

First Coast Advantage

Cultural Competency Plan

2009 - 2010



Introduction

Florida's Agency for Health Care Administration (AHCA) launched a Medicaid reform pilot program in July 2006 for Duval County. In response to the state's initiative, Shands Jacksonville Medical Center established a Provider Service Network called First Coast Advantage.

The First Coast Advantage Network includes some of the area's finest healthcare providers, including Shands Healthcare, University of Florida physicians, Duval County Health Department, Wolfson Children's Hospital, Baptist Medical Centers, Nemours Children's Clinic, Brooks Rehabilitation Hospital and others.

Mission statement

Our mission is to meet patient care needs and exceed member expectations by becoming a highly respected and trusted Plan among the Florida Medicaid community. We will achieve this through communication, advocacy, facilitation and education.

Vision statement

First Coast Advantage is committed to providing access to high quality care and services in a culturally competent and sensitive manner while empowering members to take ownership of their healthcare needs.



Our logo:

The graphic picture associated with the First Coast Advantage logo encompasses multiple meanings. Primarily it represents a family covered by the First Coast Advantage Plan. The three sizes in the logo indicate that the Plan provides for all family members. The arching effect of the picture shows "coverage". Additionally, the symbol can be interpreted as the staff and providers working together in harmony to provide the best healthcare possible. It represents the "human and humane" side of the Plan. The soft colors (green and grey) that make up the logo also emphasize the approachability of the Plan and conveys a partnership in healthcare between the member, the provider and First Coast Advantage.

Overview

Purpose

The purpose of this Plan is to ensure First Coast Advantage meets the diverse needs of all its members in the delivery of services to all segments of our population. First Coast Advantage offers quality services to underserved racial and ethnic groups through the integration of acceptable cultural attitudes, beliefs, and practices. This is achieved by developing and promoting the necessary skills and practices to ensure that healthcare services are delivered in a culturally competent and sensitive manner.

Goals

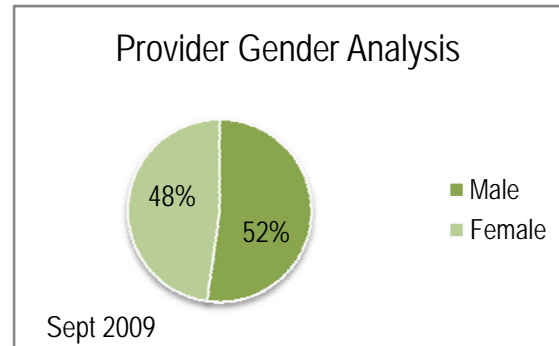
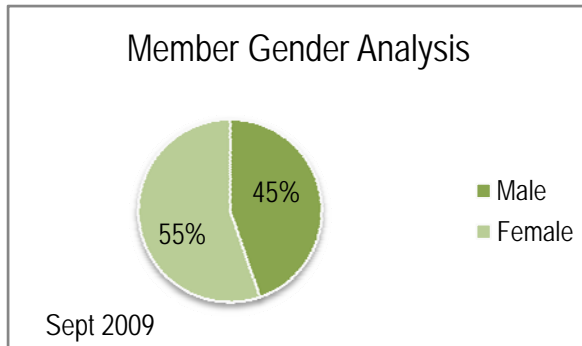
The goals of the Cultural Competency Plan are to:

- Improve communication with members having diverse cultural backgrounds and whose primary language is other than English.
 - Offer culturally sensitive materials based on the member's race and primary language spoken.
 - Offer a choice of providers' who are culturally and linguistically diversified to meet the communication needs that exist in our population.
- Improve staff and providers understanding and sensitivity to cultural diversity by effectively providing services to people of all cultures, races, ethnic backgrounds and religions.
 - Provide customer service to members in all languages via interpreter services.
 - Encourage providers to listen and ask relevant questions as to how the family and culture influences a member's opinions in considering treatment options.

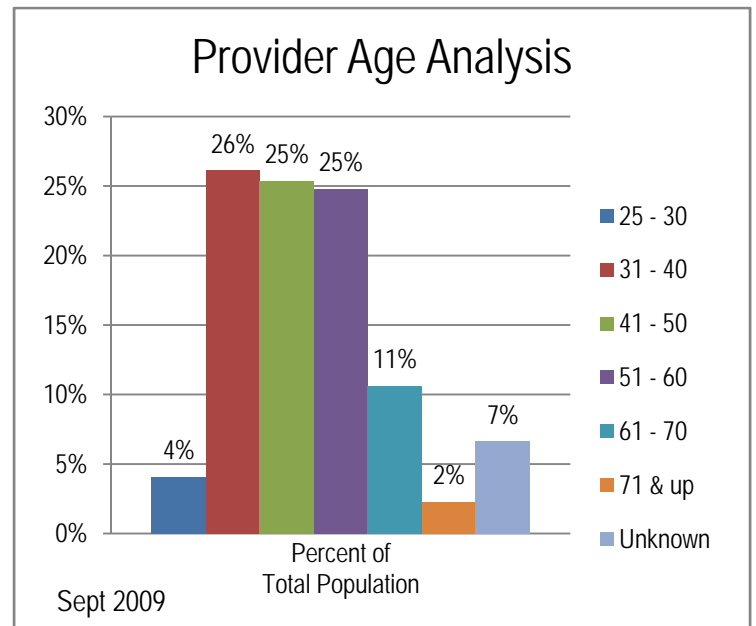
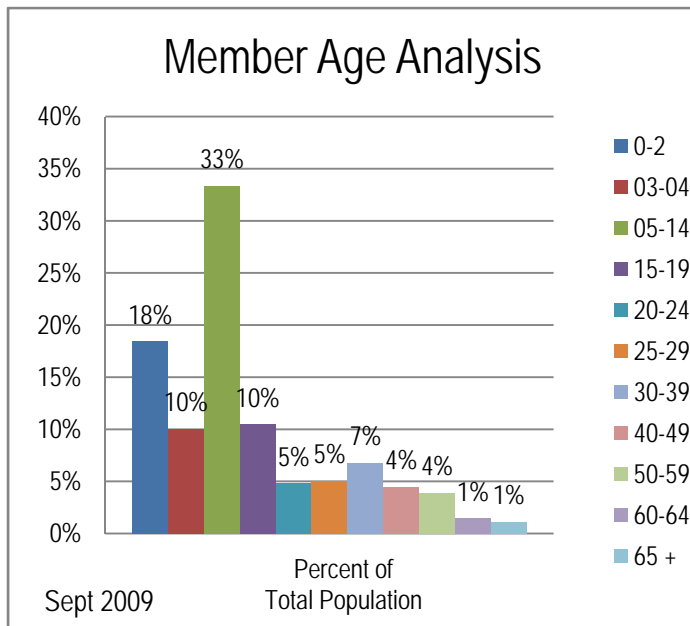
Data Analysis

Assessments of the demographic profile of the population served will be incorporated into the development of prevention, education and outreach activities required for Performance Improvement Plans. By identifying the healthcare needs of the population, members are medically managed through First Coast Advantage Disease Management Programs. Case Managers will assist members with learning about their illness with healthy tips and educational materials that may help prevent future problems.

Gender Analysis FY 09-10

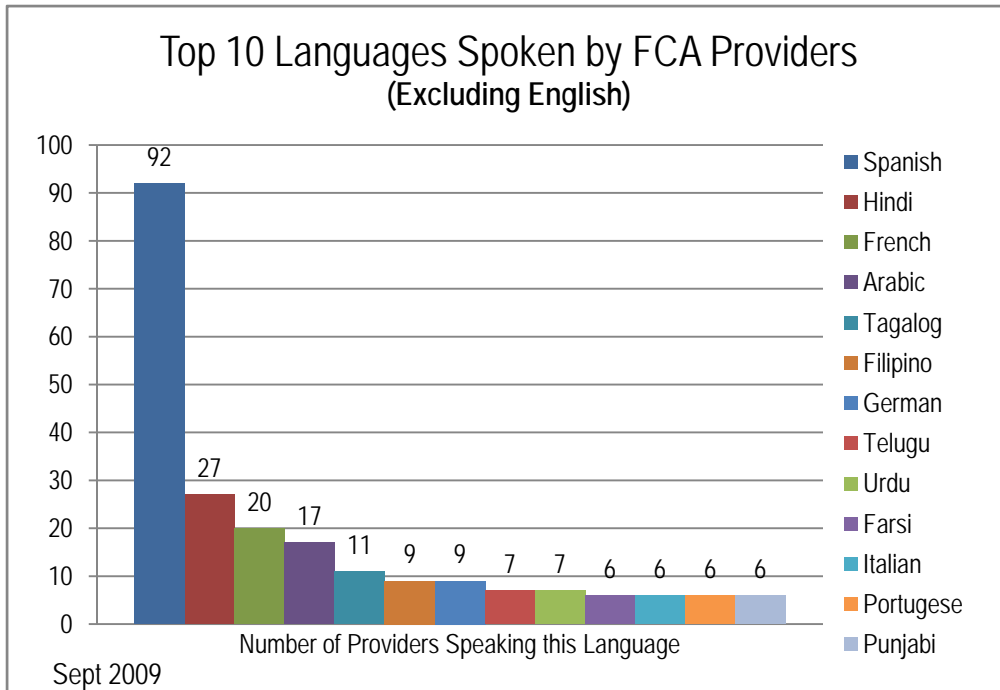
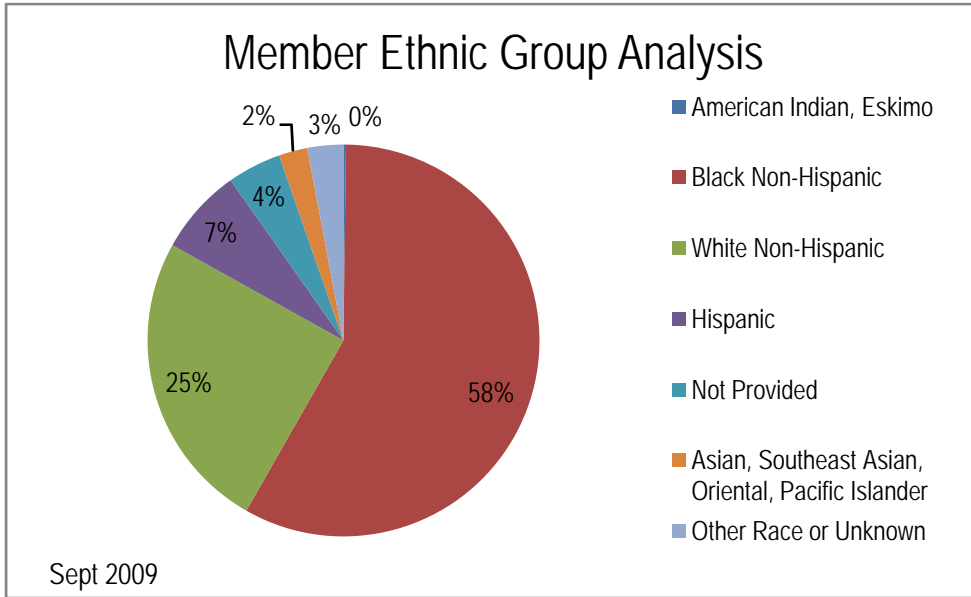


Age Analysis FY 09-10



Data Analysis

Ethnic Group Analysis FY 09-10



Components

The components of the Cultural Competency Plan include:

Diversity of the Provider Network

- First Coast Advantage providers' credentialing application for appointment will indicate if they speak a second language. This information will be printed in the Provider Directory *and* posted on the First Coast Advantage website.
- In the event the member's primary physician has an extended absence, every effort will be made to sustain continuity of care with *a* culturally sensitive provider within our network.

Diversity of the Health Plans Staff and Associates

- First Coast Advantage is an Equal Opportunity Employer and does not discriminate against its employees or applicants for employment because of race, color, religion, sex, age, national origin, disability, or any other basis prohibited by law. Bilingual member and provider services are also offered free of charge for all foreign languages.

Provider Contracting

- A non-discrimination "Acceptance of members" clause is in all provider contracts which stipulates that the provider shall not discriminate in the treatment of members in the quantity, quality or type of services delivered, or in any other manner, on the basis of race, color, gender, disability, handicap, sexual orientation, age, religion, national origin, ancestry, Vietnam-era veteran's status, political affiliation, place of residence, health status, need for health services, source of payment for services rendered, or participation in a publicly financed program. The provider shall observe, protect, and promote the rights of members as clients. The provider also acknowledges that members have a right to be treated with respect and recognition of their dignity and need for privacy while participating with their provider in decision-making regarding their treatment planning.

Components

Education

- First Coast Advantage requires all staff upon hire, and annually thereafter, to complete Diversity and Cultural Competency Training. Per the provider contract, providers' offices will be responsible for providing cultural competency training for all office personnel and staff. First Coast Advantage will track the number of individuals receiving training and the provider offices will make available documentation of training. Community providers that do not have access to Diversity Training will be given the opportunity to attend the University of Florida's training provided through their Human Resources department. Acknowledgement of the training will be provided to First Coast Advantage for inclusion into the providers' credentialing file.
- To ensure that all culturally-diverse individuals have an opportunity to receive Plan information on First Coast Advantage, the community outreach team will assist with materials and information either utilizing an interpreter, or a third party family member to translate the materials.
- First Coast Advantage will make available easily understood member related materials and post signage in the languages of the commonly encountered ethnic groups represented in the service area.
- Members have a right to voice complaints or file a grievance about a provider or the care they were provided by completing a Grievance and Appeal Form. The Quality Improvement department tracks and trends the number of complaints based on cultural factors that impact service outcomes. This information is used in the development of new programs, outcome measures, and educational materials in areas relating to quality improvement.

Components

Language Services

- At first contact with a newly enrolled member, and during the Health Risk Assessment (HRA), the First Coast Advantage Member Service representative will ask about any language, hearing, or vision impairments which may affect the member. This is documented in the HRA and the PCP and office staff is advised of any language barriers and/or vision/hearing impairment.
- Members may receive interpreter services, including verbal translation and sign language for the hearing impaired, at no cost when they access covered services through one of the First Coast Advantage network providers.
- Telephone system adaptations are used to communicate with members whom require the use of a TTY/TDD line for the hearing impaired.

Written Materials

- All written materials shall be available to members in English and Spanish. Approximately nine percent (9%) or less of First Coast Advantage's total population speaks a foreign language, with about seven percent (7%) speaking Spanish. All written materials mailed to members include a statement in Spanish that if translation services are needed to contact the Member Services department for assistance.
- Resources and Plan materials made available to members in written format or via the First Coast Advantage website will be at or near a fourth grade reading comprehension level.
- Behavioral Health members will be surveyed annually to assess their satisfaction with the behavioral health services they are receiving along with their satisfaction with the Plan. Questions regarding the office staff and provider sensitivity of the cultural and ethnic background will be included. Satisfaction surveys are conducted in both

English and Spanish. The survey questions are written at or close to a grade 4 reading level

Components

Community-based Support

- The First Coast Advantage community outreach team to community-based organizations which support minorities and ensure potential member's have adequate and appropriate access to First Coast Advantage resources.
- The First Coast Advantage community outreach team participates in events or activities affiliated with a club, religious organization, arts or cultural association that promotes and contributes to the health and well-being of First Coast Advantage members and its surrounding community.

Executive Summary

The delivery of culturally-competent healthcare services requires healthcare providers and employees to possess a set of attitudes, skills, behaviors and policies which allow the Health Plan and staff to work effectively in cross-cultural situations.

The First Coast Advantage Cultural Competency Plan will:

1. Be integrated into the overall organization and provider network.
2. Ensure that services are provided in a culturally diversified competent and sensitive manner.
3. Have policies and procedures that respect and respond to the service needs of the members and their families.
4. Ensure that services are provided to all First Coast Advantage members, including those with limited English proficiency.
5. Describe how the First Coast Advantage staff, providers and systems will effectively provide services to people of all cultures, races, ethnic backgrounds and religions in a manner that recognizes values, affirms and respects the worth of individuals, and protects and preserves the dignity of each member.
6. Summary is distributed to providers in the provider manual and a full copy of the Plan can be found on the First Coast Advantage website at www.firstcoastadvantage.com

The Cultural Competency Plan provides that:

1. Providers will be given access to translation services for all members to minimize communication barriers of the delivery of services.
2. Members of the provider network or their staff who speak a second language other than English are noted in the provider directory.
3. Network providers are required to be aware of and comply with the network Cultural Competency Plan.
4. First Coast Advantage's contract manager and provider relations team will educate providers on how to obtain information and materials related to cultural competency and awareness.
5. First Coast Advantage will make available written materials in alternative formats for members who are hearing and visually impaired or have limited reading proficiency.
6. All written materials for members will be made available in English and Spanish. Resources and Plan materials will be at or near a fourth grade reading comprehension level.

First Coast Advantage Cultural Competency Plan Commitment Statement

Plan Employees, Providers, and Subcontractors of First Coast Advantage are committed to providing access to high quality care and services in a culturally competent and sensitive manner while empowering members to take ownership of their healthcare needs.

I have reviewed the First Coast Advantage Cultural Competency Plan. I agree that I have read and will abide by the standards outlined.

I _____, am committed to excellence by adhering to the
(Please print name) FCA Cultural Competency Plan.

Signature: _____

Title: _____

Date: _____

Clinic Name or Office Location: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Please complete this page return via fax to (904)244-9409 or mail to:

First Coast Advantage
580 West 8th Street, T-20
Jacksonville, FL 32209

If you have any questions regarding the Cultural Competency Plan please contact First Coast Advantage Provider Services at 1-866-270-2468.