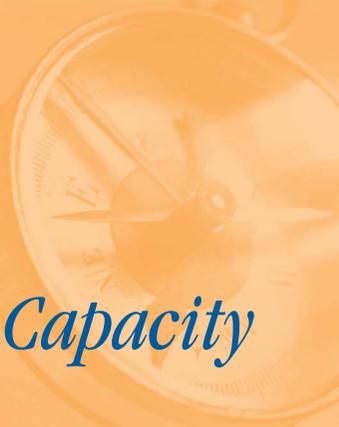


# Cross-Cultural Communication in Health Care

## *Building Organizational Capacity*



Wednesday,  
June 4, 2003

1:00 P.M. – 3:30 P.M.  
Eastern Time

12:00 P.M. – 2:30 P.M.  
Central Time

11:00 A.M. – 1:30 P.M.  
Mountain Time

10:00 A.M. – 12:30 P.M.  
Pacific Time

9:00 A.M. – 11:30 A.M.  
Alaska

7:00 A.M. – 9:30 A.M.  
Hawaii

## A Nationwide Satellite Broadcast

Serving the different cultures that comprise our communities can be a daunting challenge, but it is critical to the success of your organization. Language barriers can lead to miscommunication, unnecessary tests or procedures, the misuse of resources, or worse, medical errors.

This satellite broadcast is designed to help health care leaders and practitioners reduce language barriers, enhance clinical care, and improve access to services, particularly in managed care. Join us for this instructive and stimulating nationwide broadcast on June 4, 2003. To register to participate in this telecast and to find the locations for this broadcast, visit:

[www.HRSA.gov/financeMC/broadcast](http://www.HRSA.gov/financeMC/broadcast).



U.S. Department of Health and Human Services

**HRSA**

Health Resources and Services Administration

Center for Health Services Financing and Managed Care





## **JOIN OUR INSTRUCTIONAL NATIONWIDE SATELLITE BROADCAST**

We have designed a national broadcast to help health care leaders, managers, and practitioners reduce cross-cultural language barriers, enhance clinical care, and improve access to services through the development of effective linguistic services. The broadcast will include practical and relevant guidance and tips using informed, experienced faculty, real-life dramatizations, and video clips.

### **BRIDGING CULTURES AND ENHANCING CARE**

Meet the challenges of serving diverse, low-income populations and learn how to develop culturally and linguistically appropriate programs and services in managed care arrangements.

Join our cultural competence experts and executives from organizations like yours who will share successful models and techniques your organization can use to enhance services.

Benefit from the experience of others and “best practices” in building the capacity to respond to a culturally diverse population. View dramatizations that illustrate common pitfalls and successful strategies, and video clips of actual patients and clinicians, to enhance your understanding of the important issues organizations face in serving a culturally diverse population. Learn relevant and realistic suggestions and tips that will enhance your organization’s cross-cultural communication.

**Wednesday, June 4, 2003**

### **Cross-Cultural Communication in Health Care: Building Organizational Capacity**

Does your health care organization need to strengthen language access and services to ensure appropriate and quality patient care in managed care?

Are your staff experiencing difficulty communicating with patients from different cultures or who do not speak English?

Does your organization need to learn how to communicate more effectively to respond to a culturally diverse population?

## HOW TO PARTICIPATE

To find out where this free broadcast will be televised, visit [www.HRSA.gov/financeMC/broadcast](http://www.HRSA.gov/financeMC/broadcast) and follow the instructions to find the locations where the broadcast will be available.

## HOW TO REGISTER

Visit [www.HRSA.gov/financeMC/broadcast](http://www.HRSA.gov/financeMC/broadcast) and follow the instructions to register for this free instructive broadcast.

## WHO SHOULD ATTEND

- HRSA grantees and sub-grantees
- Office of Minority Health grantees
- State Medicaid Agencies
- State and Local Health Departments
- Plans with Medicaid Managed Care enrollees
- All other safety net providers and organizations involved in delivering managed health care (including behavioral health services) to low-income populations.

## FACULTY

We have gathered together an expert faculty including:

### *Moderator*

**Joyce St. George, M.A.** — Codirector, Pact Training, New Kingston, New York

**Robert Like, M.D., M.S.** — Director, Center for Healthy Families and Cultural Diversity, Department of Family Medicine at the University of Medicine and Dentistry of New Jersey, New Brunswick, New Jersey

**Shani Dowd, L.C.S.W.** — Director of Clinical Cultural Competency Training, Harvard Pilgrim Health Care, Boston, Massachusetts

**Kelvin Quan, J.D., M.P.H.** — CFO and General Counsel, Alameda Alliance for Health, Alameda, California

**Dinah Surh, M.P.H.** — Vice President and Administrator, Lutheran Medical Center, Sunset Park Family Health Center Network, Brooklyn, New York

**Deeana Jang, J.D.** — Senior Civil Rights Analyst, U.S. Department of Health and Human Services, Office for Civil Rights, Washington, DC

**Catalina Sol, M.P.H.** — HIV Program Director, La Clinica del Pueblo, Washington, DC; Interpreter Training Faculty, Northern Virginia Area Health Education Center, Annandale, Virginia

*We are planning to offer continuing medical education (CME) units for physicians by the American Academy of Family Physicians and contact hours for nurses by the Pennsylvania State Nursing Association (PSNA). The PSNA criteria for contact hours meet the standards set by the American Nurses Credentialing Center (ANCC) Commission on Accreditation (COA). Contact hours approved by PSNA are recognized in any state that participates in ANCC COA accreditation.*

For more information about this broadcast visit  
[www.HRSA.gov/financeMC/broadcast](http://www.HRSA.gov/financeMC/broadcast)

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DEPARTMENT OF HEALTH & HUMAN SERVICES  
Health Resources and Services Administration



5600 Fishers Lane  
Parklawn Building, Room 10-29  
Rockville, Maryland 20857

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