

CULTURALLY SENSITIVE HEALTHCARE

Melissa Memorial Hospital

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**“IS MY MAMA
GOING TO BE
OK?”**

- 4 year old Pedrito



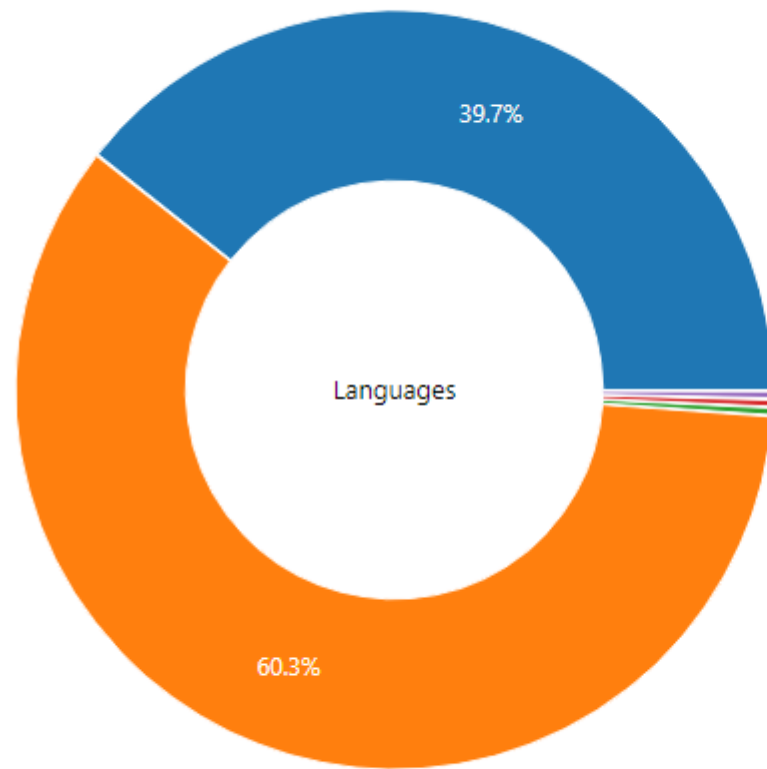
Holyoke Co Language by Age

All Ages

5-17

18-64

65+

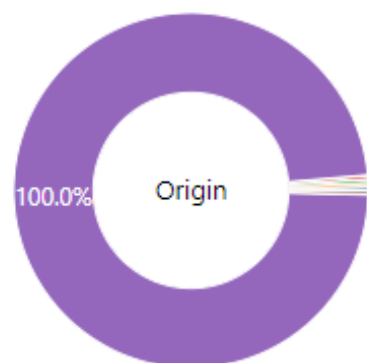


■ Only English ■ Spanish ■ Other Indo-European Languages ■ Asian and Pacific Island Languages ■ Other Languages

Holyoke Co Language

61.33% of Holyoke Co residents speak only English, while 38.67% speak other languages. The non-English language spoken by the largest group is Spanish, which is spoken by 38.22% of the population.

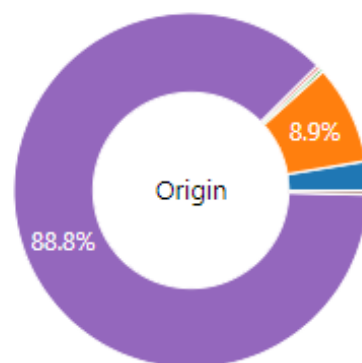
Origin of Non Citizens



Europe Asia Africa Oceania
Latin America North America

Non citizens include legal permanent residents (green card holders), international students, temporary workers, humanitarian migrants, and illegal immigrants.

Origin of Naturalized Citizens



Europe Asia Africa Oceania
Latin America North America

47.82%

Born in Colorado ?

76.94%

Native Born

23.06%

Foreign Born

16.04%

Non Citizen

Place of Birth

76.94% of Holyoke Co residents were born in the United States, with 47.82% having been born in Colorado. 16.04% of residents are not US citizens. Of those not born in the United States, the largest percentage are from Latin America.



**THE LANGUAGE DIFFERENCES CREATE A BARRIER
TO PROVIDING ADEQUATE AND TIMELY SERVICES TO
OUR SPANISH-SPEAKING PATIENTS.**

WHY IT'S NOT HAPPENING NOW

- Inadequate processes to accommodate Spanish-speaking patients
- Inadequate staff education of cultural needs
- Inadequate number of bilingual staff
- Inadequate amount of Spanish materials for patients





EXPLORING IDEAS

Co-Design Session & Solution Mapping

CULTURALLY SENSITIVE HEALTHCARE

Kindness

"A smile breaks the language barrier"

The Unknown

"It's scary when I don't know what to say to the patient and have to wait for someone else to come"

Appreciation

Our Hispanic patients appreciate "when MMH makes an effort to understand their culture"



Marketing Strategies



How we communicate



Information about the interpreters



Visual Guides



Registration, Billing & Financial Counseling

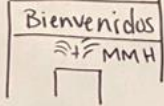
The Patient Journey



PROTOTYPE BILINGUAL HEALTH MAGAZINE

Bienvenidos!

MMH

- Estamos contentos de poder ofrecerles nuestros servicios de ~~salud~~ salud y que nos haya escogido como su proveedor de ~~salud~~ salud. (We are happy to be able to provide our healthcare services to you & that you have chosen us as your healthcare provider.)
- Tenemos servicios de intérpretes que le puedan ayudar a navegar en nuestro hospital para facilitar su visita. (We have services of interpretation that could help you navigate around our hospital and facilitate your visit.)
- Para empezar ~~por favor~~ ~~please~~ tenga su identificación (foto) y seguro de salud listo y llene documentación necesaria para su visita. (To start with please have your photo ID & health insurance ready & fill out your documentation necessary for your visit.)
- En la entrada de la clínica a ~~la~~ primera puerta a la derecha está el Centro hispano de MMH  habrá una persona que lo pueda ayudar con navegación.)

- At the entrance of the clinic at the first door on your right you will find the MMH Hispanic Center, there will be a person to help you with navigation.)

Sabia Ud. Que...

Interpreters

- Diana
- Melissa
- Jessica
- Stephanie
- Abraham

Phone: 854-1111
1001 G. Juan St.

Ofrecemos estos servicios:

Specialty Clinic - Office
Emergency
Clinica
Chemo
Outpatient

Dental

Optical

Acceptamos: Seguros y Medicaid
Tenemos planes de pagos y descuentos

Did you know?

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Emergency
Clinica
Chemo
Outpatient

Dental

Optical

We accept: Private Insurance and Medicaid
We offer Payment Plans & Discount Programs

MMH Family Dental 970-854-2244

Healthy, beautiful smiles start here!
Experienced Dentist and Registered Dental Hygienist on staff caring for infants, children, and adults.
All major insurances accepted, Colorado Medicaid, and CHIP.
Emergency care available.

¡Sonrisas sanas y hermosas comienzan aquí!
Dentista con experiencia e higienista dental certificada que es parte del personal. Estamos para ayudar a infantes, niños y adultos.
La mayoría de los seguros médicos son aceptados, Colorado Medicaid y CHIP.
Cuidado de emergencia disponible.



Financial

We are dedicated to making your experience at Melissa Memorial Hospital (MMH) a positive experience. Our staff is here to help you understand your options for payment and insurance information. For your convenience, Melissa Memorial Hospital accepts a variety of payment alternatives, including:

- MasterCard®, Discover®, personal checks, money orders, and cash (in the business office only).

Please do not send cash through the mail. To protect you, cash will only be accepted in person in the business office and you will be given a receipt.

MMH offers a financial assistance program. To apply please contact Financial Counselor or call MMH at 970-854-2244 ext. 2022 or email to schedule a time to complete the application.

NOTICE TO PATIENTS:

Melissa Memorial serves all patients regardless of inability to pay. Discounts for essential services are offered based on family size and income. For more information, ask at the front desk or visit our website, www.melissamemorial.org. Thank you.

AVISO A LOS PACIENTES:

Melissa Memorial sirve a todos los pacientes independientemente de la incapacidad de pago. Se ofrecen descuentos para servicios esenciales según el tamaño de la familia y los ingresos. Para obtener más información pregunte a recepción o visite nuestro sitio web, www.melissamemorial.org. Gracias.

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If you are uninsured please contact MMH to discuss payment options prior to receiving health care services from an MMH facility, as prices for health care services posted on this site may not reflect the actual amount of your financial responsibility. If you are covered by health insurance MMH strongly encourages you to consult with your health insurer to determine accurate information about your financial responsibility for a particular health care service provided at an MMH facility.

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We administer the Colorado Indigent Care Program (CICP), which provides discounted health care services to low-income people and families. CICP is not a health insurance program. Discounted health care services are provided by Colorado hospitals and clinics that participate in the CICP.

Información para el programa CICP.



HOW MIGHT WE

create the same
patient-centered experience
for all of our patients,
while being sensitive
to the needs of
our Hispanic population

A PROMISING SOLUTION DIRECTION:

Hispanic Health Center



Melissa Memorial Hospital

BIENVENIDOS AL

**CENTRO DE
SALUD HISPANO**

970-854-HOLA



“A ‘Centro De Salud Hispano’ is one of MMH’s most genuine & adventurous attempts to create a fully-coordinated healthcare journey for the Hispanic Community. It is a move towards collective wellness that understands the cultural richness that exists around us.”

- MMH bilingual employee

From Prototype to Practice: Phase 1

Bilingual Healthcare Magazine developed
using Human Centered Design techniques

4-224

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Phase 2:

Hispanic
Health Center

Centro de
Salud Hispano



970-854-HOLA: Spanish Speaking Hotline -
Centralized scheduling for Hispanic patients



Improved access to Spanish health-related
education materials and patient forms



Full-time interpreters offering “concierge”
services



Spanish-speaking financial counseling & billing
expert



BENEFITS OF THE HISPANIC HEALTH CENTER



Managing chronic diseases & preventing death



Reducing risks & liabilities with specially trained interpreters



Increasing number of Hispanic people served by 10% thereby increasing revenue

**NO QUEREMOS
CONSECUENCIAS**

**(WE DON'T WANT
CONSEQUENCES)**



Health disparities & poor control
of health conditions



Culturally insensitive care



Patients uninformed of the
services available to them

**“I CAN’T COME TO
THE EMERGENCY
ROOM BECAUSE I
CAN’T PAY FOR
THE VISIT”**

- Hispanic patient with
high blood pressure, chest
pressure and dizziness



Phase 1

- 1 FTE as dedicated interpreter/Project Coordinator (2nd qtr)
- Funds for printing & mailing bilingual quarterly healthcare magazine (2nd qtr)
- Funding for additional Spanish materials, forms, etc. (4th qtr)
- Continue the process of preferring bilingual staff for filling positions in departments (ongoing)

2020

2021

**HOW YOU
CAN HELP**

Phase 2

- 1 FTE as dedicated interpreter
- 1 FTE for bilingual scheduling/financial counseling position
- Location for Hispanic Health Center
- Collaborate with the community to develop workforce pipeline
- Technology that supports integrated services

Melissa Memorial
Hospital

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Jennifer Cano,
Jennifer
Wernsman



**THANK YOU FOR YOUR
CONSIDERATION OF OUR
PROPOSAL!**

IT'S BEEN A BOATLOAD OF FUN!

