



Section 10

Health Education and Cultural, Disabilities & Linguistic Services

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Introduction

At the Health Plan of San Mateo (HPSM) we believe that healthy is for everyone. We offer a variety of health education classes and materials to help our members learn how to live well and be healthy. Topics include asthma, diabetes, weight management, pregnancy, and smoking cessation.

Health Education Classes

The HPSM Health Education Resource Guide is published biannually and mailed to members and providers. It contains information about classes, support groups, member incentive programs, and some community resources. Please encourage your patients to sign up to classes appropriate for them. **The medical literature confirms that if a patient's physician recommends health classes or healthy behavior changes to the patient, he/she is more likely to make that change than if the patient is left to try and initiate the change by him/herself.** Encourage your patients to make healthy changes!

Providers may refer members to HPSM's health education resources by having them call the number listed in the Health Education Resource Guide or contact HPSM's Health Educators to obtain a copy of the Resource Guide. **Prior authorization is not required.**

Below is a sample of classes available. To obtain a complete listing, visit www.hpsm.org or contact our Health Educators at (650) 616-2165 or healthedu@hpsm.org.

Asthma

The Asthma class is designed to help members learn how to control their asthma and feel better. Topics covered include asthma physiology, early warning signs, symptoms, triggers, medicines, peak flow meters, spacers, and asthma action plans.

- Sequoia Hospital, Redwood City, (650) 367-5550
- Seton Hospital, Daly City, (650) 991-6776
- Kaiser Permanente, Daly City, (650) 301-4450, for pediatrics only

Childbirth Preparation

Childbirth classes provide our pregnant members with a wealth of information about pregnancy, childbirth and early parenting. Members learn about breathing, relaxation techniques, pain management options, the role of a coach, hospital procedures, and what to expect before, during, and after delivery.

- Mills Health Center, San Mateo, (650) 696-5600
- Sequoia Hospital, Redwood City, (650) 368-2229
- Seton Hospital New Life Center, Daly City, (650) 301-8875
- St. Luke's Hospital, San Francisco, (415) 626-2229

Child/Adolescent Weight Management—In English AND Spanish

HPSM provides children and adolescents ages 6-18 with the opportunity to enroll in the **Shapedown** program at no cost. Shapedown focuses on promoting family support as the key to making gradual lifestyle changes without adopting a depriving diet. It is medically proven and effective for children and families who complete the program. Family members receive a comprehensive family assessment to determine specific needs. Then weekly classes are held to support lifestyle changes. Call (650) 616-2162 for more information.

Update: HPSM is NOW offering Shapedown in **Spanish!** You can refer your Spanish-speaking families to Shapedown as well as English-speaking families. Classes are being scheduled in both languages, call (650) 616-2162 to enroll your patients!

Diabetes

Members recently diagnosed with diabetes or who are having difficulty following diabetes health guidelines are good candidates for group education or individual nutrition counseling. The goal is to improve the member's knowledge, skill level and motivation for diabetes self-management. A doctor's referral is required to see a dietitian.

- Mills Health Center, San Mateo, (650) 696-4089
- San Mateo Medical Center, San Mateo, (650) 573-2481
- Sequoia Hospital, Redwood City, (650) 367-5213
- Seton Hospital, Daly City, (650) 991-6607
- St. Luke's Hospital, San Francisco, (415) 641-6826 (individual counseling only)

Diabetes in Pregnancy

The following programs are especially designed for pregnant women with diabetes. The programs include individual counseling with a dietitian and nurse.

- Sweet Success, Sequoia Hospital, Redwood City, (650) 367-5213
- Sweet Success, Peninsula Medical Center, Burlingame, (650) 696-5469

Physical Activity

HPSM members who are interested in physical activity are referred to San Mateo County Park and Recreation Department programs. For more information, contact our Health Educators at (650) 616-2165 or email healthedu@hpsm.org.

Smoking Cessation

The goals of the Smoking Cessation classes offered to HPSM members are to educate

and guide members through a process which helps them make a decision to quit and provides techniques to help make their efforts successful. Members also learn about the health risks of tobacco and second-hand smoke. Classes address issues of stress reduction, barriers to quitting, weight management, relapse, nutrition and exercise.

Nicotine Replacement Therapies

Nicotine patches and gums are covered for HPSM members at no charge. Members may only receive the smoking cessation therapies if they have verification of participation in a smoking cessation program. The use of the nicotine patch or gum requires a physician's prescription for one six week supply per year. Nicotine replacement therapy in excess of six weeks per year requires a prescription and prior authorization. For more information call the Health Education Unit at (650) 616-2165.

- Breathe California, (650) 994-5868
- California Smokers Helpline, (800) NO-BUTTS (English line)
(800) 456-6386 (Spanish line)

Health Education Materials

At HPSM, we place a great emphasis on primary prevention in all our work because we believe preventing a disease is the most effective way to keep a person healthy. The key point of contact to reach our members is when they are in the doctor's office. We strongly encourage our providers to distribute health education materials to patients during office visits.

We try to make the process of obtaining health education information easier by creating different ways members can communicate with us. Our members can call us, email us, complete our online request form, or obtain some of these resources from their provider offices.

We have brochures available in English and Spanish.

- Asthma
- Birth Control
- Breast Health
- Children's Health
- Diabetes
- Drugs/Alcohol Use
- Healthy Aging
- High Blood Pressure
- High Cholesterol
- Immunizations
- Men's Health
- Nutrition
- Pregnancy
- Prenatal Care
- Smoking Cessation
- STDs
- Weight Management
- Women's Health

Additionally, there is a section on our website containing *Take Action* messages on various health topics that will educate members on key behavioral changes or actions that will improve their health or keep them healthy.

Member Newsletter

Health Matters is HPSM's quarterly member newsletter. It includes articles on a variety of topics to help keep our members healthy. We have a special section called *Ask Dr. G* where HPSM's Medical Director answers general health questions submitted from our members. One or two questions are selected to be published in each newsletter. To view current and past issues of *Health Matters*, visit www.hpsm.org

Member Incentive Programs

HPSM offers incentives to members to promote the adoption of healthy behaviors, such as obtaining healthcare services in a timely manner and attending health education classes. All of our member incentives are part of health promotion programs that are tied to our quality initiatives. For more information regarding specific member incentives, please contact our Health Educators at (650) 616-2165 or healthedu@hpsm.org.

Prenatal Care Program

The Prenatal Care Program rewards HPSM's pregnant women for getting early and continuous prenatal care. HPSM pregnant members may enroll in the program and receive free gifts throughout their pregnancy. For more information about the Prenatal Care Program or to enroll a member, call the Health Promotion Specialist at (650) 616-2173.

The Prenatal Care Program provides:

- Referral to Ob/Gyn providers.
- Information and pamphlets about pregnancy, fetal development, nutrition, breast-feeding, infant safety, danger of alcohol, drugs and cigarette smoke.
- Referral to community resources.
- Referral to childbirth education classes.
- Information to help mom choose a pediatrician before the baby is born.

Member Incentives

- After receiving a prenatal visit within the first trimester (within first 12 weeks of pregnancy) the member receives a \$15 Target gift card
- After receiving three months of confirmed prenatal care visits, the member receives a book, *What To Do When You're Having a Baby*.
- After six months of confirmed prenatal care, the member receives a \$50 Target gift card.
- After receiving the postpartum visit (within 3-8 weeks after delivery), the member receives a \$40 Safeway gift card.

The prenatal and postpartum visits must be verified by the member's Ob/Gyn providing care during the pregnancy in order to receive the incentives.

Diabetes Management

HPSM members with diabetes can receive free individual counseling and group diabetes self-management classes through our community partners.

The Living Healthy Women's Program

The Living Healthy Women's Program supports women's efforts to stay healthy. It provides the following services to HPSM female members:

- Information and education about routine breast and cervical cancer screening exams
- Reminders if the member is overdue for a screening test
- Help in finding an HPSM Gynecologist
- Emotional support and motivation
- A \$15 Target gift card incentive when a member has received a verified Pap test and/or mammogram

For Living Healthy Women's Program brochures or more information about the program call the Health Promotion Specialist at (650) 616-2173 or 1-800-750-4776.

Immunizations

To promote timely immunizations, members who are up to date with their recommended vaccinations by age two, will receive a \$15 Target gift card.

3 to 6 Year Old Well Visit

HPSM encourages members ages 3 to 6 years to receive a well visit once a year with his/her Primary Care Provider (PCP). 3-6 year olds who receive a verified annual well visit from their PCP can get a \$15 Target gift card.

Adolescent Well Visit

HPSM encourages members ages 12 to 18 years to receive a well visit once a year with his/her Primary Care Provider (PCP). Adolescents who receive a verified annual well visit from their PCP can get two free movie tickets to Century Theaters.

Cultural & Linguistic Services

HPSM appreciates that its members represent a diverse mix of language, ethnicities, cultures, and countries of origin, each of which may be accompanied by a variety of attitudes, beliefs, and behaviors regarding health and health care. HPSM is committed to accommodating this diversity in a manner that accepts and respects differences while also promoting optimal health outcomes. Moreover, HPSM is committed to ensuring that all members receive high quality health care that is culturally and linguistically appropriate.

Provider Responsibility

HPSM acknowledges the role that language barriers can play in reducing the quality of care Limited English Proficient (LEP) members may receive. The following cultural and linguistic standards are required of HPSM and its provider network in order to comply with Title 6 of the Civil Rights Act of 1964 [42 USC Section 200(d)], SB 853 and 45 CFR (Part 80), which are all interpreted to mean: that Limited English Proficient (LEP) individuals are entitled to equal access and participation in federally and state funded programs through the provision of language assistance services.

Providers shall ensure equal access to health care services of members of all ethnic and cultural populations, members with limited English proficiency and members with hearing or speech impairments. The primary care provider (PCP) shall, in policies, administration and services, practice the values of:

- (a) respecting the member's beliefs, traditions and customs;
- (b) recognizing individual differences within a culture;
- (c) creating an open, supportive and responsive space in which differences are valued, respected and managed;
- (d) through cultural competency training, fostering in staff attitudes and interpersonal communication styles which respect the member's cultural backgrounds and are sensitive to their special needs.

Providers shall ensure equal access to HPSM's limited English proficient, hearing or speech impaired members in the following ways:

- Utilization of HPSM's interpreter services, bilingual providers or bilingual clinical staff during discussions of medical information such as diagnosis of medical conditions and proposed treatment options. Untrained or non-clinical staff should not be used to interpret during discussions of medical information
- Providers shall not encourage the use of family or friends as interpreters, especially minors.
- Providers should not subject members to unreasonable delays in receiving care when the need for interpreter services is identified by the provider or requested by the member.
- Providers shall document the member's preferred language, if other than English, in the member's medical chart.

- Providers shall document a member's request or need for interpreter services in the medical chart.
- Providers shall document a member's refusal of interpreter services in the member's medical chart.
- Providers shall provide member informing materials in English and Spanish (HPSM's threshold languages).
- Providers shall inform a member of his/her right to file a grievance in the member's primary language.
- Providers should ensure that provider staff who provide interpretation to members have been assessed and are capable of health care interpretation.
- Providers should refer members to culturally appropriate programs and services, as needed.

HPSM Responsibility

In order to comply with the California Department of Health Care Services (DHCS), the Managed Risk Medical Insurance Board (MRMIB), the Centers for Medicare and Medicaid Services (CMS), SB 853 and Title 6 of the Civil Rights Act of 1964 (42 USC Section 200(d) and 45 CFR Part 80), HPSM has developed policies that correspond with these mandates and that assist members in receiving services which meet their cultural and linguistic needs. HPSM provides the following services to facilitate effective communication between members, providers and HPSM staff:

- Bilingual Member Services Representatives.
 - All of HPSM's Member Services Representatives are bilingual in Spanish, Tagalog, Cantonese, Mandarin or Russian.
- Use of telephonic interpreters.
 - Members who speak other languages can communicate with a Member Services Representative through Language Line Services.
- Services for hearing impaired or speech impaired members
 - Members can utilize the California Relay Services or TTY to communicate with a Member Services Representative or with their doctor.
 - HPSM provides hearing/speech impaired members access to sign language interpreters to accompany them to an appointment or health education class.
- Use of face-to-face interpreters for limited English proficient (LEP) members
 - Members who speak other languages can request the use of face-to-face interpreters when the use of telephonic interpreters would be unsuitable/inappropriate. Each request will be reviewed on a case-by-case basis
- Bilingual materials.
 - All of HPSM's materials are available in English and Spanish.
 - Most of the CareAdvantage materials are available in English, Spanish, Tagalog, Chinese and Russian.
- Diverse provider network

- HPSM annually assesses provider and provider office staff's language capabilities in order to provide members with information so that they can identify providers who speak their language
- Member Education
 - Members are informed about their right to file a grievance in their primary language.

Access to Interpreter Services

HPSM ensures access to interpreter services for all limited English proficient (LEP) members to reduce the effect of language barriers on quality of care. HPSM provides 24-hour access to telephonic interpreter services for all medical and non-medical points of contact. In addition, HPSM members can also utilize in-person sign language interpreter services with advance notice. Further, face-to-face interpreters for LEP members are available on a case-by-case basis, when the particular circumstances of the individual's condition make telephonic interpretation unsuitable/inappropriate. All HPSM interpreter services are provided free of charge to members.

HPSM interpreter services are only available for patients who are eligible HPSM members. Federal law requires any provider receiving federal funding to provide any services to all patients in his/her preferred language standards¹.

Telephonic Interpreter Services

Telephonic interpretation is available to HPSM members through Language Line Services. Telephonic interpretation can be accessed through provider office exam room phones. If these are not available, any phone, such as a cell phone, can be used. If phone access is an issue contact HPSM's Health Educator at (650) 616-2170 for assistance.

How to Use Language Line Services

Providers may access telephonic interpretation for HPSM members by calling Language Line at 1-800-523-1786. The Language Line operator will request the following information, (1) language needed, (2) HPSM Client ID number: 201254, (3) Organization name: Health Plan of San Mateo, (4) Personal Code: Provider name, Member ID number, Member name and date of birth.

For more information on how to access Language Line, contact HPSM's Health Educator at (650) 616-2170.

Sign Language Interpreter Services

To request a sign language interpreter for an HPSM member, providers may contact

¹ U.S. Department of Health and Human Services-Office of Minority Health. National Standards for Culturally and Linguistically Appropriate Services in Health Care (CLAS). Executive Summary. March, 2001.

HPSM's Member Services Department at 1-800-750-4766. The following information is required to schedule a sign language interpreter, (1) member name, and HPSM Member ID number, (2) date, time, duration and address of appointment, (3) contact person and phone number at provider site, (4) description/type of appointment. A confirmation with the interpreter information will be faxed to your office. Please provide at least 5 days notice to request an interpreter.

Face-to-Face Language Interpreter Services

On rare occasions, the use of telephonic interpreter services for a particular patient might be unsuitable/inappropriate due to the patient's condition or circumstances (e.g. explaining diagnosis of terminal cancer). In such instances, HPSM can authorize face-to-face interpreter services on a case-by-case basis. To arrange such services, providers may contact HPSM's Health Educator at (650) 616-2170. Please provide at least 5 days notice to request an interpreter whenever possible.

Cultural and Diversity Awareness

HPSM recognizes that the ability to provide services in a culturally and linguistically appropriate manner must be cultivated through training and experience. HPSM is therefore committed to providing cultural and diversity awareness information and materials for HPSM network providers. In addition, HPSM is also committed to ensuring that providers are informed and aware of ways in which providers enhance the cultural responsiveness and improve access and quality of care for HPSM members. If you would like additional information in this area, please contact HPSM's Health Educator for assistance at (650) 616-2170.

HPSM also has tip sheets and training information for physicians on providing culturally sensitive care to members, available on our website. CME is available. Please go to: www.hpsm.org/providers/provider-resources/language-assistance.aspx for more information.

Monitoring and Enforcement

HPSM recognizes that the provision of culturally and linguistically appropriate health care services is challenging and requires a great deal of coordination. To ensure that HPSM's employees and providers adhere to its cultural and linguistic services policies and procedures, HPSM conducts regular monitoring and enforcement activities regarding staff, provider, and interpreter performance that include, but are not limited to, consumer satisfaction surveys, review of member grievances, annual provider assessments, and provider site-reviews. Specifically, HPSM monitors documentation in member's medical charts on requests or refusals of language interpreter services through Facility Site Review.

Assessment of Member Cultural and Linguistic Needs

HPSM acknowledges that the ability to provide culturally and linguistically appropriate care to a member population is predicated on understanding that population's cultural and linguistic needs. Accordingly, HPSM is committed to conducting regular assessments of its members' cultural and linguistic needs, including language

preferences, use of interpreters, use of alternative medicines, traditional health beliefs, and beliefs and practices regarding health and health care utilization. The results of these assessments are shared with providers as they become available.

Further, if providers have any suggestions, comments or ideas to improve HPSM's activities on addressing member cultural and linguistic needs, HPSM welcomes these ideas.

Needs of Members with Disabilities

HPSM recognizes that our members with disabilities have specific needs in addition to their general medical needs. For this reason, we provide services that are integrated within our daily activities of every department, such as access to TTY for our hard-of-hearing members, large-print materials for our visually-impaired members, information on which of our providers have wheelchair accessible offices in our provider directory for our wheelchair-using members, to name a few. We also have a care coordination unit in our Health Services Department to assist our members with complex chronic conditions to ensure they receive the care management they need to optimize their health outcomes.

If you have HPSM members with disabilities who need additional services, please notify HPSM Member Services at 1-800-750-4766. Staff will assist you in directing your request to the appropriate department.