Using Data To Build
A Bridge to The Future

A PRESENTATION FOR
National Hispanic Medical Association
Our Story

A CALLING. REALIZED.

• Migrated to the U.S. as a Child
• Mother’s Illness Forced Action
• Experience Left Impact
• Years Later, Still No Change

Woman Owned Business
Minority Owned Business
Hispanic Community Growth & The Impact on Healthcare

• The increase of Hispanics in our communities & hospitals has been a catalyst for change.
  
  ▪ According to this Census Bureau projection, there will be more than 111 million people of Hispanic descent in the U.S. by 2060, 28.6% of the total population.
Hispanic Healthcare Impact (cont.)

• Despite the passage of the Affordable Care Act, the Latino community continues to suffer from persistent health disparities, unaffordable coverage and lack cultural appropriate education and services.
• 29 million uninsured in the U.S. — 30% of them are Latinos.
• 11 million undocumented immigrants unable to gain insurance coverage or services, even though they are part of the workforce.

*Source: Latinos for Healthcare Equity, 2018; www.latinoshe.org
Challenges of Striving for Equitable Care

• **Provider Miscommunication:**
  - 6 in 10 Hispanic adults have had a difficult time communicating with a healthcare provider because of a language or cultural barrier.*

• **Federal Manage**
  - Hospitals/Healthcare Organizations are required by law to provide interpreters to any patient needing one. However, they are often relying on a bilingual staff member or the patient's family for fear that delaying care may put a patient's life in danger.**

• **Mistakes Abound**
  - *Annals of Emergency Medicine* analyzed audio recordings from visits at two large pediatric Eds and found thousands of interpretation mistakes, even when the hospitals used professional interpreters.
  - Of these mistakes, 18% had potentially harmful consequences. Mistakes were much less frequent among professional medical interpreters who had at least 100 hours of training.
You Can’t Manage What You Can’t See

• Lack of Operational Visibility & Costs
• Healthcare systems have limited visibility to know what they were spending and how they were spending it.
  ▪ C.L.I.Q. tracks overall spend, system usage and engagement data
• More than 70% or healthcare organizations who implemented a process for data analysis reported financial performance, reduced risks and overall increases in productivity (*Harvard Business Review*)
• Through data driven solutions, you can:
  ▪ Better manage costs
  ▪ Be more efficient
  ▪ Be compliant with federal mandates
Examine the patient demographic compared to your overall community

• Hospitals are actively collecting patient demographic data — 98% on race, 95% on ethnicity and 94% on primary language.

• There were significant increases in the use of race, ethnicity, primary language and gender data to identify gaps in care (average increase of 10% since 2013).

• Hospitals have made substantial progress in using data on readmissions, clinical quality indicators and other areas to identify disparities in treatment and outcome, but more work remains.
Gather & Monitor Data

- Patient Satisfaction
- Loyalty Scores
- Patient Experience Scores
- HCAHPS Scores
- Downstream Cases
- Patient Volume
- Referrals

![Graph showing data analysis](image)
Evaluate Information Flow

Coordinate the flow of important medical information from the following entities:

- Hospital
- Labs
- Patient
- Imaging
- Physician
- Therapy
- Home Health
- Specialist
Establishing a Data Driven Plan

- Examine the patient demographic compared to your overall community
- Gather and Monitor Data
- Evaluate the resources available to your organization
- Develop strategic responses warranted from the observed data
Evaluate Your Resources Available

• Healthcare organizations should have access to Language Services through a variety of channels to ensure timely access.
  • CulturaLink clients have access to scheduled or on-demand services through a single pane of glass via phone, video or on-site interpretation, as well as document translation and localization services.

• Operations teams can evaluate the spending and track the outcomes.
  • Our platform delivers all of this with unparalleled access to reporting and analytical data that allows clients to track overall spend, system usage and engagement data through a powerful, secure and versatile platform.

• The collected data through C.L.I.Q. is leveraged by CulturaLink’s Patient Navigator program
Leveraging Navigator or a similar Program

Set data driven program goals to include:

✧ Increasing Cultural Competence of Workforce
✧ Increase Hispanic Patient Volume
✧ Capture Hispanic Patient Loyalty
✧ Increase Hispanic Patient Satisfaction Scores
DEFINING SUCCESS

Core Competencies of Patient Navigator

- Cultural Competence
- Professional/Ethical
- Understands Health Benefits & Barriers
- Psychology of Illness
- Interaction and Communication Skills
- Care Coordination
- Disease Specific Knowledge
- Healthcare System and Structure
- Utilizes Resources
- Patient Assessment
- Patient Education
- Seeks to Improve Systems
The Bridge to the Future is about Eliminating Disparities
About CulturaLink

✓ Integrated diversity, inclusion, and cultural competence consulting and language company.

✓ Consultative approach provides best-in-class solutions to help you build understanding and improve results.

✓ Our team of experts serve healthcare providers and health related companies across the U.S. We partner to bring you a new level of understanding and impact.

✓ Woman and minority owned and operated business.

✓ Together, we connect cultures and improve healthcare.