Culturally and Linguistically Appropriate Services (CLAS)

Provider Cultural Competency
The CLAS Standards are national standards and guidelines established in 2000 (and enhanced in 2013) by the U.S. Department of Health and Human Services, Office of Minority Health, to advance health equity, improve quality, and help eliminate health disparities by providing a blueprint for individuals and health care organizations to implement culturally and linguistically appropriate care.

- **Principal standard:**
  - Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy and other communication needs.

- **Governance, leadership and workforce**
- **Communication and language assistance**
- **Engagement, continuous improvement and accountability**
What is CLAS?

Communication

Cultural competency training
Language services
Culturally competent care

Member engagement
Community education
Member services

Blue Cross Complete of Michigan LLC is an independent licensee of the Blue Cross and Blue Shield Association.
Why CLAS?

Legal Requirements
Local Need
Business Consideration
Membership Diversity
Federal regulations

• Civil Rights Act of 1964
  Title VI, 42 U.S.C. § 2000d
  o No person in the United States shall, on the
ground of race, color, or national origin, be
excluded from participation in, be denied the
benefits of, or be subjected to discrimination
under any program or activity receiving Federal
financial assistance.

Training and education

• CLAS is a state-required annual cultural
competency training
Local Need – Blue Cross Complete provider language demographics

55,000 Providers

98.9% English only

1.1% Second language

Top 5 non English languages:
Arabic, 645
Spanish, 460
Swahili, 94
Somali, 77
Chinese, 57
Providers who administer health care services responsive to the health beliefs and practices, and cultural and linguistic needs of diverse patient populations:

- Decrease liability
- Meet regulatory standards
- Gain competitive edge
The Cost of Health Disparities

- Lost wages
- Premature death
- Lost productivity
- Family leave
- Absenteeism
The Cost of Health Disparities

- Indirect costs associated with premature death: $1 trillion
- Annual direct losses: $230 billion
- Annual excess medical costs due to health disparities: 30%

We can do better.

Membership Diversity
Michigan’s Historic Cultural Landscape

- Canadian
- English
- French
- Native American
  - Eight indigenous tribes that were present before the arrival of Europeans, include:
    - Ojibwa
    - Menominee
    - Miami
    - Ottawa
    - Potawatomi
    - Wyandot
    - Fox and Sauk
    - Kickapoo
Race and Ethnicity — Michigan Census State Information

- American Indian/Alaska Native: 58,479
- Asian: 176,510
- Black or African American: 1,412,742
- Native Hawaiian/Pacific Islander: 2,692
- White: 7,966,053
- Some Other Race: 129,552
- Hispanic or Latino: 323,877
- Not Hispanic or Latino: 9,614,567

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Race and Ethnicity — Regional Membership

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Race and Ethnicity — Membership Portrait

<table>
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<tr>
<th>Race/Ethnicity</th>
<th>Grand Total</th>
<th>% of Total</th>
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<tbody>
<tr>
<td>American Indian or Alaskan Native</td>
<td>566</td>
<td>0.4%</td>
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<tr>
<td>Asian or Pacific Islander</td>
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<td>54,892</td>
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<tr>
<td>Caucasian</td>
<td>65,655</td>
<td>43.6%</td>
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Member Languages — Top Five Non-English Languages

- Arabic: 48%
- Spanish: 35%
- Swahili: 7%
- Somali: 6%
- Chinese: 4%
There are 12 federally recognized tribes of Michigan:

- Bay Mills Chippewa Indian Community
- Grand Traverse Bay Band of Ottawa and Chippewa Indians
- Hannahville Indian Community
- Keweenaw Bay Indian Community
- Lac Vieux Desert Band of Lake Superior Chippewa Indians
- Little River Band of Ottawa Indians
- Little Travers Bay Bands of Odawa Indians
- Match-e-be-nash-she-wish Band of Potawatomi Indians of Michigan (Gun Lake)
- Nottawaseppi Huron Band of the Potawatomi Indians
- Pokagon Band of Potawatomi Indians
- Saginaw Chippewa Indian Tribe
- Sault Ste. Marie Tribe of Chippewa Indians
Tribal Awareness — Michigan Map

Michigan’s federally recognized Indian tribes

REGIONS

1. **Upper Peninsula region**
   1. Lac Vieux Desert Band of Lake Superior Chippewa Indians
   2. Keweenaw Bay Indian Community
   3. Hannahville Indian Community
   4. Bay Mills Indian Community
   5. Sault Ste. Marie Tribe of Chippewa Indians

2. **Northwest region**
   6. Little Traverse Bay Bands of Odawa Indians
   7. Grand Traverse Band of Ottawa and Chippewa Indians
   8. Little River Band of Ottawa Indians

3. **Northeast region**

4. **West Michigan region**
   9. Marsh E-Be-Nash-She-Wish Band of Potawatomi Indians (Gan-O-Lak Tribe)

5. **East Central Michigan region**
   10. Saginaw Chippewa Indian Tribe

6. **East Michigan region**

7. **South Central region**

8. **Southwest region**
   11. Pokagon Band of Potawatomi Indians
   12. Nottawaseppi Huron Band of Potawatomi Indians

9. **Southeast Michigan region**

10. **Detroit Metro region**

Source: www.michiganbusiness.org/cm/files/tribal_business_development/tribes_map.pdf
Your CLAS

Provider tips for assisting non-English and limited-English speaking patients
Provider CLAS Tools — Blue Cross Complete interpretation tips

• Speak directly to the patient, not the interpreter
• Don’t rush. Pause every sentence or two for interpretation
• Use plain language. Avoid slang and sayings. Jokes don’t always translate well
• Check understanding occasionally by asking the patient to repeat back what you said. This is better than asking “do you understand?”

Provider CLAS Tools — Blue Cross Complete interpretation tips

Body language
Pay attention to patient’s body language when they interact with you. Try to mirror or match the patient’s body language.

Eyes
Use your observation

Ears
Listen to the patient’s tone of voice

Translation
Utilize Blue Cross Complete’s free interpretation and translation service when necessary.

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Translation and Language Assistance — Free of Charge

Certified translation services are available to all Blue Cross Complete providers and to eligible Blue Cross Complete members whose primary language may not be English or who have limited English proficiency or low literacy proficiency. Providers are encouraged to use these services to ensure all information is accurately communicated to members.

**Interpretation and translation services:**

- Telephonic interpretation
- On-site interpretation
  - American Sign Language
- Materials translation
  - Letters
  - Notifications
  - Member materials

Translation and interpretive services are available in over 200 languages. Providers and members can call 1-800-228-8554.
Member Communication Tools — Free of Charge

Notice of need for interpretation

I speak Spanish and need an interpreter for health care services. Blue Cross Complete of Michigan has free telephonic language services. Please call the number below to connect to an interpreter.

Member Services (Servicios Miembros): 1-800-228-8554

Podemos hablar? Si podemos. Servicios gratuitos de idiomas para los miembros de Blue Cross Complete of Michigan. Por favor mostrar estos a su medico o farmaceutico para hacerles saber que necesita un interprete. Can we talk? Yes we can. Free language services for Blue Cross Complete members. Please show this to your doctor or pharmacy to let them know you need an interpreter.
The Office of Minority Health culturally competent care programs

Providers can take the first step in serving diverse populations by completing accredited continuing education programs offered by The Office of Minority Health, part of the U.S. Department of Health and Human Services:

• **A Physician’s Guide to Culturally Competent Care** (accredited for physicians, nurses, nurse practitioners and pharmacists)

• **Culturally Competent Nursing Care: A Cornerstone of Caring:** (accredited for nurses and social workers)

Both programs are accredited for continuing education credits and available online at no cost to participants.

Visit [www.minorityhealth.hhs.gov](http://www.minorityhealth.hhs.gov) or [www.thinkculturalhealth.org](http://www.thinkculturalhealth.org) for more information on these programs and for more resources to bring cultural competency to your health care practice.
Please complete and print the attestation and email it to: 

jplata1@mibluecrosscomplete.com

or

Fax: 1-248-663-7466.
Training Attestation: Blue Cross Complete of Michigan

I, ____________________________________________ certify on behalf of myself or my agency that I have received materials from and undergone cultural competency training by Blue Cross Complete of Michigan in accordance with state requirements, including:

- The Civil Rights Act of 1964
- Michigan federally recognized Indian tribes
- Member race, ethnicity and language for my region
- State training requirements
- Availability of on-site training
- Cultural awareness in patient relationships
- Assessment of my experience with interpretation service

I further certify that all newly hired staff will receive and review the cultural competency materials and resources that I received today, within 30 days of hire, and documentation confirming the same will be maintained in each employee’s personnel file and be available upon request.

______________________________  ____________________
Signature                        Date

Please provide one attestation per provider location

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<tbody>
<tr>
<td>Provider or company name:</td>
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<td>Contact name and NPI:</td>
</tr>
<tr>
<td>Contact title and department:</td>
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<tr>
<td>Contact email:</td>
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<tr>
<td>Contact phone:</td>
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</table>

By submitting, you certify that your responses above are accurate, truthful and complete to the best of your knowledge.
Thank you!