



2018
Cultural Competency &
Diversity Training



Learning Objectives

After completing this training, you will be able to:

- Define and describe Cultural and Linguistic Competency and Cultural Diversity
- Properly demonstrate respect for and identify cultural differences
- Describe FCL Dental's responsibilities with regard to Cultural Competency and Diversity
- Explain how cultural beliefs shape encounters with limited English proficient members
- Demonstrate effective techniques when interacting with other cultures



What is the Purpose of this Training?

- The Annual Cultural Competency Training aims to ensure that:
- FCL Dental meets the unique diverse needs of all members in the populations that we serve.
- The FCL Dental staff values diversity within the organization and for the members that we serve.
- Members with limited English proficiency have their communication needs met.
- Our participating providers fully recognize and are sensitive to the cultural and linguistic differences of the FCL Dental members they serve.



Exploring Cultural Competency

“As the US population becomes more diverse, medical providers and other people involved in health care delivery are interacting with patients/consumers from many different cultural and linguistic backgrounds.

Because culture and language are vital factors in how health care services are delivered and received, it is important that health care organizations and their staff understand and respond with sensitivity to the needs and preferences that culturally and linguistically diverse patients/consumers bring to the health encounter.

Providing Culturally and Linguistically Appropriate Services (CLAS) to these patients has the potential to improve access of care, quality of care, and ultimately health outcomes.”

Source: US Department of Health and Human Services



What is Cultural and Linguistic Competency?

Cultural and Linguistic Competence is a set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals, that enables effective work in cross-cultural situations.

- Culture refers to integrated patterns of human behavior that include the language, thoughts, communications, actions, beliefs, values, and institutions of racial, ethnic, religious, or social groups.
- Competence implies having the capacity to function effectively as an individual and an organization within the context of the cultural beliefs, behaviors, and needs presented.



What is the Importance of Cultural and Linguistic Competency?

- Lack of awareness about cultural differences makes it difficult to understand the needs of all members, resulting in the inability to provide appropriate services.
- Lack of awareness by providers may result in the provider's inability to deliver the best and most appropriate care.
- Despite all of our similarities, fundamental differences among people arise from nationality, ethnicity, and culture as well as from family background and individual experiences.
- These differences affect health beliefs, practices, and behavior on the part of the member, FCL Dental staff, and the provider; they also influence the expectations that we all have of each other.



What is Cultural Diversity?

Cultural Diversity is, “Recognizing and appreciating those human qualities that are different from our own, that are outside the group to which we belong, and are present in other individuals and groups.”

(Source: Workforce America! Managing Employee Diversity as a Vital Resource by Marilyn Loden and Judy B. Rosener)



What are FCL Dental's Objectives for Diversity?

- Attract, develop, and retain a skilled, high performing, diverse population.
- Create and maintain processes that promote an integrated diversity and employee relations strategy across business units.
- Promote a culture that encourages personal development and growth in an inclusive culture.
- Create and maintain effective relationships with diverse communities and businesses.

What are Some Forms of Cultural Diversity?

- Age
- Race
- Ethnicity
- Gender
- Physical capabilities
- Physical qualities
- Sexual orientation
- Educational background
- Location of upbringing
- Current geographical location
- Income
- Socio-economic status
- Marital or partnership status
- Parental status
- Religious/spiritual beliefs
- Work experience



How Do We Become Aware of and Honor the Cultural Differences of Others?

Our awareness of the diversity around us becomes real when we become aware of our own ethnocentrism - the tendency to regard the beliefs, standards and codes of behavior of one's own culture or subculture as superior to those of other societies.

To become more culturally aware and to honor differences we must:

- Pay attention to the differences and similarities that exist among diverse people.
- Get in touch with what others want from us in our dealings with each other.
- Learn to recognize and support others' values, perceptions and cultural heritage.



Example: Native American Diversity

Some Native American tribes, such as the Coeur d'Alene Tribe, demonstrate respect for the person asking a question by hesitating, sometimes for several seconds, before responding. This shows that the person responding has thought about the question and has given it the appropriate contemplation and value. Giving them the time to respond also demonstrates that the person asking the question values the person being asked.

If the speaker seems confused or unsure, try these conversation starters and allow time for a response:

- “It seems that you are not comfortable with what I have said.”
- ”What are you thinking?”
- “Is there something that I haven’t explained very well?”

This demonstrates that you have assumed responsibility for the communication and that you are open to what the speaker has to say.

When Interacting with Other Cultures

Body language and tone of voice are just as important as what is being said. Consider these strategies:

- Be aware that different cultures have differences in tone and body language. Be sensitive to your listener.
- Show empathy.
 - This results in the speaker sharing more information as well as the speaker sensing you care about him or her.
- Ask open-ended or broad questions.
 - Failure to do so often results in an answer to only what was asked and fails to draw out more information.



FCL Dental Works to Ensure Cultural Competency By:

- **Ensuring that members receive effective, understandable, and respectful care.**
 - Effective care results in positive outcomes for the member including satisfaction and appropriate service.
 - Respectful care includes taking into consideration the values, preferences, and expressed needs of the member.
 - Understandable care involves communicating in the preferred language of members and ensuring that they understand.



FCL Dental Works to Ensure Cultural Competency By:

- **Implementing strategies to recruit, retain, and promote a diverse staff that represent the demographics of the service area at all levels of the organization.**
 - FCL Dental recruits diverse, talented staff to work at all levels of the organization.
 - For example, Spanish is the most common translation service required in Florida, followed by Creole. When hiring staff for this office, FCL Dental seeks bilingual talent to provide translation services for these languages.
 - FCL Dental does not discriminate with regard to age, race, color, national origin, ancestry, sexual orientation, religion, gender, disability, veteran status, genetic information or any other category protected by law when hiring staff.



FCL Dental Works to Ensure Cultural Competency By:

- **Ensuring that staff receive ongoing education and training in culturally and linguistically appropriate service delivery.**
 - FCL Dental provides Cultural Competency training and a copy of the program to all FCL Dental staff upon hire and annually thereafter.
 - FCL Dental's Cultural Competency Program information is provided to all contracted providers in their FCL Provider Reference Manual.



FCL Dental Works to Ensure Cultural Competency By:

- **Offering and providing language assistance services at no extra charge for the member. Offerings include the following:**
 - Multilingual staff.
 - Telephone interpreter services to be used when services are needed for infrequently encountered languages.
 - Hiring bilingual staff for departments that have direct contact with members to meet the needs identified. These include, but are not limited to, Member Services, Utilization Management, and Complaints, Grievance and Appeals.



FCL Dental Works to Ensure Cultural Competency By:

- **Providing written notices to members in their preferred language when necessary.**
 - Strategies include providing brochures, booklets, outreach materials, and other materials that are routinely distributed to the public in regularly encountered languages.
- **Assuring the competence of language assistance by utilizing interpreters and bilingual staff. This enables FCL Dental to:**
 - Ensure complete, accurate, impartial, and confidential communication.
 - Avoid family, friends or other relatives serving as interpreters.



FCL Dental Works to Ensure Cultural Competency By:

- **Ensuring that appeal, complaint and grievance resolution processes are culturally and linguistically sensitive in an effort to identify, prevent, and resolve cross-cultural conflicts or complaints by members.**



FCL Dental Works to Ensure Cultural Competency By:

- **Ensuring diversity and suitability of the FCL Dental provider network.**
 - FCL Dental contracts its provider network to ensure that the network includes a diverse array of providers to care for the population served.
 - FCL Dental builds an effective network for the various lines of business, intending to have providers and supportive services that value diversity and are committed to serving people of ethnic and racial minorities.
 - All providers are required to provide services in a culturally competent manner through contractual obligations as well as through training materials provided to the provider community and their staff.
 - FCL Dental captures information from providers regarding their language abilities as well as their staff's language abilities. This information is maintained and provided to members so that members can choose providers that speak their language of choice.



Strategies for Cultural Interactions

When working with those whose beliefs, standards and codes of behavior are different, consider the following:

- Respect all members as individuals, then as members of a minority status and of a specific ethnic group.
- Never assume that a person's ethnic identity tells you anything about his or her cultural values or patterns of behavior.
- Treat all “facts” you have heard or read about cultural values and traits as hypotheses, to be tested anew with each member.
- Turn facts into questions.
- Listen with empathy and care for what the member is saying.



Strategies for Cultural Interactions (cont.)

- **Be empathetic and understanding of the member's perception of the problem or question.**
 - Explain your perception of the problem or question to make sure that you both are understanding the situation the same way.
 - Acknowledge and discuss the differences and similarities.
 - Offer and recommend various alternatives and solutions.



Strategies for Cultural Interactions (cont.)

As a company dedicated to providing all of its members with superior service, FCL Dental provides services to members of all cultures, races, ethnic backgrounds and religions in a manner that respects the worth of individuals and preserves their dignity.

FCL Dental is committed to ensuring that its staff and participating providers, as well as its policies and infrastructure, are attuned to meeting the diverse needs of all members and follows national Culturally and Linguistically Appropriate Services (CLAS) guidelines.