

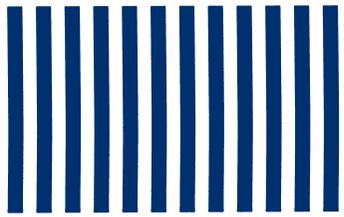


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HRSA MANAGED CARE TECHNICAL ASSISTANCE CENTER
C/O JOHN SNOW, INC.
1616 NORTH FORT MYER DRIVE, 11TH FLOOR
ARLINGTON, VA 22209-3100

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CONFERENCE INFORMATION

Who Should Attend

- Primary care associations
- Health departments
- Rural health networks, clinics, and hospitals
- Maternal and child health clinics
- Healthy Start programs
- School-based health clinics
- Ryan White HIV/AIDS grantees (state and community based)
- Community, migrant, homeless, and public housing health centers
- Health center managed care organizations
- Community nursing centers
- Medical managed care organizations
- Managed Care Organizations
- Public hospitals and health systems
- Other safety-net providers

REGISTRATION

Deadline: May 3, 2002

Fee: \$100

After May 3: \$150 (as space is available)

Registrations can be sent by mail, by fax at 703-528-7840, and on-line at www.jsi.com/hrsamctac/cultcomconference. Payments will be accepted in check form only. Make checks payable to John Snow, Inc., HRSA MCTAC and mail to 1616 Fort Myer Boulevard, 11th Floor, Arlington, VA 22209-3100. Those unable to send the registration fee by May 3 can provide a purchase order number with a completed registration form. In this case, checks can be mailed at a later date or received at the conference.

Scholarships

A limited number of scholarships are available to State agency employees. Call 1-877-832-8635 for more information.

Cancellation Policy

All cancellations must be received by May 13, 2002, for a full refund. After May 13, no cancellations will be accepted; alternative registrants may attend instead.

Hotel Accommodations

Drake Hotel

140 East Waldon Place

Chicago, Illinois 60611-1545

Tel: 312-787-2200

A block of rooms has been reserved for conference attendees at the special rate of \$155. Reservations will be accepted until April 29, 2002. Attendees should make their reservations directly with the Drake Hotel by calling 1-800 553- 7253. Guests should identify themselves as members of the Health Services and Resources Cultural Competency Meeting.

Questions

For conference logistics information, contact:

Sarah Ames, Project Associate

Telephone: 1-877-832-8635

Fax: 703-528-7840

E-mail: hrsa_mctac@jsi.com

Visit our Web site at www.jsi.com/hrsamctac

HRSA MCTAC

c/o John Snow, Inc.
1616 North Fort Myer Drive, 11th Floor
Arlington, Virginia 22209-3100



BRIDGING CULTURES & ENHANCING CARE

Approaches to Cultural & Linguistic Competency in Managed Care

Thursday, May 30, 2002

8:30 am – 5:15 pm

Session Registration 8:00 am – 8:30 am

Drake Hotel

140 East Waldon Place

Chicago, Illinois 60611-1545

Register Now!

Sponsored by

U.S. Department of Health and Human Services



HRSA

Health Resources and Services Administration

CHSFMC

Center for Health Services Financing and Managed Care

BRIDGING CULTURES AND



Meet the challenges of serving diverse populations within the managed care system, and learn how to develop culturally and linguistically appropriate programs and services. Cultural competence experts will share successful models and techniques that your organization can use to enhance services. Benefit from useful resources, such as assessment tools and clinical guidelines, which can serve as a basis for developing an action plan and moving forward with program development and implementation.

8:00 am – 8:30 am Registration/Continental Breakfast

8:30 am – 8:45 am Welcome

Speaker

Rhoda Abrams, M.B.A., *Director, Center for Health Services Financing and Managed Care, Department of Health and Human Services, Health Resources and Services Administration, Rockville, MD*

8:45 am – 9:15 am The Effects of Race and Ethnicity on the Delivery of Quality Health Care

Speaker

Nathan Stinson, M.D., *Deputy Assistant Secretary for Minority Health, Office of Minority Health, Department of Health and Human Services Washington, DC*

The diversity of populations served within managed care systems creates new challenges for managed care organizations (MCOs) and their providers to assure access and quality care. This session will provide participants with a better understanding of how race and ethnicity can affect health care. Data will be presented that demonstrates this concept, including differences by race in health care utilization, preventable hospitalizations, and perceptions of health care.

9:15 am – 10:15 am Strategies for Delivering Culturally and Linguistically Appropriate Health Care Services—Organizational Change

Speaker

Calvin Freeman, President, *Calvin Freeman and Associates, Sacramento, CA*

Explore how organizational environment, policies, structures, and management practices can facilitate the development of culturally and linguistically competent health care. Specific topics will include leadership and cultural competence, community partnerships, organizational assessment of cultural competence, the role and limitations of cultural competence training, promoting workforce diversity, and strategies for promoting organizational change.

ENHANCING CARE

10:15 am – 10:30 am Break

10:30 am – 12:00 pm Strategies for Delivering Culturally and Linguistically Appropriate Health Care Services—Clinical Issues

Speaker

Felicia Batts, M.P.H., *President, Consulting by Design, Fresno, CA (formerly with HealthNet of California)*

Learn about programmatic strategies that organizations and providers can undertake to ensure culturally and linguistically appropriate health care services are provided within the clinical setting. Emphasis will be placed on factors related to patient-provider interaction that affect the delivery of appropriate care such as patient perceptions, personal biases and differences, and alternative health practices. Language barrier issues will also be discussed, including delivering interpreter services and translating written materials.

12:00 pm – 1:15 pm Lunch

California's Approach to Ensuring Cultural Competent Health Care Services in Medicaid Managed Care and State Children's Health Insurance Program (SCHIP) Health Plans

Speaker

Gregory A. Franklin, M.H.A., *Chief, Office of Multicultural Health, California Department of Health Services, Sacramento, CA*

Hear how California's purchasing strategies and policy applications have provided the foundation for delivering culturally and linguistically appropriate health care services in Medicaid and SCHIP MCOs.

1:15 pm – 2:45 pm Successful Practices in Managed Care

Find out how managed care plans and providers have implemented cultural and linguistic competency standards within their organizations.

Breakout Session A

Arizona Health Care Cost Containment System (AHCCCS) Plans and the Provider Pocket Guide—Hear about the challenges and opportunities one group of Medicaid health plans faced as they collaboratively developed a resource tool for providers on how to become more culturally aware of their patients.

Speakers

Georgia Hall, Ph.D., *M.P.H., Executive Director, Institute for Health Professions Education, Phoenix, AZ*

Phillip Nieri, *Director of Compliance, Schaller Anderson, Inc., Phoenix, AZ*



National Minority AIDS Education Training Center (AETC) and Transcultural CARE Associates—Learn how the National Minority AETC developed a provider resource for working with African-American HIV/AIDS patients. The practical approaches developed for this guide can be adapted to other cultural and ethnic populations.

Speakers

John McNeil, M.D., *Principal Investigator, National Minority AETC, Washington, DC*

Josepha Campinha-Bacote, Ph.D., R.N., C.S., C.N.S., C.T.N., F.A.A.N., *President, Transcultural CARE Associates, Cincinnati, OH*

Breakout Session B

Speakers

Sophie Aro-Nguyen, Ph.D., *Cultural Competency Consultant, Parents Helping Parents, Inc., San Jose, CA*

Jim Stiles, *Executive Director, Sunset Park Family Health Center Network, Brooklyn, NY*

Daphne Hazel, *Associate Vice-President, Project Street Beat, Planned Parenthood of New York City, Bronx, NY*

Learn how these programs have addressed the problem of cultural and linguistic competency within their organizations. Specific topics will include community involvement, staff hiring and training, the institutionalization of cultural and linguistic competence, and addressing the needs of underserved, culturally diverse communities.

2:45 pm – 3:00 pm **Break**

3:00 pm – 5:00 pm **Plenary Session—An Interactive Session to Discuss Your Challenges in Delivering Culturally and Linguistically Competent Health Care**

Panel Members

Josepha Campinha-Bacote, Ph.D., R.N., C.S., C.N.S., C.T.N., F.A.A.N., *President, Transcultural CARE Associates, Cincinnati, OH*

Felicia Batts, M.P.H., *President, Consulting by Design, Fresno, CA*

Calvin Freeman, *President, Calvin Freeman and Associates, Sacramento, CA*

Panelists will address problem areas identified by the audience that may arise when developing culturally and linguistically appropriate services and programs.

5:00 pm – 5:15 pm **Closing**

REGISTRATION FORM

Bridging Cultures and Enhancing Care

Thursday, May 30, 2002

Complete and mail this form or register on-line at www.jsi.com/hrsamctac/cultcomconference by May 3, 2002. Registrations received after May 3, 2002 will be subject to a late fee.

Name _____

Title _____

Institution _____

Address _____

City/State/Zip _____

Telephone _____

Fax _____

E-mail _____

Credit cards cannot be accepted at this time.

Purchase Order/Voucher

Number: _____ (for check request,
when check will be mailed or received at time of conference registration)

____ I cannot attend but would like to be informed of future conferences.