Culturally Competent Care
The Bilingual Spanish Module
“Centro de Salud”
San Francisco Kaiser Permanente Medical Center

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Demographics

- Spanish: second most common spoken language
- Most rapidly growing ethnic group
- Hispanics of all races represent 13.3 percent of the U.S. population, about 37.4 million individuals. The Census Bureau projects that by the year 2040 there will be 87.5 million Hispanic individuals, comprising 22.3 percent of the population.

U.S. Census Bureau, Census 2000 summary
Demographics

Figure 1. **Hispanics by Origin: 2002** (In percent)

- Mexican: 66.9
- Central and South American: 14.3
- Puerto Rican: 8.6
- Cuban: 3.7
- Other Hispanic: 6.5

Demographic changes in Northern California

San Francisco Bay Area
2003 Hispanic population: 113,109
2008 projection: 119,155
Growth rate: 5.3%

Northern California Region
2003 Hispanic population: 2,501,964
2008 projection: 2,834,522
Growth Rate: 13.3%

source: KP Marketing, Claritas 2003
Health Care Challenges

• Language barriers & differences in cultural values can negatively influence\(^1,2\):
  – medication adherence
  – self-management of chronic disease
  – overall health outcomes

• Costs $76 Billion annually

2. Journal of General Internal Medicine, 1998; 13
Challenges

**Kaiser research: Nancy Gordon, DOR**

- Findings indicate that educational attainment is a stronger prediction of health status than socioeconomic status or race/ethnicity.
- Latinos have a higher percentage of women who did not complete high school and lower percentages with at least some post-secondary education.
- Latinos may have higher prevalence of health risks or health problems than Whites based on higher percentages with less than college education.
Challenges

Pharmacy Study on Centro de Salud:
- 120 patients interviewed in the waiting room
  - Middle school education or less: 87%
  - Gender: Female 62%
  - Family income = $10-30K: 43%
- 48% non-adherent
  - Influencing factors:
    - Not understanding side effects
    - Alternative therapies/ folk medicine
    - Friend/family influence
    - Belief uncontrollable disease
    - Low Health Literacy
- >80% prefer counseling
  - In their own language
  - Latino provider
  - Benefit from a Spanish speaking pharmacist
Kaiser Permanente San Francisco

- Tertiary care center
- Cardiac referral & renal transplant referral center
- 275 Beds
- Outpatient services for over 160,000 members
- Focus on diversity
  - Chinese Module
  - Spanish Module
Our History

- Centro de Salud, Kaiser San Francisco’s first bilingual clinic, was established on September 18th, 1997
- Mission: To provide excellent service to San Francisco’s growing Latino population
- Centro de Salud is one of five modules that comprise the facility’s Department of Internal Medicine
- The module cares for 20,800 patients from all over the world
Kaiser San Francisco Spanish Module

- Office located in Kaiser Permanente San Francisco Medical Center
- 18 bilingual providers

Serves the Spanish speaking and Latino population

- Almost 15% of Kaiser Permanente San Francisco’s population
Spanish Module Team Members

• 10 Board Certified Internists
• 1 Board Certified Family Practitioners
• 1 Nurse Practitioner
• 12 Medical Assistants
• 1 Diabetes RN Case Manager
• 1 Chronic Conditions RN Case Manager
• 1 Behavioral Medicine Specialist
• 1 Clinical Health Educator
• 1 Physical Therapist
• 1 Charge/ Triage RN
• 1 Unit Manager

ALL physicians & support staff are bilingual
BSM Module Provides Culturally Competent Care

- Bilingual Receptionist & support staff
- Address Cultural issues
- Direct communication with bilingual physicians
- Provide key bilingual patient education materials
- Written explanations of laboratory results in Spanish
- Bilingual physician Biographies
- Pharmacists provide medication counseling in Spanish in one of our satellite pharmacies
Culturally Competent Care
Outside of BSM in SFMC

• Bilingual physicians are available in other clinical departments: Psychiatry, Obstetrics and Gynecology, Urology, Pediatrics
• Certified interpreters and QBS personnel available for visits in other clinical departments
• Prescription labels in Spanish
• A Provider’s Handbook on Culturally Competent Care is available to educate all providers in the medical center
A PROVIDER'S HANDBOOK
ON
CULTURALLY COMPETENT CARE
LATINO POPULATION
Kaiser Permanente National Diversity Council and the Permanente National Diversity Department
Outreach to Latino members

- Biannual Bilingual Newsletter to promote disease prevention & health maintenance;
- Pre-Diabetes, Diabetes, Cholesterol, Hypertension classes in Spanish;
- Clinical Lecture series in the Latino community;
- “La Guia en Espanol”: online health information @ kp.org/espanol;
- On-line “Healthy Lifestyle” program in Spanish;
- Collaboration with the American Heart Association, American Cancer Society, American Diabetes Association targeting Latinas ages 20 to 50 yrs old.
Improve Physician Satisfaction

- Availability of bilingual, bicultural support staff
- Assurance of culturally competent cross-coverage during time off
- Ability to improve the quality of care to Latino patients
- A sense of fulfillment
Centro de Salud assessment, 2002

- Focus groups held through Marketing Department
- Findings:
  1. Module members more likely to renew their membership
  2. Centro de Salud members say it is easier to get high quality care in Spanish at Kaiser SF
3. Module members are consistently more satisfied and give higher ratings for their care and access to services than comparable non-module members

4. Quotes: “Because of the Module, I am very happy. Thank you very much Kaiser”, “I would switch plans if KP no longer offered the Module”
Future Strategies

• Better evaluate the efficacy of our current programs;
• Utilize our patient population demographics, educational programs, and Information Technology to become a research leader for the Latino community;
• Coordinate with ongoing national research programs at NIH, ADA, National Diabetes Education Project.
Providing Culturally Competent Care Challenges?

• Bilingual hotline for appointments and medical advice
• Clinical research to tailor advice and therapy in a culturally competent way i.e. recent study done on our unit by Pharmacy Resident Veronica Castillo showed lack of adherence to medical treatment due to multiple factors
• Providing more time for providers to care of patients with second language and cultural barriers