# LearnSource 350691 Cultural Awareness and Meaningful Access (new hire)

# Cultural Awareness and Meaningful Access (new hire)





People from around the world come to live in the United States. They bring with them unique customs, languages and cultural differences.

The goal of this training is to increase your cultural awareness. We embrace these differences and we want to demonstrate cultural awareness in every customer encounter.

Click: What Will I Learn?



This training consists of two parts:

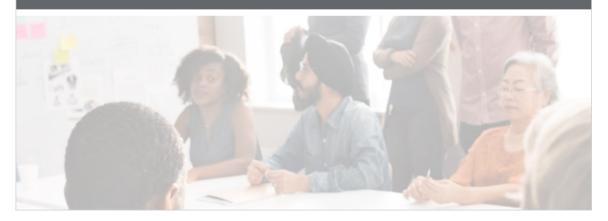
Part One: Cultural Awareness

Part Two: Nondiscrimination and Meaningful Access (Section 1557 of the Affordable Care Act) In this course, you will learn to:

- Describe the influence of cultural awareness in our daily lives
- Recall the guidelines for demonstrating cultural sensitivity
- Describe interpretation services available for non-English speaking customers
- Explain your understanding of Section 1557 of the Affordable Care Act
- Successfully complete the test at the end of the course

#### Part One

# **Cultural Awareness**





#### What is Cultural Awareness?

**Culture** refers to integrated patterns of human behavior that include the language, thoughts, actions, customs, beliefs, values and institutions that unite a group of people.

**Cultural awareness** is the practice of effectively interacting with people from different cultures. It is being aware that cultural differences and similarities exist and have an effect on values, learning and behavior.





**Pop-up text:** Cultural awareness consists of (click the marker to reveal) Valuing and recognizing the importance of one's own culture

- Valuing diversity
- Realizing that cultural diversity will affect an individual's communication and participation in education in various ways
- A willingness to adapt one's communication and behaviors to be compatible with another's cultural norms
- A willingness to learn about the traditions and characteristics of other cultures

Culture influences many aspects of our lives. Let's look at two aspects:

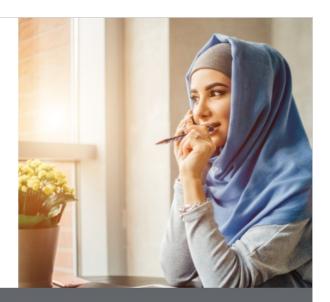
- Healthcare or Prescription
   Decisions
- Language



#### Healthcare or Prescription Decisions

Culture can affect the ways people think about health and healing, as well as beliefs about the causes of illnesses and diseases.

It can also affect the way people view their healthcare providers and how they may act when needing assistance with health-related issues, including healthcare and prescription-related decisions.

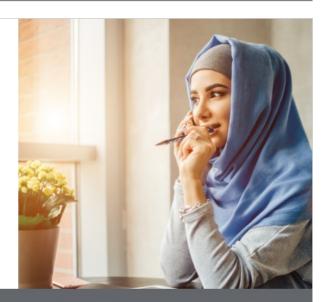


Culture impacts every interaction we have with our customers.

#### Language

Cultural sensitivity is having the awareness of cultural differences and similarities and the effect they have on values, learning and behavior. Within cultures there are many languages spoken.

While the last U.S. Census data listed English as the number one spoken language, there are many other spoken languages in the United States.



#### Language

Click on each of the buttons below to review language-based considerations.

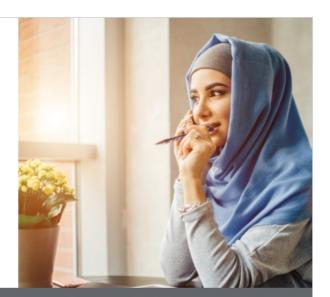
You must review all to proceed.

Limited English Proficiency (LEP)

**Top 15 LEP Languages** 

**Communication and Sensitivity** 

When you have finished, click **NEXT**.



Culture impacts every interaction we have with our customers.

#### **Limited English Proficiency (LEP)**

**Limited English Proficiency** 

**Limited English Proficiency** is a term used to describe individuals who are unable to or have a limited ability to speak, read, write or understand the English language.

This limitation may prevent an individual from being able to interact effectively with someone acting on behalf of OptumRx. The individual may not be able to obtain, process or understand basic information about their healthcare and the services that we offer. This may affect the individual's ability to make appropriate decisions.

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#### Top 15 LEP Languages

Spanish	19,144,102
Chinese	1,665,066
Vietnamese	837,959
Tagalog	485,841
Russian	413,523
Korean	401,139
Arabic	366,513
French Creole (Haitian Creole)	316,821
French	233,915
Polish	207,138
Portuguese	198,225
Italian	151,380
Japanese	140,984
German	131,683
Persian (Farsi)	115,171
Hindi	95,866

This chart identifies the top 15 languages spoken by people with Limited English Proficiency (LEP) in the United States, the District of Columbia, Puerto Rico and each U.S. territory.

(Source: Resource for Entities Covered by Section 1557 of the Affordable Care Act, from https://www.hhs.gov/civilrights/for-individuals/section-1557/1557faqs/top15-languages/ index.html)

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Culture impacts every interaction we have with our customers.

#### Communication and Sensitivity

#### Communication and Sensitivity

**Clear communication** is crucial with all of our members, but members with a Limited English Proficiency may require additional sensitivity. An LEP member may feel ashamed or uncertain of how to tell you they need extra assistance. To facilitate good communication:

- Listen for clues that someone may need help with reading or understanding written materials
- Speak simply and plainly about solutions and next steps
- Use plain language to describe risks and benefits

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Not all people within a culture share beliefs even though they may share a language. Beliefs may vary:

- Across cultural lines
- Within cultures
- · Within different generations of a culture
- · Across geographic boundaries



Membership in a particular culture does not mean any individual member will necessarily reflect the customs, traditions, and beliefs generally associated with their culture.



Healthcare issues affect different subcultures within our society in different ways. Different populations have their own concerns, which can vary and can include groups based on:

- Ethnicity
- Gender
- Age
- Geographic or economic factors

Inequalities in the healthcare system may affect member experience with their prescription programs.

At OptumRx, we build trust through open and clear communication. We show equal respect to all of our members, including their traditions, norms and perspectives. Our cross-cultural understanding informs our mindset.

subculture is a term that refers to an ethnic, regional, economic or social group existing characteristic patterns of behavior sufficient to distinguish it from others within and embracing culture or society.

# What is it?



A mindset is a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.

As we interact with diverse cultures, we must first examine our own beliefs and prejudices.

We must be culturally open each time we connect with a customer

- Over the phone
- In e-mails
- ·In our day-to-day thinking

#### Mindset starts with you!

Drag each label to its description. Click Submit when done.



Respect = The competent professional has a non-judgmental attitude of respect,

interest and inquiry.

Cultural Awareness = Superficial knowledge of cultures other than our own can sometimes lead to stereotyping and to inaccurate perceptions. Deeper knowledge and an open mindset are needed to combat inaccurate perceptions.

Identify Your Assumptions = Cultural sensitivity and cultural awareness require an honest assessment of our positive and negative assumptions about others.

# Can you identify the culturally sensitive behaviors? Select all that apply. Provide consistent customer service regardless of accent, ethnicity or cultural differences Stereotype based on a person's name or accent Remain non-judgmental Make assumptions (about a person's concepts of health, illness or means to prevent or cure) Laugh or joke about the beliefs of others Talk louder if someone does not understand

Correct	Choice
Х	Provide consistent customer service regardless of accent, ethnicity or cultural differences
	Stereotype based on a person's name or accent

Х	Remain non-judgmental
	Make assumptions (about a person's concepts of health, illness or means to prevent or cure)
	Laugh or joke about the beliefs of others
	Talk louder if someone does not understand

Remaining non-judgmental and providing consistent customer service regardless of accent, ethnicity or cultural differences is culturally sensitive.



#### **General Guidelines**

When interacting with others, remember to provide consistent customer service regardless of accent, ethnicity or cultural differences. Remain non-judgmental.



Click the markers to review BOTH.







When finished, click NEXT.

#### Do This Pop-up:

- Listen to understand and effectively assist
- Ask clarifying questions to validate understanding

Speak clearly and in plain language
 Remain patient and respectful

#### **NOT That Pop-up:**

- Talk louder if someone does not understand
- Stereotype based on a person's name or accent
- Make assumptions (about a person's concepts of health, illness or means to prevent or cure)
- Laugh or joke about the beliefs of others



#### One



#### Two



#### Three



#### **Four**



#### **General and State-Specific Interpretation Services**

OptumRx provides free language assistance services for our members with Limited English Proficiency. This assistance includes:

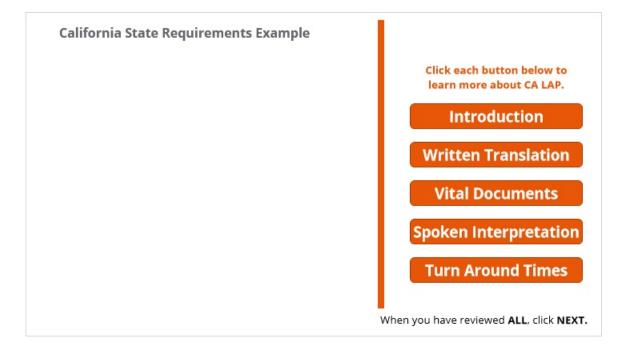
- Spoken interpretation assistance through the AT&T Language Line
- Written translation of our documents in Spanish and Chinese, upon customer request
- Text telephone (TTY) device for the deaf (TDD) services



In addition, states may also have regulations about how OptumRx interacts with members. Our Policies and Procedures comply with these and other applicable laws, regulations and guidance, as appropriate. One example of such laws is the California Language Assistance program (CA LAP).

#### TTY and TTD Definitions Pop-up

TTD and TTY - Text telephone (TTY) devices serve those with hearing impairments. Note: The TTY (TeleTYpe) and TDD (Telecommunications Device for the Deaf) acronyms are used interchangeably to refer to any type of text-based telecommunications equipment used by a person who does not have enough functional hearing to understand speech, even with amplification.



#### **CA LAP Example – Introduction**

#### California State Requirements Example

#### Introduction (CA LAP)

The state of California requires us to provide both written and spoken language assistance when members need to access health care services.

We provide this assistance through CA LAP, the California Language Assistance Program.

Note: Other states may have similar regulations. OptumRx complies with applicable legislation and regulations.



When you have reviewed ALL, click NEXT.

#### **CA LAP Example – Written Translation**

California State Requirements Example

#### Written Translation (CA LAP)

The program offers eligible members written translation of certain vital documents at no cost upon request.

Written translation is available in Spanish and Chinese.

Click each button below to learn more about CA LAP.

Introduction

Written Translation

Vital Documents

Spoken Interpretation

Turn Around Times

When you have reviewed ALL, click NEXT.

#### **CA LAP Example – Vital Documents**

California State Requirements Example

#### Vital Documents (CA LAP)

Vital Documents are comprised of (but not limited to):

- Applications
- Consent forms
- Letters regarding eligibility and participation
- Notices of denial, reduction, modification, termination
- Language assistance notices
- Plan benefit explanations
- Claim processing information including copayment, coinsurance and deductible requirements when requesting information from members

Click each button below to learn more about CA LAP.

Introduction

**Written Translation** 

Vital Documents

Spoken Interpretation

**Turn Around Times** 

When you have reviewed ALL, click NEXT.

When you have reviewed ALL, click NEXT.

#### **CA LAP Example – Spoken Interpretation**

California State Requirements Example

Spoken Interpretation (CA LAP)

Spoken interpretation is available at no cost for any language.

Click each button below to learn more about CA LAP.

Introduction

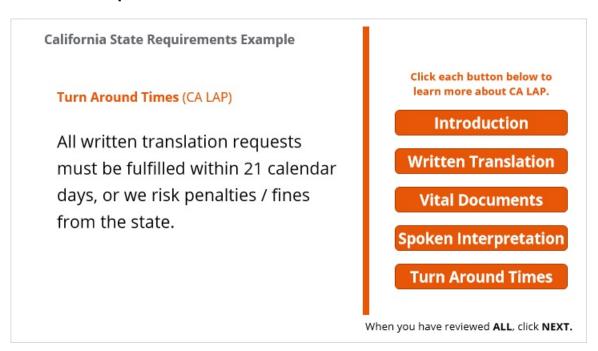
Written Translation

Vital Documents

Spoken Interpretation

Turn Around Times

#### **CA LAP Example – Turn Around Times**



# Part Two Non-Discrimination and Meaningful Access

(Section 1557 of the Affordable Care Act)
Source: U.S. Department of Human Services Office of Civil Rights

#### What is Section 1557?

Section 1557 is the non-discrimination law in the Affordable Care Act (ACA).



Section 1557 builds upon longstanding nondiscrimination laws and provides new civil rights protections. Read more about it by clicking the buttons below.

When you have finished, click NEXT to continue.

What are its goals?

What does it prohibit?

#### Goals

#### What is Section 1557?

Section 1557 is the non-discrimination law in the Affordable Care Act (ACA).



Section 1557 builds upon longstanding nondiscrimination laws and provides new civil rights protections. Read more about it by clicking the buttons below.

When you have finished, click NEXT to continue.

What are its goals?

What does it prohibit?

Section 1557 is important to achieving the ACA's goals of:

- · Expanding access to health care and coverage
- · Eliminating barriers
- · Reducing health disparities

#### **Prohibits**

#### What is Section 1557?

Section 1557 is the non-discrimination law in the Affordable Care Act (ACA).



Section 1557 builds upon longstanding nondiscrimination laws and provides new civil rights protections. *Read more about it by clicking the buttons below.* 

When you have finished, click  $\ensuremath{\text{NEXT}}$  to continue.

What are its goals?

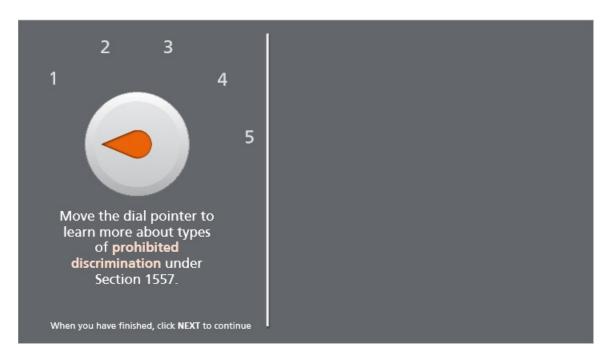
What does it prohibit?

Section 1557 prohibits discrimination on the basis of:

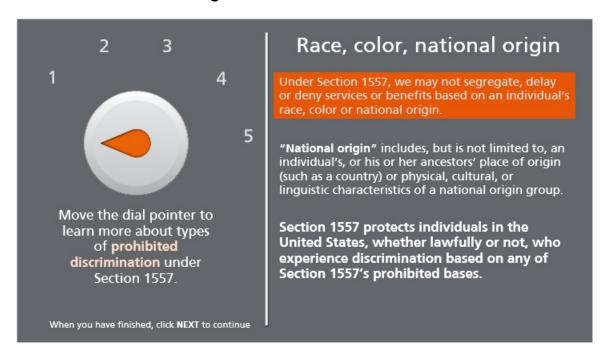
- Race
- Color
- National origin
- SexAge
- Disability in certain health programs and activities

The definition of sex includes, sex stereotyping and gender identity, sexual orientation, gender identity and/or expression.

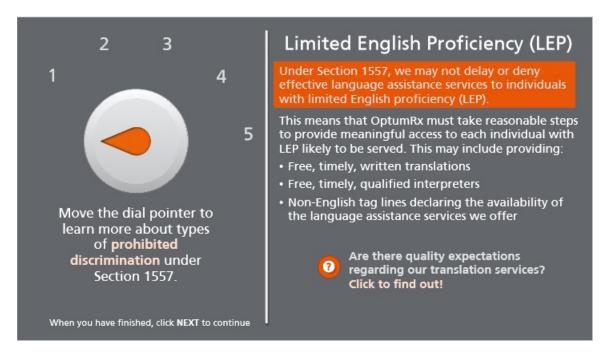
#### **Prohibited Discrimination**



#### 1 Race Color National Origin



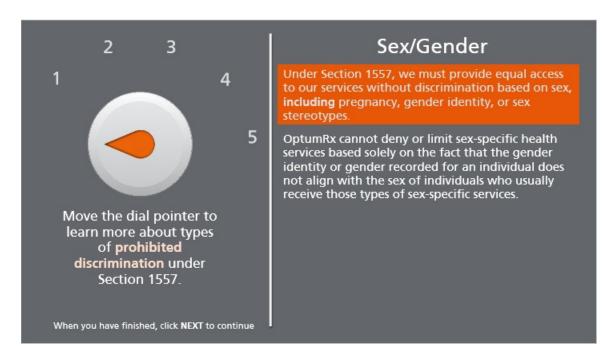
#### 2 Limited English Proficiency



#### Quality Expectations Pop-up: Quality standards are expected. We may NOT:

- Require an individual to provide his or her own interpreter
- Rely on minor child to interpret, except in all life-threatening emergency where there is no qualified interpreter immediately available
- Rely on interpreters that the individual prefers when there are competency, confidentiality, or other concerns
- Rely on unqualified bilingual or multilingual staff
- Use low-quality video remote interpreting services

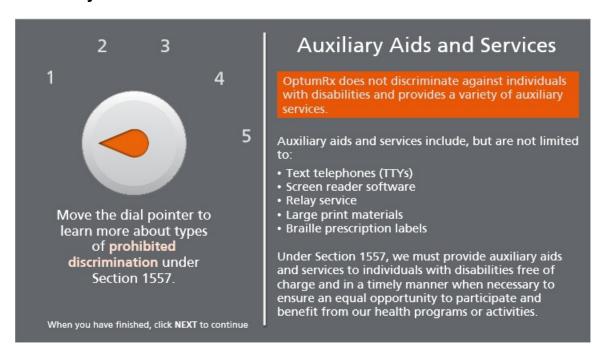
#### 3 Sex / Gender



#### 4 Age



#### **5 Auxiliary Aids and Services**



When we promote compliance with the laws, regulations and contractual obligations that govern our business, we earn the trust our members, providers and business partners place in us.

When we live our values and do what's right for people, we do what's right for our business.

INTEGRITY

COMPASSION

RELATIONSHIPS

INNOVATION

PERFORMANCE



#### What YOU can do to help

Ensuring that we are compliant with Non-Discrimination and Meaningful Access expectations is everyone's job.

**Click each button** for some simple things YOU can do.



Communicate with current or prospective members or clients effectively



Use the tools available to you



Identify and report noncompliance

When you have reviewed all, click NEXT.

#### Help 1

# Communicate with current or prospective members or clients effectively.

You are at the forefront of ensuring that you are delivering communications to our prospective and current members as required by the ACA.

- LEP notices and taglines are used with all significant member and consumer communications (including but not limited to) web portals, open enrollment materials, bills, and prescription labels
- · Translation services are available at no cost
- Custom services are available based on customer contract (fee/no fee)
- Communication technology we use includes chat functions, prospective consumer websites and member-facing websites

Examples of **communication support** include but are not limited to the following:

- Language Line assistance for translation services
- Written communications in alternate format such as Braille and large print
- National Relay Service: TTY and other support (telecommunications device for the deaf or hard of hearing)
- · Sign interpreters upon request

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#### Help 2

#### Use the tools available to you.

Key member documents require inclusion of nondiscrimination notices and taglines. Tools available to you include:

- There is standard approved Section 1557 language for key member facing communications. The OptumRx Non-discrimination notice and taglines outlines the services available and a copy is available on the OptumRx website.
- Office of Civil Rights Non-Discrimination Notice and Taglines FAQ provides additional information on Section 1557 questions you may have.
- The Accessibility Center of Excellence (ACOE) is a department that has tools and resources (include consulting) to support accessible member facing websites. If you are responsible for member facing websites and need support, visit and/or contact the Accessibility Center of Excellence.
- Your manager can answer your question or help direct you to an appropriate resource.

Click **Resources** in the upper left-hand corner of this player for the **Links** and **Contacts** attachment. You may print this attachment.

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#### Help 3

#### Identify and report noncompliance.

UnitedHealthcare and Optum have identified Civil Rights Coordinators to coordinate efforts to comply with our responsibilities and ensure compliance with Section 1557. Our procedures incorporate due process standards and enable prompt and equitable resolution of grievances.

UnitedHealthcare and Optum **prohibit retaliatory action** against any individual for raising concerns or questions regarding ethics and compliance matters or for reporting concerns in good faith.



For issues related to Section 1557, equal access, or civil rights



For all other Compliance-related issues

Return

#### Pop-ups:

#### For issues related to Section 1557, equal access, or civil rights:

If you believe you have it identified noncompliance with Section 1557, equal access or civil rights, contact:

- Your manager, or
- OptumRx Civil Rights coordinator (Optum\_Civil\_Rights at Optum.com

#### For all other Compliance-related issues:

The following are ways to report such issues. You only need to report the issue once, via any of the following reporting options:

- Your manager or Human Capital partner
- OptumRx Compliance Office or any Compliance staff member
- UnitedHealth Group Ethics & Compliance Help Center (Available 24 hours a day, seven days a week)
- Call 1-800-455-4521 (employee hotline)

#### 1.23 Assessment

#### Test What You Have Learned

# Assessment

You will now have an opportunity to test what you have learned. You will be presented with **ten** questions. You must get **eight** correct to pass.

Read each question, and choose the most appropriate response, then click **SUBMIT** to record your answer.



Which term describes the following definition? The shared values, norms, traditions, customs, arts, history, folklore, and institutions of a group of people.

Select the single best answer.

Cultural Sensitivity
Culture
Cultural Awareness
Cross-cultural

Correct	Choice
	Cultural Sensitivity
Х	Culture
	Cultural Awareness
	Cross-cultural

Culture describes the shared values, norms, traditions, customs, arts, history, folklore, and institutions of a group of people.



Correct	Choice
	Cultural Sensitivity
	Culture
	Cultural Awareness
X	Cross-cultural

Cross-cultural describes one culture interacting with another.

You are speaking with a customer named Sonia. She speaks and understands English, but has a thick accent. Which of the following will you do when speaking with Sonia?

Select the single best answer.

- Ask if she has ever been to Mexico in an effort to relate to her culture
- Provide the same service you would give any other customer
- Ask if she wants an interpreter because she may not like speaking English
- Speak loudly when answering her questions because she may not understand

Correct	Choice
	Ask if she has ever been to Mexico in an effort to relate to her culture
X	Provide the same service you would give any other customer
	Ask if she wants an interpreter because she may not like speaking English
	Speak loudly when answering her questions because she may not understand

Provide the same service you would give to any other customer.

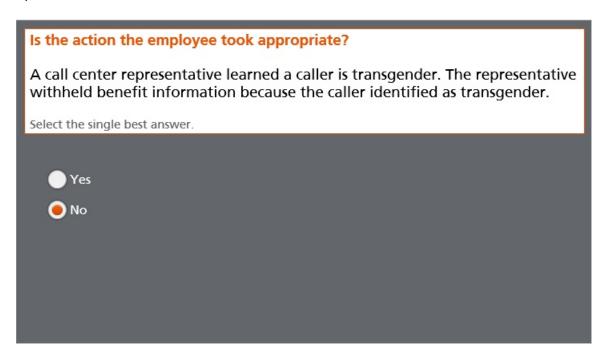
As we interact with diverse cultures, we must first examine our own beliefs and prejudices. We must become culturally open. Which of the following describes someone who is culturally open?

Select all that apply.

- Believes membership in a particular culture does not mean that any individual member necessarily reflects the customs, traditions and beliefs normally associated with their culture
- Believes an assessment of his or her assumptions is not needed
- Has a superficial knowledge of cultures other than his or her own
- ✓ Has a non-judgmental attitude of respect, interest and inquiry

Correct	Choice
Х	Believes membership in a particular culture does not mean that any individual member necessarily reflects the customs, traditions and beliefs normally associated with their culture
	Believes an assessment of his or her assumptions is not needed
	Has a superficial knowledge of cultures other than his or her own
Х	Has a non-judgmental attitude of respect, interest and inquiry

Remaining non-judgmental and recognizing that no one individual necessarily reflects the customs, traditions and beliefs generally associated with his or her culture is culturally open.



Correct	Choice
	Yes
Х	No

All OptumRx employees must provide excellent and compliant service to our members and customers, while creating a safe and welcoming working environment.

Not all people within a culture share beliefs, even though he or she may share a language within that culture. Beliefs may vary in what ways?

Select all that apply.

- ✓ Across cultural lines
- ✓ Within diverse generations within a culture
- ✓ Within cultures
- ✓ Across geographic boundaries

Correct	Choice
X	Across cultural lines
X	Within diverse generations within a culture
X	Within cultures
Х	Across geographic boundaries

These are all examples of cultural variations.

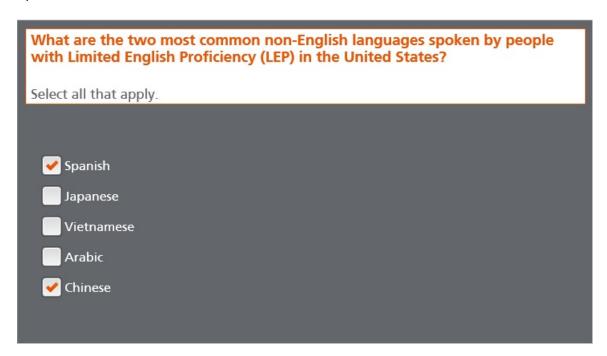
## What interpretation support does OptumRx provide?

Select all that apply.

- ✓ AT&T language line
- ✓ Letters and other communications written in multiple languages
- Online pharmacy directory/search tool indicates languages supported at a pharmacy
- **✓** Bilingual or multilingual telephone prompt system

Correct	Choice
Х	AT&T language line
X	Letters and other communications written in multiple languages
X	Online pharmacy directory/search tool indicates languages supported at a pharmacy
Х	Bilingual or multilingual telephone prompt system

These are all interpretation support OptumRx provides.



Correct	Choice
Х	Spanish
	Japanese
	Vietnamese
	Arabic
Х	Chinese

Spanish and Chinese are the two most commonly-spoken languages by people with Limited English Proficiency in the United States.

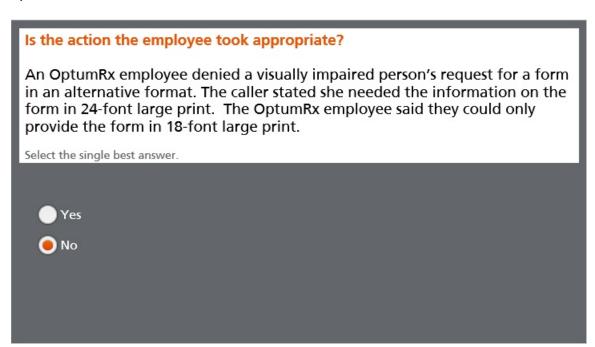
A member has contacted OptumRx to refill a prescription. The member has requested a Spanish interpreter. The member's Spanish-speaking son is present. The pharmacy technician should: \_\_\_\_\_\_\_.

Select the single best answer.

- Follow established procedures and secure an interpreter to assist with the language assistance for the duration of the call
- Advise the member that they will need to reschedule for a later phone appointment so the language line may be used
- Send a follow up letter translated into Spanish
- Ask the son to interpret for the member since he is present

Correct	Choice
X	Follow established procedures and secure an interpreter to assist with the language assistance for the duration of the call
	Advise the member that they will need to reschedule for a later phone appointment so the language line may be used
	Send a follow up letter translated into Spanish
	Ask the son to interpret for the member since he is present

Follow established procedures and secure an interpreter to assist with the language assistance for the duration of the call.



Correct	Choice
	Yes
X	No

The employee should follow instructions in their applicable policy and procedure documents and fulfill the member's request for the form in the font requested.

#### Resources for Cultural Awareness & Section 1557 related issues

#### **Civil Rights Coordinators** (report discrimination or accessibility issues)

For Optum and OptumRx: Optum Civil Rights@Optum.com

#### **Taglines and Notices** (standard approved language)

- OptumRx: Taglines and Notices
- Optum: Optum Language Assistance / Nondiscrimination Notice

#### **Accessibility Support** (website standard language statement)

Optum: Optum Accessibility Statement

#### **Digital Content Support** (resource for website accessibility)

- Accessibility Knowledge Center Accessibility knowledge centers
- For External use Agency and vendor guide

### Office of Civil Rights Non-Discrimination Notice and Taglines FAQ (Section 1557)

Notice and Tagline FAQ

#### Resources for reporting (non-section 1557 related) issues:

Note: Issues only need to be reported once to a resource below

#### **Optum Privacy Office** (Privacy related issues only)

• <u>privacy@optum.com</u>

**OptumRx Compliance Office** (Compliance inquiries or concerns, any fine/penalty/sanction notice/email/letter from a Regulatory Agency pertaining to an OptumRx Entity)

- optumrxcompliance@optum.com
- Any Compliance staff member

#### Compliance and Ethics Help Center - Available 24/7

Use this to report a violation that you do not believe is getting investigated or reviewed internally. This would include a violation of laws/regulations, company policies, contractual obligations, and concerns regarding internal controls, audit, accounting, or suspected fraud and abuse.

UnitedHealth Group Ethics & Compliance Help Center

Call 1-800-455-4521 (Employee Hotline – anonymous reporting option)

#### **Reference Information**

## 45 CFR Part 92, Section 1557 of the Patient Protection and Affordable Care Act (ACA)

 https://www.hhs.gov/civil-rights/for-individuals/section-1557/index.html

#### Section 504 of the Rehabilitation Act of 1973

<a href="https://www.dol.gov/oasam/regs/statutes/sec504.htm">https://www.dol.gov/oasam/regs/statutes/sec504.htm</a>

#### Section 508 of the Rehabilitation Act of 1973

 https://www.access-board.gov/guidelines-andstandards/communications-and-it/about-the-ict-refresh/final-rule

#### Title II of the Americans with Disabilities Act (ADA) of 1990

https://www.ada.gov/ada\_title\_II.htm