“Is my mama going to be OK?”

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

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
Bienvenidos!

Estamos contentos de poder ofrecerles nuestros servicios de salud y que nos haya escogido como su proveedor de salud. (Welcome to our bilingual dental practice! We are happy to be your healthcare provider.)

Tenemos servicios de interpretes que le pueden ayudar a navegar en nuestro hospital para facilitar su visita. (We have interpretation services that can help you navigate our hospital.)

Para empezar, por favor tenga su identificación (ID) y seguro de salud (insurance) listos para su visita. (To begin, please have your identification and insurance information ready for your visit.)

En la entrada de la clínica a la derecha está el banco hispano de MMH. (At the entrance of the clinic on the right, you will find the MMH Hispanic Center.)

Sabía Ud. Que...

Oftalmologist: Dr. Diana
Otorrinolaringólogo: Dr. Chito
Neurología: Dr. Mario
Pediatría: Dr. Javier

El equipo médico de MMH está formado por médicos expertos en diferentes campos médicos. (The medical team at MMH is made up of experts in various medical fields.)

Financial

Noticias relevantes de pacientes internados en el hospital. (News relevant to patients admitted to the hospital.)

NOTICIA A PUESTOS.

El personal de MMH es altamente capacitado y está disponible para atender sus necesidades de salud. (The staff at MMH is highly trained and available to meet your health needs.)

Si desea más información, por favor contacte con su médico personal. (For more information, please contact your personal physician.)

Gracias por elegir a MMH como su proveedor de salud. (Thank you for choosing MMH as your healthcare provider.)

NOTICIA A PACIENTES.

El personal de MMH está altamente capacitado y está disponible para atender sus necesidades de salud. (The staff at MMH is highly trained and available to meet your health needs.)

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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
“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

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 CHP+.
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 niños, niñas y adultos.
La mayoría de los seguros médicos son aceptados, Colorado Medicaid y CHP+.
Cuidado de emergencia disponible.

Bilingual Healthcare Magazine developed using Human Centered Design techniques
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
**How YOU can help**

**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)

**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
Thank you for your consideration of our proposal!
It’s been a boatload of fun!