



# A National Satellite Broadcast

## CROSS CULTURAL COMMUNICATION IN HEALTH CARE: BUILDING ORGANIZATIONAL CAPACITY

This broadcast will:

- Present the business & quality reasons for improving cross cultural communication with low-income patients, particularly in managed care settings
- Show practical examples of how to provide linguistically- appropriate services for diverse populations, including medical interpretation
- Highlight best practices from around the country
- Address barriers and present successful strategies in managed care settings.
- Provide tested quality resources (e.g. publications, tools, web-based information) that participants can use

**REGISTER NOW TO BECOME A  
DOWNLINK SITE**  
*See reverse for instructions.*

**SAVE THE DATE**  
**Wednesday, JUNE 4, 2003**

<b>1 p.m. to 3:30 p.m. ET</b>	<b>10 a.m.-12:30 p.m. PT</b>
<b>12 p.m. to 2:30 p.m. CT</b>	<b>9 a.m.-11:30 a.m. AT</b>
<b>11 a.m. to 1:30 p.m. MT</b>	<b>7 a.m.-9:30 a.m. HT</b>

**Target Audience:**

- Health care leaders who want to improve their organizations' capacity to serve people with limited-English proficiency
- DHHS/ HRSA grantees including Ryan White/HIV/ AIDS providers, maternal & child health clinics, rural health clinics; community, migrant, homeless and school-based health centers, and other safety net providers
- DHHS/ OMH grantees including Bilingual/Bicultural Service Demonstration Program, State and Territorial Minority HIV/AIDS Demonstration Program and other programs which improve minority health and reduce racial disparities
- Hospitals, clinics, managed care plans with Medicaid and Medicare enrollees; academic health centers; other health providers and State agencies

Hear from cultural competence experts like **Ms. Shani Dowd** (Clinical Cultural Competency Training at Harvard Pilgrim Healthcare) and **Dr. Robert Like** (Center for Healthy Families and Cultural Diversity at Robert Wood Johnson Medical School) and executives from best practice organizations.



Bringing together experts from around the country in a fast-paced, engaging discussion on **linguistic competence**.

- **How** can linguistic competence be incorporated into strategic planning and quality improvement processes?
- **What** are the experiences of patients, providers, interpreters and advocates in managed care systems?
- **How** services and materials get to multiple points in the system that a patient encounters?
- **What** are the costs and benefits of having linguistically appropriate services, particularly in managed care systems?
- **How** can organizations implement services successfully?

**LIVE**  
**from Washington D.C. to your location !**

To **REGISTER ONLINE** as a **DOWNLINK SITE**, go to:

<http://www.hrsa.gov/financeMC/broadcast>

Click on "*Downlink Site Registration*"

Instructions on coordinates and other information also on website.

If you have specific questions about this broadcast, please contact  
Cindy Yen at [cyen@hrsa.gov](mailto:cyen@hrsa.gov) or go to  
<http://www.hrsa.gov/financeMC/broadcast> for more information.

---

**Sponsored by:**

U.S. Department of Health and Human Services, Health Resources and Services Administration,  
Center for Health Services Financing and Managed Care

**And**

U.S. Department of Health and Human Services, Office of Minority Health