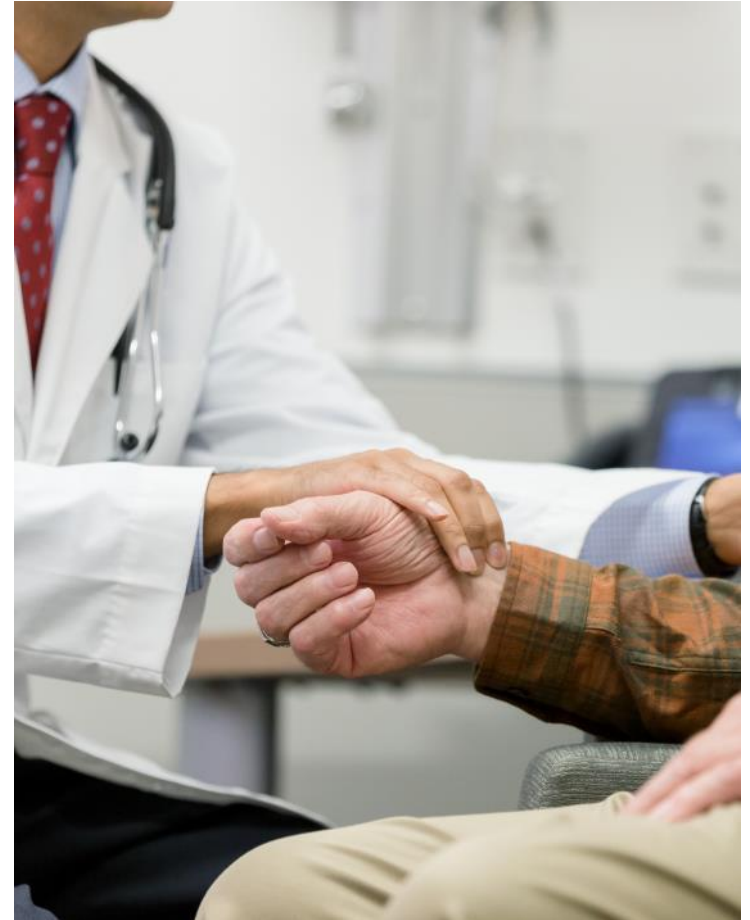


Culture impacts every healthcare encounter

Culture **defines** health care expectations:

- who provides treatment
- what is considered a health problem
- what type of treatment
- where care is sought
- how symptoms are expressed
- how rights and protections are understood

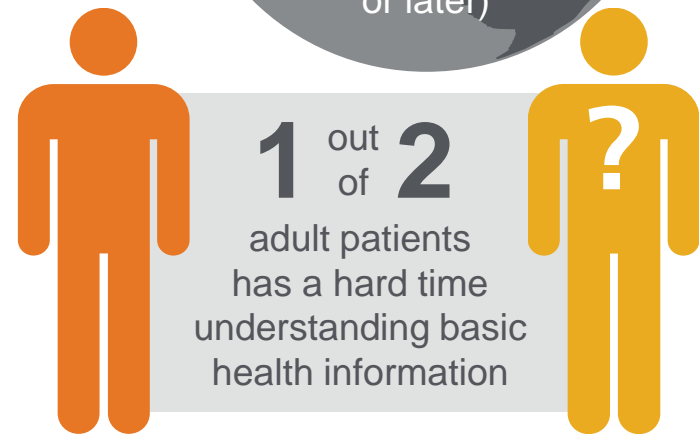
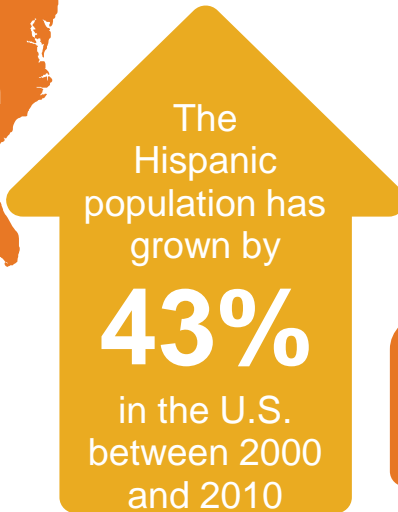
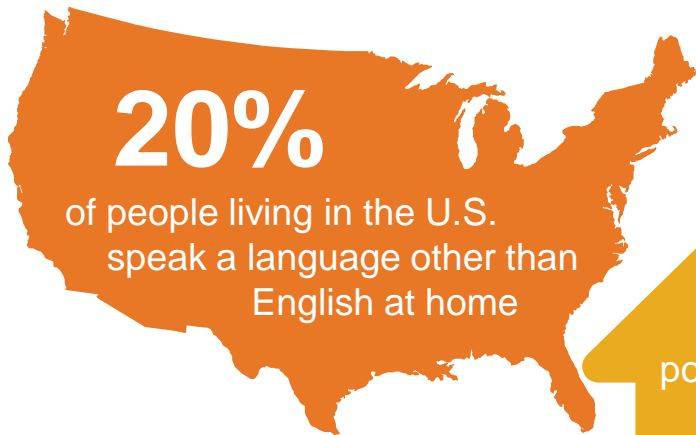
Cultural beliefs about the nature of disease and the human body play an important role in the delivery and outcomes of health services.



Clear Communication



Why communication is key?



Benefits of Clear Communication

Improved Outcomes

Patient Satisfaction

Customer Loyalty

Reduced Potential Waste

Improved Safety and Medication Adherence

Cultural Influences



Cultural Influences

Cultural Remedies / Therapies

Disabilities

Language Skills and Preferences

Privacy Concerns

Clear Communication

Patients thoughts... which may not be spoken out loud

“I tell you I forgot my glasses because I’m ashamed to admit I don’t read very well”

“I don’t know what to ask and am hesitant to ask you”

“When I leave your pharmacy I often don’t know what I should do next”



Healthcare Tips

- Use a variety of instruction methods
- Encourage questions
- Confirm understanding

Clear Communication

Patients thoughts... which may not be spoken out loud

“I am not able to make important decisions by myself”

“I am more comfortable with a provider of the same sex”

“It’s important for me to have a relationship with my healthcare provider”

“I use botanicals and home remedies, but don’t think to tell you”

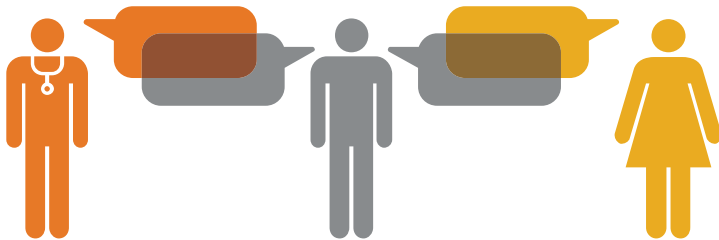


Healthcare Tips

- Confirm decision making preferences
- Offer a colleague of the opposite sex to counsel if available
- Spend a few minutes building rapport
- Ask about the use of home remedies and healers

Using an Interpreter

- Inform the interpreter of specific patient needs
- Hold a brief introductory discussion
 - Your name, organization and nature of the call/visit
 - Reassure the patient about confidentiality
- Allow enough time for the interpreted sessions
- Avoid interrupting during interpretation



Interpreter Tips

- Speak in the first person
- Speak in a normal voice, try not to speak fast or too loudly
- Speak in short sentences
- Avoid acronyms, medical jargon and technical terms
- Face and talk to the patient directly
- Be aware of body language in the cultural context

Cultural Competence The **LGBT*** Community

*Lesbian, Gay, Bisexual
and Transgender



Cultural Competence and LGBT Communities

LGBT patients often experience rejection and abuse – extra effort may be required to make them feel comfortable and in a non-judgmental environment



Healthcare Tips

- Ensure signage or intake form includes verbiage that is safe, judgment free and non-discriminatory
- Policies indicating non-discrimination for sexual and gender identity displayed in common areas
- Listen to how patients refer to themselves and loved ones (pronouns, names)
- Use the same language they use
- If you're unsure, ask questions
- Anticipate that all patients are **NOT** heterosexual
- Use “partner” instead of spouse or boy/girlfriend
- Replace marital status with relationship status on forms

Cultural Competence Refugees and Immigrants



Healthcare for Refugees and Immigrants

Refugees and Immigrants may:

not be familiar with the U.S. healthcare system

experience illness related to life changes

practice spiritual and botanic healing or treatments before seeking U.S. medical advice



Cultural Competence and Immigrants

Immigrants and refugees may have experienced different healthcare models and processes that may not align with the U.S. managed care system



Healthcare Tips

- Explain confidentiality and assure them of HIPAA practices
- Ensure that staff adhere to your policies
- Make HIPAA forms easy to understand, in preferred languages
- Inform patients they may need follow up care
- Explain why a patient may need to be seen by multiple doctors
- Emphasize the importance of medicine adherence and what to do if adverse effects are noted
- Ask if they would like to include family members to assist in making decisions

Cultural Competence Seniors and People with Disabilities



Working With Seniors and Persons With Disabilities

Patient encounters with seniors / people with disabilities

Visual Impairment

Hearing Impairment

Physical Impairment

Caregiver burden / burnout

Disease / multiple medications

Cognitive Impairment / Mental Health

Seniors and patients with disabilities

Patients may have multiple disease states and medications may impact their neuro-cognitive ability. Many may use caregivers processing ability



Healthcare Tips

- Be aware of speech pattern
 - Slow down
 - Speak clearly
 - Use plain language
 - Recommend assistive listening devices
- Obtain a complete medication history
- 12% of active caregivers have their own limitations and many are also seniors
 - Communicate with patient and caregiver
 - Assess for depression, dementia/cognitive ability
 - Ask about caregiver responsibilities and stress levels
 - Offer caregiver support services

Visual Impairment

Disease States reducing visual ability not only reduces the ability to read but patients may experience difficulties with depth perception, glare and loss of independence



Healthcare Tips

- Read important messaging to the patient
- Bright indirect lighting
- Ensure materials have bright, contrasting colors
- Use LARGE, non-serif fonts on labels

Hearing Impairment

Loss of hearing may be gradual , bilateral or only high-frequency
Speaking louder does NOT help

Healthcare Tips

- Provide important messaging to the patient in writing
- Be aware of speech pattern
 - Slow down
 - Speak clearly
 - Use plain language
 - Recommend assistive listening devices
- Face patient at all times
- Speak slowly and enunciate clearly
- Rephrase if necessary
- Do not cover your mouth
- Reduce background noise
 - Air conditioner, TV, hallway noise, etc.

Physical Impairment

Pain and reduced mobility is common due to age and disease states such as Osteoarthritis ,Osteoporosis, Stroke and Injury



Healthcare Tips

- Keep hallways clear
- Provide seating
- Add grab bars/railings where appropriate
- Offer assistance
- Be aware that pain may lead to lack of concentration and confusion

Abuse, Neglect and Exploitation Training



Definitions

Abuse

to intentionally treat (a person) in a harsh or harmful way (physically, emotionally or sexually) or in a way that causes damage

Neglect

the failure to provide or willfully withhold a necessity of life from a dependent individual

Exploitation

the action or fact of treating someone unfairly in order to benefit or profit from the resources of the other

Examples of Abuse

Physical Abuse

- Punching, pinching, hitting, biting
- Burning, cutting, slicing
- Inappropriate physical restraint

Emotional Abuse

- Name calling
- Ridicule and insults
- Coercion and manipulation
- Threats

Sexual Abuse

- Forced inappropriate touching
- Sexual assault
- Rape
- Forced nudity

Indications of Abuse

Physical Abuse

- Unexplained bruises, cuts or welts in various stages of healing
- Unexplained fractures in various stages of healing
- Unexplained burns: cigarette or cigar burns, patterned object burns

Emotional Abuse

- Fear, anxiety, agitation, anger
- Withdrawal
- Depression
- Feeling of hopelessness or helplessness

Sexual Abuse

- Difficulty walking or sitting
- Bruises or bleeding to external genitalia
- Venereal disease
- Pregnancy

Neglect and Exploitation

Indications of Neglect

- Uncared for injury
- Dehydration
- Malnutrition
- Isolation and resignation
- Matted, tangled or dirty hair
- Same clothing everyday
- Soiled clothing or bed
- Fleas or lice

Indications of Exploitation

- Unpaid bills despite means to pay
- Sudden changes in banking practices
- Missing funds or valuables
- Unexplained withdrawals of money by person accompanying victim

Reporting an Incident of Abuse, Neglect or Exploitation

It's important to report any issues that involve abuse, neglect or exploitation of any kind. If there is a potential that someone is at risk, the issue should also be reported.

State websites have contact details and these should be downloaded and displayed in a prominent place for staff's immediate access.



This concludes the Training.
Thank you for your participation.