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## *Patient Care - Diverse Cultures in Radiology*



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## Goals

Understand definition of cultural competency

Gain insight into impact of culture on healthcare delivery as a radiologic technologist

Recognize ways to integrate cultural competency into delivery process and patient care

## Cultural Competency for Radiologic Technologists

According to Noble and Shaham (2020) “cultural competence includes concepts such as cultural awareness, linguistic competence, and health literacy as well as avoiding bias and stereotyping.”

## Cultural Competency for Radiologic Technologists

For radiologic technologists culturally competent care includes:

Support for communication and interpretation for both written reports and actual care

## Cultural Competency for Radiologic Technologists

For radiologic technologists culturally competent care includes:

Tailored care to each person's needs

# Cultural Competency for Radiologic Technologists

For radiologic technologists culturally competent care includes:

Recognizing that patients' backgrounds differ, even though similar procedures are necessary

## Culture

“By 2050, 50% of the U.S. population will be of non-European origins. Additionally, more than 10 million Americans identify as lesbian, gay, bisexual, transgender/transsexual, queer/questioning (LGBTQ), and the middle class has shrunk from 57% in 1970 to 45% in 2018.” (Davison, et. al., 2021)

## Today's Work Environment



## What is Cultural Competency?

Cultural competency “is a set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals that enables effective work in cross-cultural situations”. (U.S. Dept. of Health and Human Services)

## What is Cultural Competence?

Cultural competence is the integration and transformation of knowledge about individuals and groups of people into specific standards, policies, practices, and attitudes used in appropriate cultural settings to increase the quality of services; thereby producing better outcomes. (Centers for Disease Control and Prevention)

## Cultural Diversity - Basic Components

Race and ethnicity

Philosophical and cultural beliefs

Sociocultural experience of gender

Sexual orientation

Social class

## Cultural Diversity - Basic Components

Age

Generational differences

Physical abilities

Mental abilities

Religious and spiritual beliefs

Immigration status

## Cultural Competency Affects

Patient satisfaction

Perception of quality of care

Patient care outcomes

Patient and staff interactions

Provision of ethical care and standards

Responsiveness to patient needs and concerns

## Cultural Competence Impacts

Impacts:

How rights and protections are invoked

Perception of real health problems

## Cultural Competence Impacts

Impacts:

How symptoms and health concerns are expressed and interpreted

Who the most appropriate person is to treat an individual



## Cultural Competence Impacts

Impacts:

The understanding of what type of treatment is needed

Sense of modesty and trust

## Cultural Competency and Radiologic Technologists

Noble and Shaham (2020) state that: “radiologic services should have culturally competent practices in place at every step of the care, starting from the first phone call when patients are making an appointment. This will allow patients to receive care that is culturally and linguistically appropriate and lead to better satisfaction and outcomes.”

## Cultural Competence – The “Why”

According to the U.S. Department of Health and Human Services “cultural competency is one of the main ingredients in closing the disparities gap in healthcare.”

## Cultural Competence – The “Why”

Radiologic technologists who respect diverse beliefs/practices, and cultural/linguistic needs help deliver positive outcomes

## Cultural Competence – The “Why”

“The capacity to understand self, possess high levels of cultural fluency, and address contextual and ecological factors is required for optimal interprofessional collaborative practice.” (Hearst, et. al., 2021)

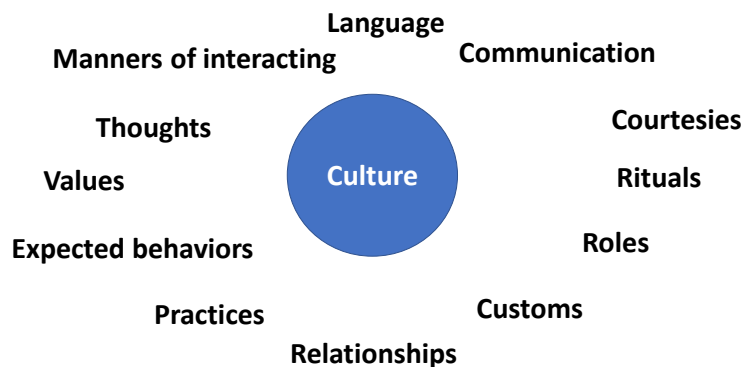
## Cultural Competence – The “Why”

Crucial for achieving accuracy in radiology service delivery and research, and in the effort to achieve equity in the healthcare system

## Cultural Competence – The “Why”

Deliz, et. al., (2020) states that: “providers should strive for cultural humility, a set of skills focused on continuous learning and self-reflection on one’s interactions with individuals from cultures different from their own.”

## Cultural Diversity Manifestation



## Cultural Attributes

The basis of healthcare comes from individual beliefs about the nature of wellness and illness

Cultural issues play a major role in determining radiologic treatment plans and patient communication and adherence

## Cultural Attributes

By understanding and incorporating differences within a diverse population, and examining one's own health-related values and beliefs, radiologic technologists can effectively support the needs presented by populations, respectively

## National Center for Cultural Competence (NCCC)

NCCC describes special cultural and linguistic influences that should be noted by all healthcare providers to enhance service provision for both the provider and the patient

### NCCC

NCCC findings are based on:

Cultural competence is a process on both the individual and organizational levels

## NCCC

NCCC findings are based on:

Ongoing learning that can help radiologic technologists and other providers to establish cultural awareness and sensitivity, knowledge, and skills

## NCCC

NCCC findings are based on:

Cultural strengths exist within sub-groups in an organization and/or group, but are often overlooked as resources

## Cultural Competency - Gender vs. Sex

Sex refers to the biological differences between people (chromosomes, hormonal profiles, or internal, and external sex organs)

## Cultural Competency - Gender vs. Sex

Gender refers to cultural values that are either masculine or feminine, some combination of both, neither, or something else



## Gender vs. Sex

Gender identity refers to how one thinks of one's own gender: whether one thinks of oneself as a man or as a woman

## Gender vs. Sex

Gender role is the way society expects a feminine or masculine person to act (dress, speak, relate to others)  
This forms our perception or definition of what gender is

## Gender vs. Sex

Gender expression is how people can communicate their sex/gender to others: clothing, hair styles, mannerisms, way of speaking, and our interactions, etc.

## Cultural Competency – Gender vs. Sex

“The use of culturally competent language and terms; careful respect of patient privacy and confidentiality; and avoidance of assumptions about patient names, pronouns, honorifics, gender identity, sex at birth, and sexuality are essential because assumptions can lead to negative experiences for both patients and staff.” (Davison, et. al., 2021)

# Cultural Diversity

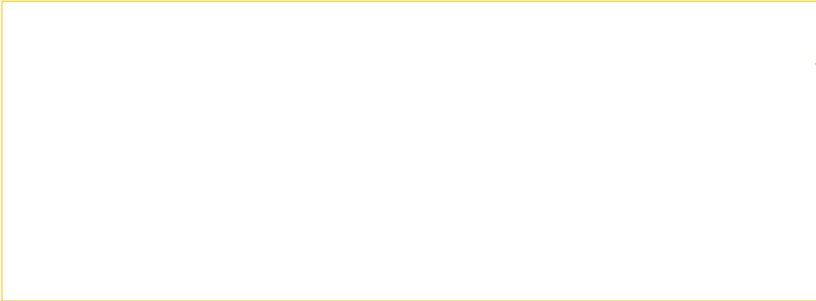
In order to integrate cultural diversity into today's work environment cultural competency must be a core value



# Cultural Differences

Iceberg Concept of Culture

Dress, age, gender, language, race/ethnicity, physical characteristics



## Integrating Culture with Humility Radiologic Technologist

### Culture

Language

Thoughts

Communications

Actions

Customs, beliefs, values

## Integrating Culture with Humility Radiologic Technologist

### Culture

Race/ethnicity

Religious/social

Gender

Sexual orientation

# Integrating Culture with Humility Radiologic Technologist

## Competency and Humility

Having the capacity to function and communicate effectively within the context of diverse cultural beliefs, behaviors, and needs of individuals and communities

## Information is Key – Radiologic Technologist

By identifying the richness and reality of diversity, remaining teachable, appreciating differences, and embracing humanity, strategies can be developed to encourage efficient and effective working environments

## Information is Key – Radiologic Technologist

Organizations must establish cultural competency as a core value, supporting it with programs, activities, and learning opportunities

## Information is Key – Radiologic Technologist

Culturally astute radiologic technologists can address health equity by addressing patients in an open, sensitive, and respectful manner

## Cultural Competency - Mammograms

According to Miller, Bower, et. al., (2019)

All women are recommended regular mammogram screening as a part of preventative care

## Cultural Competency - Mammograms

The following is the breakdown of regular screenings:

Non-Hispanic Black women	69.7%
Non-Hispanic White women	65.8%
Hispanic women	60.9%
Asian/Pacific Islander women	59.7%
American Indian/Alaskan Native women	51.5%

## Cultural Competency - Mammograms

Screening intervention and outreach need to be culturally competent

## Information is Key

### *Competency and Humility*

Radiologic technologists must actively present an ongoing interest in learning about diversity, cultures, and interpersonal relationships, as a part of their job responsibilities



## Information is Key

### *Competency and Humility*

In times of global services, understanding employee and patient differences can enrich the workplace, especially when led from the top down

## Information is Key

All healthcare professionals should embrace cultural differences

## Tips for a Culturally Competent Organization

Give your staff and colleagues the opportunity to share their cultural background – shared meals, photos, and fun facts can generate learning opportunities

Provide care in the language that patients may speak, including signage, and printed materials

## Tips for a Culturally Competent Organization

Listen when a patient shares about alternate treatments, such as Eastern medicine – be open and earn their trust

Gain insight into the community you serve

Accommodate religious preferences

## Culturally Competent To-do List

Strive to recognize and understand cultural difference

Offer opportunities for staff to expand cultural knowledge

Meet the cultural needs of patients, adapt accordingly

## Culturally Competent To-do List

Accept that cultural competency leads to cultural humility as a means of addressing disparities and inequities in the healthcare space

# Thank You

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