



Cultural Competency

Provider Education

Aetna KanCare



aetna[®]

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



What is cultural competency?

A process that promotes the ability to effectively and respectfully bridge differences between one's own culture and the culture of others. It includes the development of practices and skills through training and education to ensure that all members receive high-quality, effective services that are respectful and responsive to the needs of diverse Aetna KanCare members served.



Why cultural competency?

- To improve member health and build healthy communities
- To enhance health care interactions with members 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



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 members
- To provide quality care through the lens of cultural diversity



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



Aetna KanCare'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)



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 members
- Ensuring that members are effectively receiving understandable, respectful and timely care compatible with their cultural health beliefs, practices and preferred languages from all Aetna staff
- Honoring member's beliefs, be sensitive to cultural diversity, and foster respect for member's cultural backgrounds. For additional questions, please contact Aetna KanCare directly at 1-855-221-5656

Providers are prohibited from segregating KanCare members from other persons receiving services



When treating a member with a disability:

- Talk to the members 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



When treating a member 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
- Members cannot be charged for interpretation
- Family members should NOT serve as interpreters

When treating a member who is blind or visually impaired:

Provide material in the following formats:

- Auditory
- In Braille
- In large print



When treating a member 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

Tools for provider offices

- Interpreter services- Aetna KanCare 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



Resources

Provider focused cultural competency resources:

- [Health Resources, and Service Administration \(HRSA\)](#)
- [World Institute on Disability \(WID\)](#)

Guide to help provider offices interact more effectively with culturally and linguistically diverse members:

- [U.S. Department of Health and Human Services \(HRSA\)](#)

Free continuing education e-learning programs:

- [U.S. Department of Health & Human Services \(HHS\), Office of Minority Health \(OMH\)](#)



Thank you

