

CULTURAL COMPETENCY PLAN REFORM AND NON-REFORM COUNTIES

MISSION STATEMENT

Medica Health Plans of Florida, Inc.'s Cultural Competency Plan (CCP) insures that the Plan meets the needs of its diverse enrollee population as required by CFR 438.206 and the State of Florida Medicaid Program. The Cultural Competency Plan is designed to insure that the providers and employees of Medica Health Plans of Florida, Inc. value diversity within the organization and make sure that Plan's enrollees receive services consistent with their cultural diversity and ensure linguistic access to all enrollees. Medica Health Plans of Florida, Inc. will review and update, if indicated, its CCP on a yearly bases to ensure the Program meets the needs of enrollees, employees and provider network. Medica Health Plans of Florida, Inc. has integrated the following standards from the National Center for Cultural Competence:

- ✓ Have a defined set of values and principles, and demonstrate behaviors, attitudes, policies and structures that enable them to work effectively cross-culturally.
- ✓ Have the capacity to (1) value diversity, (2) conduct self-assessment, (3) manage the dynamics of difference, (4) acquire and institutionalize cultural knowledge and (5) adapt to diversity and the cultural contexts of the communities they serve.
- ✓ Incorporate the above in all aspects of policymaking, administration, practice, service delivery and involved systematically consumers, key stakeholders and communities.

Objectives of the Cultural Diversity Plan include, but are not limited to:

1. Identifying enrollees that have potential cultural or linguistic requirements for which alternative communication methods are necessary. This will be accomplished through various resources e.g., Language and Ethnicity Reports, member feedback, provider satisfaction surveys, complaints.
2. Providing culturally sensitive and appropriate materials based on the enrollee's race, ethnicity and primary language utilizing Language and Ethnicity Reports, as well as, the State files.
3. Securing and making available resources that meet the diverse language and communication barriers that exist in the Plan's enrollee population.
4. Engage providers to care and recognize the diverse needs of the population; process includes use on website, Provider Manual and on-site physician training by Provider Relations.
5. Educating employees at all levels to value the diverse cultural and linguistic differences in the organization and the population, it serves upon hiring, and at a minimum, annually through the Human Resources Department and their Managing Diversity Training.

The Cultural Competency Program's goals are to improve communication to enrollees for whom cultural and/or linguistic barriers exist, decrease health care disparities among the population served

by the Plan and improve employee understanding and sensitivity to cultural diversity within the organization and the enrollee population and integrate cultural competency into the provider network. Cultural Competency Plan activities, including reports, are submitted to the Quality Improvement Committee and Board of Directors. Reports include, gaps in programs and/or services, complaints, performance improvement interventions and outcomes based on problem resolutions to reduce disparities.

Components of the Cultural Competency Program include:

1. Data Analysis

- a. Quarterly needs assessment in the service area utilizing state supplied data for the Medicaid program
- b. Bi-annual analysis of claims and encounter data to identify the health care needs of the population
- c. Bi-annual evaluates data on race, ethnicity and language spoken for enrollees to ensure quality and satisfaction.

2. Community based support

Outreach to community based organizations, which support minorities, and the disabled to be sure that the existing resource for enrollees are being utilized to their full potential.

3. Diversity of Providers and Employees

The Plan recruits diverse providers and employees and does not discriminate with regards to race, religion or ethnic background when contracting providers or hiring employees. Bilingual employees are hired for areas that have direct enrollee contact.

Providers are listed in the directory identifying language they speak so that the enrollees can choose a provider that speaks their primary language and the providers are educated on the Cultural Competency Plan through the Provider Manual, as well as accessing the Cultural Competency Plan via the website (www.ezcaremhpf.com). Provider training, conducted by Provider Relations, is given initially when the provider joins the Plan and thereafter, at a minimum, annually. The Cultural Competency Plan may be requested at no cost by calling Medica Health Plans of Florida, Inc.'s Provider Relations Department.

Cultural competence requires individual providers at minimum to:

- ✓ Acknowledge patients' cultural differences
- ✓ Provide patient centered care
- ✓ Negotiate treatment options in a culturally sensitive way
- ✓ Understand your own culture
- ✓ Engage in self-assessment
- ✓ Acquire cultural knowledge and skills
- ✓ View behavior within a cultural context

Culturally and linguistically competent practices require providers to modify approaches to:

- ✓ Assessment and diagnostic protocols
- ✓ Treatment and interventions
- ✓ Medication protocols
- ✓ Health education and counseling
- ✓ Consulting with tradition/indigenous practitioners and natural healers
- ✓ Reduce barriers to critical health information
- ✓ Use of professional interpreters, if applicable

4. Linguistic Service

Through training of employees and providers, and quality improvement monitoring and policies Medica Health Plans of Florida reviews and revises procedures for delivery of culturally competent services. This delivery of services includes interpretation services at no cost when accessing covered benefits for enrollees and providers. This service is arranged through the Member Service Department for enrollees and through the Medical Management Department when requested by a provider who services an eligible enrollee. This includes sign language service for the hearing impaired when needed as well as access to TTY/TDD lines.

Through the Human Resources Department's Managing Diversity Program via Video and PowerPoint presentations, every employee is empowered to recognize the diverse cultural and linguistic difference in the organization and the enrollees served.

Medica Health Plans of Florida, Inc.'s Cultural Competency Plan will provide services to enrollees of all cultures, races, religions, and disabilities in a method that provides worth and preserves the dignity of each individual.