



## Chapter 4: Cultural Competency

Health Choice Insurance Co. (Health Choice) wants to make certain its providers ensure that all services, both clinical and non-clinical, are provided in a culturally competent manner and are accessible to all members, including those with limited English proficiency, limited reading skills, hearing incapacity, or those with diverse cultural and ethnic backgrounds.

Health Choice provides the following services: translator services and TTY connections.

### Non-Discrimination

Members enrolled in Health Choice have the right to be treated with respect and with recognition of the member's dignity and need for privacy; to not be discriminated against in the delivery of health care services based on race, ethnicity, national origin, religion, sex, mental or physical disability, sexual orientation, genetic information or source of payment; to have services provide in a culturally competent manner, with consideration for members with limited English proficiency or reading skills, and those with diverse cultural and ethnic backgrounds as well as members with visual or auditory limitations.

Cultural competency in health refers to being aware of cultural differences among diverse racial, ethnic, and other minority groups, respecting those differences and taking steps to apply that knowledge to professional practice to ensure better communication with patients, families to improve health outcomes and patient satisfaction.

Health Choice is committed to providing access to high quality services in a culturally competent manner. Cultural competency generally refers to the provision of high quality, medically necessary health care services without regard to religious, racial, ethnic or social group and within the context of diverse human behavior. Diverse human behavior includes thought, communication, actions, customs, beliefs and values.

### Linguistic Services

Health Choice offers interpretation services at no cost to you or your patients. Health Choice encourages members to request translation services, instead of relying only on family members, in order for the member to have the best opportunity to understand their health care. To coordinate interpretation services for your patient, please contact our Member Services Department. Health Choice offers a Language Interpretation Line.



## Ask Me 3

Health Choice supports and highly recommends the Ask Me 3 program. As described on the Ask Me 3 webpage, the program encourages patients to ask and understand 3 basic questions:

1. What is my main problem?
2. What do I need to do?
3. Why is it important for me to do this?

You can learn more about this patient education program online at [www.npsf.org/askme3/](http://www.npsf.org/askme3/).

Materials for downloading can be found on this website,

[www.npsf.org/askme3/PCHC/download.php](http://www.npsf.org/askme3/PCHC/download.php).

Information is provided by the Partnership for Clear Health Communication at the National Patient Safety Foundation. Member materials are available in English, Spanish, French, Chinese, Russian and Arabic.